

JUNE
30
1956

The Billboard

SUMMER SPECIAL

PRICE:
25
CENTS



The Billboard

SIXTY-SECOND YEAR

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY ABC JUNE 30, 1956

Dreams May Come True for Film Web

Latest Efforts May Turn Trick After 6 Years of Trying, 'Blondie' a Sign?

By GENE PLOTNIK

NEW YORK—The dream of a film network in TV has inspired numerous efforts in the past six years, but so far without success.

One recent development is considered by some in TV to have the makings of a film network. That was the sale of co-sponsorship of the new "Blondie" show to Wesson Oil, which will carry it on about 100 stations cleared by the Vitapix Corporation, an organization owned by 60 TV stations.

The Vitapix operation resembles a network operation to the extent that it handles the sale of time on a nation-wide basis in a single transaction. It is so similar to a network that Colgate Palmolive, in considering purchase of the other half of "Blondie" was said to have been in a quandary as to whether the money should come out of its own or its network budget.

Vitapix was organized over three years ago. It originally operated solely as a film distributor, differing from other distributors in that its member stations got first refusal of its programs. Two years ago it attempted to make the same type of deal it has made with "Blondie" but with a property titled "Parole Chief." It never got a sale. A major reason was said to have been disagreement among the members about clearing for the show.

The latest attempt to form a TV film network came to the trade's attention last week when Ely Landau, president of National Television Associates, told the Senate Interstate and Foreign Commerce Committee that he had formed the NTA Film Network, that it had signed affiliation contracts with a number of stations and that he expected it to be in operation in October.

Station Lack Binds Action

NEW YORK—What has consistently scotched all the serious efforts at forming a TV film network is said to be the allocations bind, which lies at the root of the controversies being aired in Washington at this very moment. There never seemed to be enough stations in enough important markets that were available for affiliation with another chain.

This seems to explain why Ely Landau, who has been trying to form a film network for five years, has been taking the position that ABC, CBS and NBC are not to blame, but the Federal Communications Commission is.

TO STEEL PIER WITH MIKES AND CAMERA

ATLANTIC CITY—Steel Pier here will be very much in the network TV and radio swim this summer, with NBC slated to present a 90-minute spectacular from the vacation site in August, and three radio networks—CBS, ABC and Mutual—set to originate remote broadcasts from the Pier a total of five times a week.

Present plans call for NBC-TV to present its spectacular (probably in color) from George A. Hamid's Steel Pier August 12 from 7:30 to 9 p.m. Most of the action is expected to center around the rides and midway attractions, altho a portion of it will feature music from the ballroom.

CBS radio will start broadcasting three times a week from the Steel Pier Ballroom, beginning Sunday (8) from 9:30 to 10 p.m. CBS will also carry remotes on Saturdays, 5-5:30 p.m. and on Friday nights. Mutual and ABC are scheduled to air weekly half hour musical shows from the Pier on Wednesday and Saturday nights, respectively.

Meanwhile, NBC-TV's "Today" show had arranged two morning remotes from Steel

(Continued on page 30)

Outdoor Showmen Prospect for Golden Lode This Season

Many Areas to See Good Summer; Some Look for Even Better Fall

By HERB DOTTE

CHICAGO—All segments of the outdoor industry face prospects of a good summer. Some, fair and carnivals principally, look for an even better fall.

Generally, conditions affecting outdoor amusements at this point are more than a trifle better than at the corresponding point last year.

Excepting in some areas, Michigan chiefly, employment is at or near all-time highs. In the rural sections, the farmers' spirits are rising and are expected to continue to rise in the weeks ahead as they feel the effects of higher-than-'55 prices for what they sell.

Few Areas Hit

There are, to be sure, some drought-hit areas. Such water-short sections, however, are smaller in number and scope than those of last year.

On the whole, the public's mind is conditioned to put out money for amusements. The average Joe and

his missus figure that, this being a presidential year, the powers-that-be will keep business rolling at a high level. So, he is in a mood to spend freely.

To Joe and the missus, the tighter credit of the last few months tended to get them to put off purchases of large-ticket items on time payments, to catch up on commitments previously made, and to put themselves in a position to spend more for amusements.

In recent weeks, touring shows and amusement parks, which have had the weather with them, report per-capita spending up. This mirrors the situation and spending mood of Joe and the missus.

Polio Worries Ended

There was a time only a few years ago when outdoor amusement operators had more to fret about than business conditions and the weather. They had to worry about polio, which had dealt some of them some rugged blows. At long last, ops are finally convinced they no longer have to worry about polio. The Salk vaccine has seen to that. The number of polio cases the country over is at an all-time low.

Aim for Kiddies

Outdoor showmen in many instances have turned their attention to upping patronage of youngsters whose numbers have mounted in line with the nation's population bulge. A few years ago the soaring

(Continued on page 54)

Drop-Outs at All-Time Low

CHICAGO—Cancellations of fairs in the U. S. and Canada has hit an all-time low.

Not one of the more than 2,000 scheduled for this year has been called off to date.

This contrasts with an annual average of about 20 cancellations during the past 10 years, principally because of polio epidemics but also because of drought or floods.

Yuba City, Calif., last December was hit by a flood that put part of the fairgrounds under 12 feet of water but execs recently decided to go ahead with a token run.

Bethany, Mo., is hard-hit by drought, but directors of the Northwest Missouri State Fair there have voted to stage an abbreviated version, three days instead of the usual six.

NEWS OF THE WEEK

Quiz Shows Get Hotter Than Ever With More Planned . . .

The resurgence of quiz shows as a major form of network TV programming has been one of the highlight developments of this past season. Furthermore, the trend is carrying over into next season with even greater force. [Page 2](#)

M-G-M Makes 3-Way Entry Into Television Field . . .

M-G-M makes triple-entry into television with releases of 770 features and 900 shorts, a production schedule for network shows and plans for buying stations. [Page 8](#)

Stepped-Up Package Record Promotion Pays Off in Sales . . .

Stepped-up promotion on package goods by record labels this season is already paying off sales-wise, according to The Billboard's best-selling classical album chart this week. The list features eight LP's which are on the chart for the first time, while three of the best sellers are \$2.98 LP promotion specials. [Page 15](#)

Latest New Coin Game Links Merits of Pool, Bowling . . .

Now the fun-seeker can shoot pool and go bowling at the same time. Making this possible is the latest coin-operated game to hit the market, which combines the play features of two long-popular amusement games—miniature pool and shuffle bowler. The new creation of United Manufacturing Company, Chicago, will soon make its appearance at neighborhood taverns and other locations across the country. [Page 124](#)

Modern Display Techniques Spell Profits for Record Dealers . . .

Competition at the retail level of the disk and phono business never slackens. Merchandising-conscious dealers with an eye for self-service and modern display techniques will get all the gravy in months and years to come. This week The Billboard shows dealers how to modernize and streamline for maximum profits in a special section starting on [Page 23](#)

71 New 1956 Coin Game Models Deck Arcades, Parks, Taverns . . .

An array of 71 new coin-operated amusement game models have moved into locations throughout the country during the first six months of the year. Output of new models is already running ahead of 1955, when a record variety was produced. Coin pool games have been the most popular items over the past year. Others include pinballs, shuffle bowlers, baseball games and fortune-telling machines. [Page 124](#)

DEPARTMENTS AND FEATURES

Amusement Games 124	Merchandise 99
Carnival 22	Music 15
Circus 75	Music Charts 15
Coming Events 123	Music Machines 129
Classified Ads 112	Parks & Pools 78
Coin Machine Market 125	Pipes 65
Fair List 67	Radio 15
Fairs & Expositions 82	Risks 91
Final Curtain 74	Roulets 73
General Outdoor 34	Television 2
Honor Roll of Hits 34	TV Film 6
Letter List 102	Vending Machines 111

ACCLAIMED JONI JAMES { **GIVE US THIS DAY HOW LUCKY YOU ARE** } **M-G-M** 12288 **See Page 41**

SENATE PROBERS DUE TO GRILL FCC

Expected to Query on Delay of New Rules On Allocations Now That Web Study's Over

WASHINGTON—The Senate Commerce Committee TV probers are expected to call back the Federal Communications Commission for further grilling over its delay in getting out a remedial allocations ruling, now that network hearings have been concluded. Last week, the Committee heard the testimony of the CBS, NBC and ABC affiliates.

Net option time came in for heaviest questioning, as it had during the testimony by presidents of CBS, NBC and ABC, the previous week (The Billboard, June 23). Acting Chairman Pastore asked CBS affiliate's John Hayes, president of WTOP-TV in Washington, "If we cut off one hour in prime time—what happens? This will be our main problem." He added that the Committee could accept the must-buy concept for advertising support, but the testimony of Dick Moore (KTTV, Los Angeles) and other independent programmers raised a question of possible need for curtailment of net option time.

When Hayes claimed net option time was the basis for the present development of American television, Committee Counsel Cox pointed out a contradiction: Affiliates claim they can refuse clearance for net programs at any time, without pressure or reprisal by nets, yet they also claim the nets can't function without the option-time contracts. Hayes answered that the contract structure was needed for net's assurance in going ahead with large-scale national and public service programming.

Medium and small market affiliates of all three nets claimed that net programming actually enabled them to afford more film and independent program productions. Superiority of nets and affiliates in the field of public service and educational programming was so heavily documented by ABC affiliate spokesman Sarkes Tarzian (WTTV, Bloomington, Ind.); that even Senator Bricker, instigator of net regulation by government, smilingly admitted, "You've proved your point."

The only exception to the parade of praise for the nets was the protest of Westinghouse Broadcasting

Company President Donald H. McGannon. He had high praise for net program "creativity" but felt they were programming "in excess of option periods" and "bringing about a corresponding reduction" in local programming hours. McGannon also proposed five-year contracts for net affiliates and voiced strong objection to government regulation and to any "head-in-the-tent" trials for toll television. He recommended keeping VHF at full power in metropolitan stations to prevent "shocking" reduction in service to large areas of the population.

At future hearings the Committee is expected to ask the FCC about the particular cases of station grants held up on "legal technicalities" of rival station owners or construction permit holders. No date has been set for resumption of hearings.

Menkin Busy With Projects

NEW YORK—William Morris has lined up several writing assignments for writer Larry Menkin, who last week left for the Coast. Menkin is also packaging a new TV film series, "Main Street, U.S.A.," which features stories to be shot on location in 39 different cities.

It will be submitted to Hollywood vidfilm makers for 1957 release. Menkin is the creator of "Rocky King, Detective" and "Monodrama Theater."

BOLGER GIVES CLIENT A LOOK

NEW YORK — NBC and Ray Bolger gave General Foods the full treatment last week. A closed-circuit of a Bolger show was staged to give the prospective client an idea of his next season's presentation which goes 20 weeks, 8-9 Tuesdays. General Foods was most entranced with Bolger's singing of "Once in Love With Jello," the TV version of "Once in Love

Gen. Motors in 'W, WW' Buy

NEW YORK — The resistance of the automotive companies, except for Ford, to network TV may be softening. General Motors this week bought an hour of the hour-and-a-half, "Wide, Wide World," Sunday afternoon, bi-monthly spectacular on NBC-TV, renewing two-thirds of its last season's sponsorship.

The purchase was for its United Motors subsidiary which includes Delco batteries, Guide Lamp and other products. NBC is hopeful that General Motors will buy the last third of the program shortly.

NBC Inks Wesson, Polk to Contract

NEW YORK — NBC-TV last week signed Gene Wesson and Gordon Polk to a talent contract. The comedy team has been excellently received in night clubs in this area.

They will be used on variety shows. A property will also be blueprinted to take advantage of their talents.

HOLD ONTO TIME

Sheaffer & Maytag Force Shriner Cut

NEW YORK—CBS-TV, faced with an adamant refusal of two irate sponsors—Sheaffer Pen and Maytag—to go along with the web's plan to put an hour Herb Shriner show into their Tuesday night time period, has bowed to the bankrollers' wishes and has effected a compromise solution.

The web has cut the Shriner show to a half hour, thus paving the way for Sheaffer and probably Maytag to retain ownership of their Tuesday 8:30-9 p.m. slot. Sheaffer has already closed a deal with CBS to air "The Brothers" in that time period on alternate weeks. Maytag reportedly will be the other sponsor.

The new show, a CBS-Desilu

property co-starring Bob Sweeney and Gale Gordon, is about two brothers who operate a photo studio in San Francisco. Ed Feldman is the producer; Hy Averbeck is the director of the show. "The Brothers" will replace "Navy Log," a CBS Film Sales property, which will probably be turned over to CBS Film Sales for rerun syndication.

Barring any further changes, "The Shriner show, which will be sponsored by Pharmaceuticals, Inc., will air 9-9:30 p.m. There's a possibility, however, that CBS may change its mind about putting Shriner on the air in a half-hour form. The web, it's known, has felt strongly that the Shriner show required an hour's airtime if it was to realize its fullest potential.

Burns-Allen Reruns for Fall

NEW YORK — The idea of using network reruns during the regular season is gaining increasing acceptance at CBS-TV. The latest indication is the web's decision to program the reruns of the Burns and Allen show as a Saturday early evening entry next season if a bankroller can be found.

This past season, CBS-TV has been airing the reruns of "I Love Lucy" Saturdays 6:30-7 p.m. under the sponsorship of Lehn & Fink and is now trying to find another bankroller for them in the same time slot. Burns and Allen is targeted for the 7-7:30 time slot, Saturdays.

Kovacs Sub's 'Tic Tac Toe'

NEW YORK—NBC-TV is putting a new audience participation show titled "Tic Tac Toe" into the 10:30-11 a.m. strip, replacing the Ernie Kovacs show. Jack Barry will emcee the new quizzer.

Meanwhile, NBC's plans to move "Ding Dong School" up to the 9:30-10 a.m. strip are being held in abeyance.

The Billboard

The Amusement Industry's Leading Newsweek
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford
E. W. Evans Pres. & Treas.
M. L. Reuter Vice-Pres.
Lawrence W. Catto Secy.

Editors

Paul Ackerman... Music-Radio Editor, N. Y.
Herb Doffen..... Outdoor Editor, Chicago
Robt. Dietmeier, Coin Mach. Editor, Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Leon Morse... Television News Editor, N. Y.

Managers and Divisions

E. W. Evans..... Main Office, Cincinnati
R. S. Littleford Jr... Music-Radio Div., N. Y.
Sam Chase... Television Division, New York
Lee Zhitto... West Coast TV Division, L. A.
M. L. Reuter... Outdoor Division, Chicago
Hilmer Stark... Coin Mach. Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-3890
Chicago 1, 108 W. Randolph St.
Maynard L. Reuter
Phone: CEnter 6-8761
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 290 Arcade Building
Frank B. Joerling
Phone: CLestnut 1-0443
Washington 5, 1428 G St., N.W.
New Bureau
Phone: NATIONAL 8-4748

Advertising Managers

Outdoor-Mdse. C. J. Latscha, Cincinnati
Music-Radio Dan Collins, New York
Television Andrew Csida, New York
Coin Machine Richard Ford, Chicago

Circulation Department

B. A. Bruns, Director Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of

March 3, 1879. Copyright 1956 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$4.

Vol. 68

'QUESTION'S IMPETUS

Quiz Shows Get Shot in Arm With New Ones Coming Up

By LEON MORSE

NEW YORK—The most significant development in TV today is the tremendous success of the recharged audience participation show as exemplified by "The \$64,000 Question." This summer and next season three more such shows—"High Finance," "Treasure Hunt" and "Twenty-One"—will take off in search of viewers. They will be in addition to "The Big Surprise" and "The \$64,000 Challenge"—two post-"\$64,000 Question" programs—which have scored heavily on TV. Another now on, "Do Your Trust Your Wife?" has not done as well.

And a not unlikely possibility is that Revlon's "The Most Beautiful Girl in the World," hybrid presentation distantly related to these programs, will lock horns with "I Love Lucy" next season. NBC-TV is trying to move the show into Mondays, 9-9:30 p.m.

Blocking the deal is the fact that it has sold "Impact" to Pond's two out of three weeks each month. The third week, however, remains to be sold, and unless this is accomplished, Revlon may have the time period. "Producer's Showcase" occupies the fourth week.

Impression Felt

The resurgence of the quiz show evidently has made itself felt with advertisers, audiences and network program officials. "Impact" is a NBC package in which it has an investment exceeding \$200,000. NBC's willingness to oust "Impact" is obviously based on the belief it can hurt "Lucy."

With the resurgence of the supercharged audience participation show has come the death of old quiz presentations. ABC has dropped such vehicles as "Down You Go," "Dollar a Second," "Penny to a Million," "Stop the Music" and "Break the Bank." "Beat the Clock," tho dropped by Sylvania, may return Saturdays, 7-7:30, if CBS can find a client.

Two other old audience participation shows, "Masquerade Party" and "Name That Tune," however, did well last season and will return. The revitalization of the quiz show on the networks has occurred without the help of CBS and NBC program execs. They are quick to state their dislike for such shows. Only ABC has been partial to quiz shows because it suited its program needs. Even with limited clearances, ABC can be used by advertisers sponsoring quiz shows for satisfactory cost-per-thousand ratings.

Lesser Times

The interesting thing about the success of the revived quiz show is that most of them are being programmed in less important prime time periods. Only "Treasure Hunt" on ABC, which goes 9-9:30 p.m. Fridays, is being programmed between 8 and 10 p.m. "Question" and "Challenge" are on Tuesdays at 10 and Sundays at 10, respectively.

"High Finance" will be on Saturdays at 10:30 and "Twenty-One," Wednesdays at 10:30. But the injection of suspense, human interest and big money prizes has combined to prevail upon the public. And as the public goes, so go the advertisers and the networks.

Gen. Electric Buys 'Arrow'

HOLLYWOOD—General Electric this week reportedly bought "Broken Arrow," an adult Western produced by TCF-TV, to fill its 9-9:30 p.m. Tuesday night period on ABC-TV.

The show, which presents Indians in a favorable light, was aired on the 20th Century-Fox hour earlier this spring. G. E. is also sponsor of the Fox hour.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

Payment enclosed

Bill me

869

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

NARTB OKAYS PLAN FOR NATIONAL VIDEO WEEK

WASHINGTON — The television board of the National Association of Radio and Television Broadcasting meeting here Wednesday-Friday (20-22), approved plans for a glittering promotion of National Television Week, September 23-29. The country will be flooded with the NARTB slogan: "National Television Week—featuring the finest home entertainment in sight," together with an accompanying picture seal showing a TV set and camera.

Co-sponsors of National Television Week are Radio Electronics and Television Manufacturers Association, the Television Bureau of Advertising and the National Appliance, Radio and TV Dealers Association. Teamed with NARTB, they will join forces in putting out special kits for all stations — to include opaque, slides, announcements, feature material, promotion and program ideas, suggested proclamations and assorted gimmicks for telling John Q. Public that television is here to stay in a very big way.

The big feature of the TV week promotion will be a startler, NARTB spokesmen say — possibly

something of the magnitude of a trans-Atlantic show or some equivalent, record-breaking "first." Governors, mayors and top political figures will be asked to join in the TV carnival across the nation. All the big TV stars starting their fall stanzas will promote the idea on their own shows and on special shows programmed by the networks for the big week.

Civic and fraternal organizations will be part of the TV merry-go-round of celebration. The TV industry will participate with special displays, and dealers will be provided with streamers and other gala stuff during the week.

In other cities, the TV board amended the television code to allow producers and distributors of recorded programs to become affiliate subscribers, with a special seal and announcement designating the product's adherence to the NARTB code. The Code Review Board also tightened its rules on commercials that run overtime into programs.

TV board chairman elected for the coming year is Campbell Arnoux, WTAR-TV, Norfolk, with Kenneth L. Carter, WAAM-TV, Baltimore, vice-chairman.

Houwink: If Sponsors Choose, Stations Lose

WASHINGTON—A grim picture of what would happen if TV stations depended for revenue on national and regional spot advertising, "where advertisers have complete freedom of selection of station and market," as against the network frame of option time and must-buy policies, was given the Senate Commerce Committee at TV hearings last week.

Frederick S. Houwink (WMAL-TV, Washington), chairman of the ABC Television Affiliates Association, said that among the 3,800 national and regional accounts using spot TV in the first quarter this year, less than 2.5 per cent used over 50 stations—and over 93 per cent used 20 or less, when the choice was left to them. Houwink's figures were taken from a survey made especially for the ABC affiliate group by the Television Bureau of Advertising and the N. C. Rorabaugh Company, Inc.

Even among the 100 largest national and regional spot buyers, who accounted for nearly two-thirds the total spot revenue of \$100,209,000 made by 2,702 advertisers during the 1956 first quarter, only 31 per cent used 75 or more stations, according to Rorabaugh data.

Of these large spot investors, only 24 per cent used between 50 and 75 stations, and the remaining 45 per cent used less than 50 stations.

The survey gave examples of wide differences among top advertisers in their decisions on number and distribution of stations to be used. Procter & Gamble, spending close to \$6,000,000 in spot TV in the first quarter, used 184 stations for Crest toothpaste and only 18 for its Tide detergent. Brown & Williamson used 224 TV stations for Kools and only 94 for its Raleigh cigarettes. This, Houwink pointed out to the Senators, in spite of the fact that both these firms' products have national distribution.

The figures, Houwink sums up, show that "national and regional advertisers find it impractical," even with nationally distributed products, to use stations in many markets. Among the markets, larger cities will draw more of the national advertising dollar than the

smaller. For these reasons, he asked the Senate committee and the Federal Communications Commission to reject "any suggestion that networks be required to forego" any of their option time. Such regulation, he believes, would "completely disrupt the system" of instantaneous net programming.

The "real" limiting factor in today's restricted competition in TV, is in the "table of channel allocations," Houwink concluded. "No change in network option time will alter it."

ABC Returns 10:30 to Affils

NEW YORK — ABC-TV has given up any plans it might have had for expanding its programming into the 10:30-11 p.m. period next season and has informed its affiliates they can have the 10:30-11 period every day except Wednesday and Saturday.

The Wednesday night period is occupied by the Pabst-Mennen fights. ABC is now trying to get Ralston-Purina to sponsor "Grand Ole Opry" Saturdays 10:30-11 p.m., but if Ralston turns the deal down, the Saturday period will probably be turned back to the stations too.

Blacklist Findings Reported; Solution Up to Industries

NEW YORK — After eight months of interviewing by a staff of 10 reporters and researchers, findings of the Fund for the Republic's study on blacklisting in radio, TV and the movies was issued this week in two separate volumes. The reports, drawn up by John Cogley, formerly executive editor of the Commonwealth, are, in the words of Fund Board Chairman Paul G. Hoffman, "a thoro job in a very difficult field."

Anyone seeking a pat solution for an admittedly thorny problem will not find it in these volumes, which provide considerable background material and interpretation of historical events leading to the present situation. But, as Hoffman states, Cogley "has brought in no indictments and has offered no

recommendations." The Fund's stated purpose is to present data from which the industries affected can themselves resolve the existing conflicts.

The formal blacklist came into being, according to Cogley, with the widely publicized cases of 1949-'51, involving Jean Muir, Bill Sweets, Irene Wicker and Elmer Rice, altho "political discrimination" had existed before that time with certain shows under the influence of Communists and their sympathizers and anti-Communists frozen out.

Becomes Jelled
The Muir case, however, had the effect of institutionalizing the blacklist behind closed doors. "The strategic key was secrecy," says Cogley. "If there were a discreet

check into the background of employees before they were hired," then there would be no letter or phone campaign of protests. "And since there would be no firings, because controversial persons were not hired in the first place, the liberal groups would be frustrated."

The situation as it finally emerged, according to Cogley, was that "every major network had executives appointed to implement its screening policies. The most important agencies assigned top-level executives to see that no mistakes were made. There were professional consultants who for a fee supplied dossiers on prospective performers and writers. And all this machinery was working smoothly and largely behind closed doors. Arrangements were verbal; very little was written down. Great care was taken to avoid the charge of conspiracy. The industry, rejecting the word 'blacklist,' retreated to high semantic grounds whenever the question came up. But no one denied that certain persons could not work until they 'cleared'—and that was what most people meant when they spoke of blacklisting."

Letting Up
Altho there were indications last winter that "things were letting up" and some talent found work for the first time in a considerable period, "any anticipations that blacklisting was coming to an end were premature," the volume states. New pressures were applied, Cogley feels that the TV industry "has, in effect, agreed to right to hire. While this policy is accepted and the pressure continues, there is little chance that blacklisting can be brought to an end."

Artists can clear themselves only thru a process of convincing several key "clearance men" in the industry that they have a good case. While this process is "possible," and dozens have gone thru it, Cogley points out that it is at best complex and poorly defined.

Cogley concludes that "if the American businesses, which together comprise the radio-TV industry, are to assume the burden of government, they must also assume the responsibility for dispensing justice. They cannot have it both ways. They cannot argue on the one hand that economic considerations come before all else, and, on the other, speak glowingly of the contribution 'business statesmanship' is making to a business-oriented democratic society."

FCC Asks Stations' Evaluation of Rules

WASHINGTON — Television stations were called on Wednesday (20) to help the Federal Communications Commission appraise the "adequacy and wisdom" of current chain broadcasting rules by supplying information on their operations to the Network Study committee.

A letter sent to television stations by FCC Network Study Director Roscoe L. Barrow, was accompanied by a seven-page questionnaire requesting information on the opportunities of affiliated and independent stations to secure national, regional and local advertising. The group also wants to know if stations have the opportunity to take advantage of net and non-net program sources, and initiate local programs to supply the needs of people served by the particular station.

Specific Info
Stations were asked to provide specific information on these aspects of their operations: Rates for all classes of time, both national and local; whether the station is interconnected by AT&T or private facility if net affiliated, program types—educational, religious, entertainment, etc.—and amount of each type; approximate length of announcements for spot and participating announcements, net revenue from non-network time sales and type of advertisers.

The network Study group also requested a summary of program source and sponsorship status for 15-minute program units during a composite week made up of Monday, December 12; Tuesday, January 24; Wednesday, February 15; Thursday, March 1; Friday, March 30; Saturday, April 21, and Sunday, May 6.

The breakdown asked for will

include net programs, both commercial and sustaining. In the non-net category, both sponsored and participating types are included, whether local live or local film, syndicated film or feature film. The third group, non-net sustaining, will include local live or local film, syndicated film, feature film and others.

Barrow's letter called the need for the study "obvious" because the rules have not been substantially changed since their adoption for radio more than 13 years ago. Interim expansion of radio, plus rapid development of television and network broadcasting, makes it "essential that the Commission re-appraise the efficacy of these rules in achieving their objectives," he said.

ABC-TV Near 'Omnibus' SRO

NEW YORK—ABC appears to be well on its way to a sell-out of "Omnibus," which will air Sunday nights 9-10:30 p.m. next season. The web this week closed a deal with Union Carbide to bankroll one-quarter of the show, which puts "Omnibus" on the half-sold list. Aluminium, Ltd., previously renewed its quarter stake in the show.

Additionally, it's considered very likely that J. P. Stevens, one of the current bankrollers, will renew its one-fourth interest, and American Can Company reportedly has taken an option on one-fourth also. If both these deals are closed, the show will be completely sold out.

Reynolds Adds To 'Service' Buy for Fall

NEW YORK—R. J. Reynolds has bought an additional alternate half hour of ABC-TV's new "Wire Service" show for next season, thereby increasing its ownership of the show to a half hour every week. The other half of the hour show, which is scheduled to air Thursdays 9-10 p.m., is still available for sale.

Reynolds' purchase of the additional piece of "Wire Service" eliminates the possibility of its buying ABC-TV's Friday, 10-10:30 p.m., which it had optioned.

coming
next
week
IN
THE
JULY 7
ISSUE

Results of the All-Industry Balloting in
The Billboard's
4th Annual TV Program and
Talent Awards
covering all Network Programs
and all Syndicated Film Series

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

Dreams of Film Webs May Come True Yet

• Continued from page 1

very first such attempt was made by Norman Chandler, president of The Los Angeles Times, which owns KTTV. In 1950, Chandler conceived the idea of organizing a co-operative programming chain among all the newspaper-owned stations, including The Daily News' WPIX in New York and The Chicago Tribune's WGN-TV.

Chandler made a production deal with Jerry Fairbanks, who started to turn out half a dozen shows. But the scheme was not able to get sufficient station support. Chandler then formed Consolidated TV Sales to syndicate the programs.

In those early years, 1950-'52, two other networking efforts were made, one by Bruce Eells, now Western division vice-president of Television Programs of America, the other by Paramount Pictures.

Eells, then running a radio transcription business of his own, had a network type of operation going with a couple of hundred stations. He wanted to apply the same concept to operation of TV.

Para Attempt

Paramount tried to line up a chain of stations to carry lines of programs produced by KTLA, its station in Los Angeles. This resulted in a syndication operation under the banner of Paramount TV Productions, which finally was dried up altogether three years ago.

In the past three years four different such plans have been presented to stations. A year ago Harry Trenner, now sales vice-president of Mutual, was trying to line up stations for his Station Film Library. He proposed to supply

Clients Weigh Dunninger Nix

NEW YORK — American Tobacco and Pearson Pharmacal have all but decided to drop their Dunninger show at the end of the summer to replace it with a new property at the beginning of the season.

The bankrollers have already been looking at new shows to put into their choice ABC Wednesday 8:30-9 p.m. time slot directly following "Disneyland."

NBC Talks SG Westerns

NEW YORK — NBC-TV is negotiating with Screen Gems for the purchase of 39 or 52 Charlie Starrett Western feature films for airing Saturday mornings starting next season.

The network is trying to latch onto Pillsbury as the sponsor of the Westerns.

IT'S FUN TO REDUCE

guarantees you

TRAFFIC • RATINGS SALES

- Five quarter hours per week
- Backed by merchandising tie-ins that make it a sales-winning natural!

GUILD FILMS

460 PARK AVE NEW YORK MU B-5365

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

the stations with perpetual rights to soap operas in return for the first runs, which he planned to sell to national sponsors. Two years ago Julie Kaufman, manager of XETV, San Diego, Calif., tried to get about 50 small stations together to sell shows nation-wide at 50 per cent of card rate. In the fall of 1953, Matty Fox, just before he put Motion Pictures for Television into the syndication business, tried to get stations to clear one night a week for programming to be supplied by MPTV.

Lee Plan

About three years ago a gentleman in Milwaukee told stations he was going to produce film for simultaneous airing on what he would call the Lee International TV Network.

Another recent venture with film network possibilities was National Affiliated TV Stations, set up by NTA and General Electric over a year ago to aid ailing UHF stations. A couple of major market stations showed interest in NATS with the expectation that it would become a co-operative program operation. NATS died last fall when the Federal Communications Commission took an anti-deintermixture policy.

Alexander Gets 'Town' Reruns

HOLLYWOOD—M & A Alexander has taken over distribution of "Big Town" reruns for next season. For the organization, which previously handled only feature pic packages, it marks the entry into telefilm syndication.

The 39 half hours seen on the net during the 1955-'56 season are involved. Reruns of the Lever Bros. sponsored series, starring and produced by Mark Stevens, have been syndicated each year following the web exposure.

Still not completely settled is whether the program will continue on NBC-TV next season, the indications are to the negative.

More Supply Of 'Our Gang'

NEW YORK—Stations may get a chance to refurbish their successful "Our Gang" programs now that M-G-M has come to a decision about TV distribution. Metro has a group of 50 "Our Gang" films, which it will probably put into the TV market in due time.

Interstate's group of 93 "Our Gang" comedies, which it calls "The Little Rascals," first hit in the fall of 1954. Shortly thereafter a smaller group of silent "Our Gangs" was put into TV by Onyx Pictures. Stations have been seeking a worthy continuation since then.

Metro also has close to 150 cartoons, all in color.

Movietone Plans 2 Weekly Packages

NEW YORK — United Press Movietone News is planning to produce weekly news and sports packages for TV. The programs will be available for fall, starting with the election campaign and progressing thru the Australian Olympics. Titles of the shows will be "The News Report" and "The Sports Report."

Distribution will be thru the national and world UP system, just as is being done on its daily services.

ADVISORY BOARD SURVEY

Minute Men Attack Jones' Stand on Ads



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

If the majority of ad agencies and sponsors in this TV Editorial Advisory Board survey supported Ernest Jones, president of McManus, John & Adams, by voting TV as a supplementary ad medium, they also denounced his opinion on the limitations of 60-second blurbs.

The question in point, as put to the board, asked: "Jones said 60 seconds is too fleeting to sell expensive products. Do you agree?" In a loud voice down the line, the industry said, "No." Among the stations 80 per cent rejected the idea; agencies, 55 per cent; web sponsors, 77 per cent; local and regional sponsors, 63 per cent; distributors, 54 per cent, and producers, 71 per cent.

Said a number of station men, "We can show testimonials—Jones could be buried by them—that cars have been sold successfully by 60-second blurbs or even less." It was further pointed out that in any given program, 60 seconds is not the limit of time and that any advertiser can juggle his total time, taking more here and less there according to his needs.

What of Other Media?

Another point the board stated emphatically was the one regarding TV in relation to other media. "Why penalize TV for things that other media do not perform?" was a succinct question asked by a station man. This, in reference to the stand taken by the majority of the board that magazine and newspaper ads rarely get as much as 60 seconds of attention from their readers.

Altho a few called attention to the fact that there are many sales points to cover and 60 seconds gives little time to do so, a substantial reply disagreed, while admitting that the goods could not actually be sold in a minute. The job of the TV commercial, they said, like any print ad, is to whet the appetite, stimulate the interest and leave the actual selling to the salesman.

It could be expected that some respondents would mention the irritation quotient in longer blurbs. But here the matter of length got some cogent thoughts. Consensus: It's not the length that matters so much as the way it's handled. Even a 20-second commercial can be irritating and seem long.

Prestige Shows?

Point No. 3 in this survey posed the following question: "Do you believe durable goods manufacturers should sponsor prestige programs, such as

the spectaculars, or should they buy shows for the best cost per thousand?"

Here the voting was not nearly so clear cut. Altho the over-all tally favored cost-per-thousand, as the main criterion, there were many "don't know" votes and many abstainees, as well as voting for both. Why? The board felt that a good selling job could not be done by prestige alone, that the specs must be thought of as an addition to other programming.

Among stations 71 per cent leaned toward cost per thousand; agencies, 61 per cent; web sponsors, 37 per cent; regional and local sponsors, 45 per cent; distributors, 60 per cent, and producers, 35 per cent.

Those favoring spec programming presented an array of defense. "What is expensive these days?" they asked. The high-priced goods are becoming more and more within reach of the multitudes. Likewise, these prestige shows are reaching the very audience which can afford to buy.

HOW THEY VOTED

Do you believe durable goods manufacturers should sponsor prestige programs, such as the spectaculars, or should they buy shows for the best cost per thousand?

	Prestige	Cost Per Thousand	Don't Know
Stations	4	20	4
Ad Agencies	11	20	2
Network Sponsors	3	3	2
Regional, Local and Spot Advertisers	6	5	—
Distributors	2	6	3
Producers	11	7	2
	37	61	12

Jones said 60 seconds is too fleeting to sell expensive products. Do you agree?

	Yes	No	Don't Know
Stations	7	27	—
Ad Agencies	12	15	—
Network Sponsors	1	7	1
Regional, Local and Spot Advertisers	4	7	—
Distributors	5	6	—
Producers	5	15	1
	34	77	2

Ad Agencies Say . . .

HENRY L. MILLER, TV director, MICHENER & O'CONNOR, Harrisburg, Pa.: "TV's job is to 'sell the sizzle, not the steak.' Advertisers should concentrate on creating the desire to buy—to get the buyer into the showroom where he can see the product itself, touch it, ride in it, cook on it."

MAXFIELD GIBBONS, account executive, KETCHUM, McLEOD & GROVE, New York: "While something can be done to lend prestige, selling of durable goods, like lower-ticket items, still depends in most cases on reaching the big audience. A tremendous percentage of population can now afford . . . white goods, TV sets, automobiles. It's really a mass market."

Stations Say . . .

RICHARD MOORE, president, KTTV, Hollywood: "The proof (of a minute spot's power) is that it's being done to the tune of more than \$1,000,000,000 a year in TV advertising expenditures. How many seconds does the reader spend on a static three-color page in Life magazine?"

JAMES D. RUSSELL, president KKTU, Colorado Springs, Colo.: "TV handles this job (of selling expensive products) by permitting an advertiser to combine two or three announcements into one longer one in his program."

HARMON L. DUNCAN, president, WTVD, Durham, N. C.: "Advertising never replaces the salesman—this is as true of beans as autos. A minute is a very substantial time to discuss any product. More would likely hurt, considering the intensity of the TV pitch."

V. V. CLARK, general manager, KOOK-TV, Billings, Mont.: "Consider how long the average reader spends with the average print ad, which carries only one appeal . . ."

WILLARD WALBRIDGE, general manager, KTRK-TV, Houston: "These pioneer broadcasts (Oldsmobile's first over WWJ-TV) led to a long series of smart

advertising buys in TV including everything from spots to spectaculars. Most of all they developed vibrant and compelling commercial treatment—pleasant, entertaining but with good sell. Look at the results. They now outsell Pontiac by 20 per cent. And Jones, who prefers to sell Pontiacs by the printed word, has tried TV only once and didn't like it. The significant thing is that at one time Pontiac outsold Olds."

Sponsors Say . . .

DAVID JOHNSON, vice-president, INTERSTATE LIFE & ACCIDENT INSURANCE, Chattanooga: "The public expects durable goods manufacturers to present the spectaculars—going one better always than other advertisers."

Producers Say . . .

ALBERT HECHT, partner, BILL STURM STUDIOS, Inc., New York: "Who has suggested to Jones that 60 seconds is the limit of his time? Does not Ford use minute-and-a-half commercials on its spectaculars? The Federal Communications Commission allows judgment and taste in how long to run your commercial within the framework of a show. True enough, there is a limit as to the amount of time you can use out of a show, but good institutional and good selling commercials can hold, entertain, and sell your viewers, regardless of time measured by seconds. If Jones feels that 60 seconds isn't enough to sell Pontiacs, then let his curiosity dictate his movements—let him find out from his associates that you can run a commercial more than a minute. If Jones refuses to use minute-and-a-half commercials within his show, I will arrange for many film producers to screen one-minute films that have successfully sold durable goods."

NORMAN C. LINDQUIST, Wilding Pictures, Chicago: "The 60-second commercial becomes too fleeting only when an attempt is made to cover too many selling points. One-minute commercials are consistently proving effective where the story is kept simple and only one or two major points are covered."

In the next TV Editorial Advisory Board study: TV LOOKS AT THE FCC

*The Fund for the Republic is pleased to announce
the Winners of the 1956*

ROBERT E. SHERWOOD AWARDS



*for television programs
dealing with
freedom and justice*

**THE BEST NETWORK
DRAMA
\$20,000**

to the National Broadcasting Company's
production of ALCOA's
TRAGEDY IN A TEMPORARY TOWN

PRODUCERHerbert Brodtkin
DIRECTORSidney Lumet
WRITERReginald Rose

**THE BEST NETWORK
DOCUMENTARY
\$20,000**

to the National Broadcasting Company's
production of Armstrong Circle Theatre's
I WAS ACCUSED

PRODUCERDavid Susskind
DIRECTORWilliam Corrigan
WRITERJerome Coopersmith

**THE BEST PRODUCTION
BY AN INDEPENDENT STATION
\$15,000**

to WAAM-TV, Baltimore, Maryland
for its production
DESEGREGATION: BALTIMORE REPORT

PRODUCERHerbert B. Cahan
DIRECTORKennard Calfee
WRITERMrs. Gray Johnson Poole

Honorable Mention

OMNIBUS:
Constitution
Columbia Broadcasting
System

KRAFT THEATRE:
One
National Broadcasting
Company

PHILCO PLAYHOUSE:
A Man Is Ten Feet Tall
National Broadcasting
Company

PAGEANT:
In Freedom
KOMO, Seattle,
Washington

IN THE MINDS OF MEN
KPIX, San Francisco,
California

THIS IS OUR FAITH
— March 28, 1956
WATV, Newark, N. J.

TWIN CITY HEART BEAT:
The Invisible Fence
KEYD, Minneapolis,
Minn.

CAMERA THREE SERIES
Columbia Broadcasting
System

FRONTIERS
OF FAITH SERIES
National Broadcasting
Company

FRONTIER SERIES
National Broadcasting
Company

Jurors:

Kermit Bloomgarden
Buell G. Gallagher
Robert M. Purcell
Mrs. Eleanor Roosevelt

Gilbert Seldes
Robert Taft, Jr.
Harrison Tweed
Philip H. Willkie

The Awards for television programs dealing with freedom and justice presented on commercial television between October 1, 1955 and May 31, 1956 are in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Awards will be made again next year, for programs presented between October 1, 1956 and May 31, 1957. The Fund for the Republic is a non-profit corporation devoted to increasing public understanding of the principles set down in the Constitution and its Bill of Rights.

THE FUND FOR THE REPUBLIC, INC.
60 East 42nd Street, New York 17, N. Y.

PAUL G. HOFFMAN, *Chairman of the Board*

ROBERT M. HUTCHINS, *President*

Positively Pheno

"The Man Called X"

SELLING FOR DISTINGUISHED SPONSORS

in an impressive list of markets! You'll find "X" selling for leading advertisers like BUDWEISER in Chicago, BLATZ throughout Wisconsin, MARINE BANK in Buffalo, CHASE FEDERAL in Miami, GENERAL CIGAR in Schenectady, ALKA-SELTZER in San Francisco, OHIO OIL in Ohio, Indiana, Michigan and Kentucky, KROGER in Cincinnati, SAFEWAY in Oklahoma City and Kansas City, GENERAL ELECTRIC SUPPLY in Portland and Seattle, BROWN VELVET DAIRY in New Orleans and Lafayette. Utilities like EDISON ELECTRIC in Los Angeles, DUQUESNE in Pittsburgh and a lengthy list of other satisfied sponsors in single and multiple market areas across the country. (ratings—revised)

STARRING

BARRY SULLIVAN

Based on material from the files of one of AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

- X DANGER is his constant companion!
- X SECRECY is his way of life!
- X THE WORLD is his field of operation!



ZIV HAS THE HOT SHOWS!

"MR. DISTRICT ATTORNEY"
 starring DAVID BRIAN

60.3
 in 2-station CHARLOTTE
 Beating Arthur Godfrey, \$44,000 Question, What's My Line, Disneyland and many others.
PULSE Jan. '56

"SCIENCE FICTION THEATRE"
 All-Star Hollywood Casts

33.7
 in 3-station PORTLAND
 Beating Crooks and Liars, Perry Como, Eltona and many others.
PULSE Jan. '56

Phenomenal Ratings!

- ★ ADVENTURE!
- ★ INTRIGUE!
- ★ SUSPENSE!

Phenomenal is putting it mildly. Never has a new series zoomed off to such a sensational start. RATINGS LIKE THESE ARE BREAKING THE HEARTS OF SPONSORS OF MANY LONG-ESTABLISHED SHOWS!

34.8

in 2-station BIRMINGHAM

beating This Is Your Life, Four Star Playhouse, Climax, Life of Riley, Fireside Theatre Jane Wyman and others.

36.3

in 2-station BOISE

beating What's My Line, December Bride, Lawrence Walk, Loretta Young, Jackie Gleason and others.

32.0

in 3-station BUFFALO

beating Disneyland, Godfrey's Talent Scouts, George Gobel, Sid Caesar, Red Skelton and others.

34.8

in 2-station TUCSON

beating I Love Lucy, Disneyland, Jackie Gleason, Perry Como, Lawrence Walk, and others.

24.3

in 2-station PROVIDENCE

beating Crusader, Bob Cummings, Make Room for Daddy (Danny Thomas), Wyatt Earp, Big Town and others.

31.5

in 2-station EL PASO

beating Climax, This Is Your Life, Dragnet, December Bride, Warner Brothers Presents and others.

22.3

in 3-station BALTIMORE

beating Ford Theatre, Dragnet, Warner Brothers Presents, Loretta Young, Ozzie & Harriet and others.

25.2

in 2-station DAYTON

beating Fireside Theatre, Producer's Showcase, Four Star Playhouse, Studio One, Kraft TV Theatre, Robert Montgomery Presents and others.

22.9

in 3-station MILWAUKEE

beating Climax, Four Star Playhouse, Make Room for Daddy (Danny Thomas), Studio One, Jimmy Durante and others.

29.6

in 2-station ALBANY-Schenectady-Troy

beating \$64,000 Question, Disneyland, Phil Silvers, Studio One, Jackie Gleason, Climax and others.

ARB—Feb., Mar., May '56 TELEPULSE—Mar., Apr., May '56



Ask us to show you the complete list of national favorites beaten by "X". Phone or wire collect, today!

"I LED 3 LIVES"

starring RICHARD CARLSON

27.6

in 2-station BOSTON

beating Milton Berle, Comrade, Godfrey's Talent Scouts, Studio One and many others.

ARB—Jan. '54



"HIGHWAY PATROL"

starring BRODERICK CRAWFORD

32.9

in 4-station SEATTLE-TACOMA

beating I Love Lucy, Ed Sullivan, Studio Walk, Dragnet and many others.

ARB—Jan. '53



CINCINNATI • NEW YORK • HOLLYWOOD • CHICAGO

M-G-M MAKES TRIPLE MOVE INTO TV FIELD

To Distrib 770 Pix, 900 Shorts, Produce Net Shows, Buy Stations

NEW YORK—The entrance of M-G-M into TV, firstly with the distribution of its 770 features and 900 shorts, secondly with network properties for the 1957-'58 season and thirdly as a buyer of TV stations is the most ambitious attempt by a major motion picture studio to cut itself a piece of the TV pie. This new effort is expected to be a whole-hearted one, differing from M-G-M's sole experience with TV up to the present, the packaging of "M-G-M Parade," which was canceled on ABC-TV this spring.

Primary M-G-M action will, however, be forthcoming on the feature film distribution front. M-G-M quality features are expected to rate high with stations that can afford to pay premium prices. Initial bidding is expected to take place on the network level, with CBS-TV and NBC-TV reportedly having made offers for selected features such as "The Wizard of Oz."

Price Tags

The plentitude of RKO and Warner Brothers' product now on the market would seem to provide tough competition for M-G-M features. Informed sources maintain that M-G-M may be asking substantially higher prices for its features. Comparing Lot Chesler's \$50,000,000 rejected offer for the M-G-M catalog with what he paid for a similar-sized Warner Brothers catalog—\$21,000,000—it would seem conceivable that M-G-M will be asking \$20,000 or more for each of its top-grade features in markets like New York. WCBS-TV, here,

'Story,' 'Brooks' Bought by Best

HOLLYWOOD — Best Foods this week bought "Favorite Story" and "Our Miss Brooks" in an eight-market regional deal from CBS Film Division. "Favorite Story" will go on for 13 weeks this summer, with "Brooks" taking over the time slots in the fall.

Markets are San Diego, Los Angeles, San Francisco, Portland, Seattle, Sacramento and Spokane. CBS Film is still holding back "Brooks" in the East while mulling the advisability of stripping the program in daytime (The Billboard, June 9). The strip would not be seen on the Pacific Coast.

recently paid an estimated \$10,000 per picture for 150 top Warner features.

M-G-M is expected to have its features available for library sale and small packages, depending on the market. The network will also have individual groups of pictures for sale such as the "Andy Hardy," the "Dr. Kildare" and "Maisie" series. These packages were previously offered to distributors.

Production Plan

M-G-M's new production is expected to consist, at least in the beginning, of half-hour remakes of some of its very successful pictures. Consideration is being given to producing the "New Adventures of Dr. Kildare," "Maisie" and "Andy Hardy," or possibly the development of "San Francisco" into a series.

M-G-M's entrance into feature

TV distribution would seem to leave an estimated 4,300 features, produced from 1929 thru 1955, available for video. Paramount is the sole studio which has not released any of its product to TV, tho it is currently studying offers. Some Universal-International, 20th Century-Fox and Columbia product has already found its way into the market, tho these studios remain with the bulk of their product untapped by TV.

Heading the M-G-M TV operation will be Bud Barry, a veteran broadcasting executive who has had extensive network experience. M-G-M had other offers in addition to Chesler's, but rejected them all, because it believes it can do better by itself. Among the M-G-M features available are "Mutiny on the Bounty," "The Great Ziegfeld" and "Mrs. Miniver."

STIFFER COMPETITION

WRCA Buys Hygo Pkg.; WATV, Fox

NEW YORK—The competition for first-run feature films in this seven-station market broke wide open last week when WATV and WRCA-TV both bought new packages.

WRCA-TV bought 15 pictures in Hygo's latest package ("Pardon My Past," "Diamond Jim Brady," "House of Seven Gables"), its first such first-run deal since it took the original Motion Pictures for Television library in 1952.

The NBC flagship bought the pictures for its new "Evening Theater," 5:30-8:45 p.m., daily.

The three-year contract is for 10 runs per picture. Steve Kranz, program director, said he is on the lookout for still further feature product.

WATV, the Channel 13 independent, bought the "20th Century-Fox" package from National Telefilm Associates. Irving Rosenhaus, president of the station, will start a multiple-run theater in the fall, but further programming and sales decisions have not been made.

AAP Talks

WATV also had been negotiating with Associated Artists Productions for Warner pictures. It was reported that the station might still be interested in a group of

around 20 top grade Warner features.

For the past two years only two stations here have been buying first-run pictures: WCBS-TV and WOR-TV. This week's developments puts four of the seven stations into top movie programming.

It was also reported this week that WABC-TV, which has been playing reruns of General Telradio's pictures on its "Afternoon Show" and "Night Show," will get some first-run RKO product that WOR-TV cannot use.

NBC Daytime Plans Focus on Reruns

NEW YORK—Vidfilm reruns last week assumed an important position in NBC-TV's daytime programming plans. The network purchased rights to five different rerun series, in addition to "I Married Joan," which it is already programming in its 5-5:30 strip.

They will be used in conjunction with "Joan" to provide a year's programming for the strip, which

'O. HENRY' CUE?

Syndication May Reclaim G&K Combo

HOLLYWOOD — Re-entry of Jack Gross and Phil Krasne into the syndication field looms as a strong possibility. The Gross-Krasne combine goes into production Monday (25) on the first program of its own since the sale of UTP to MCA. Show will be the long-delayed "O. Henry Playhouse" series.

Production on the dramas begins almost to the day on the date permitted by the UTP sale. In their contract with MCA, finalized December 20, 1954, Gross-Krasne, agreed to remain out of the syndication field for 18 months. This expired June 20.

The company already has two half-hours of the drama completed, will film four more during the next month, and continue on to 39. Donald Hyde is producing, with Thomas Mitchell as the host-star.

MCA-TV had been representing the package for national sale, the option expiring recently. G-K is still aiming for a national sponsor, or for a syndicator to take over under certain circumstances, but failing this, have decided to plunge ahead on their own.

NBC Affiliate Buys CBS Films' 'Amos'

NEW YORK—NBC's new o.&c. WRCV-TV, Philadelphia, has bought CBS-TV Film Sales' "Amos 'n' Andy" as a morning daytime show.

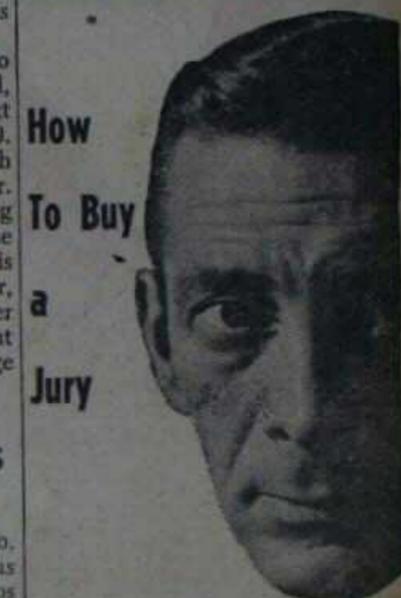
Film Producers Rep Firm Opened in N. Y.

NEW YORK—J. Marcel Wolff, assisted by Mitchell Sacks, has formed International Film Producers Representatives, here. The firm will represent TV film producers abroad who want representation in the U. S. and Canada.

M-G-M Entry Negates Long Distrib Deals

NEW YORK — Has M-G-M's entrance into feature film distribution locked the door against deals with other TV distributors for its feature product? Trade sources feel it does not.

What the announcement definitely does do is to shut out the various offers for long-term leases and negative buy-outs, which were contrary to M-G-M's original plans for TV. In its earlier discussions with outside distributors, Metro offered two to three-year leases on limited packages, such as the "Andy Hardys," "Maisies" and "Dr. Kildares."



How To Buy a Jury



It's easy—and perfectly legal. Because we're talking about that

big jury of Americans who render judgements on product brands.

Let PUBLIC DEFENDER swing this jury to your product label. For the many millions who make REED HADLEY in PUBLIC DEFENDER a "must see" habit on TV also make the brands he promotes a "must buy" habit.

REED HADLEY
starring in

"PUBLIC DEFENDER"

69 HALF HOURS
First run in many markets!
Powerful re-run value in ALL markets!

Interstate
TELEVISION CORPORATION
NEW YORK | CHICAGO | HOLLYWOOD
445 Park Ave. | 1250 S. Wabash | 4376 Sunset Drive
Murray Hill 8-2545 | Wabash 2-7937 | NOmandy 2-8183

CISCO KID 29.1*



CINCINNATI, ARB*,
March, 1955

With a mighty 29.1 ZIV-TV'S CISCO KID (Duncan Renaldo) gives the bum's rush to a long list of big-time operations on the Cincinnati scene, including TV Playhouse, Climax, Jack Benny, Comedy Hour, I Love Lucy, etc.



To get command of a bigger TV audience, get in touch with . . .

CHICAGO | CINCINNATI | NEW YORK | HOLLYWOOD

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Web Situation Comedy Shows

MAY RATINGS		AMONG WOMEN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	I Love Lucy Gen'l Foods, P&G (CBS).....48.1	1.	Born & Allen Goodrich, Gen'l Mills, Carnation (CBS).....1.13
2.	December Bride Gen'l Foods (CBS).....35.2	2.	I Love Lucy Gen'l Foods, P&G (CBS).....1.10
3.	Phil Silvers Amasa, R. J. Reynolds (CBS).....30.9	3.	December Bride Gen'l Foods (CBS).....1.10
4.	Honeymonsters Buick (CBS).....28.5	4.	Honeymonsters Buick (CBS).....1.08
5.	Father Knows Best Scott (NBC).....27.6	5.	Father Knows Best Scott (NBC).....1.08
6.	Born & Allen Goodrich, Gen'l Mills, Carnation (CBS).....24.0	6.	Ethel & Albert Ralston-Purina (ABC).....1.08
7.	Life of Riley Gulf (NBC).....23.7	7.	Mama Gen'l Foods (CBS).....1.08
8.	Our Miss Brooks Gen'l Foods (CBS).....21.8	8.	Our Miss Brooks Gen'l Foods (CBS).....1.08
9.	People's Choice Borden's (NBC).....21.1	9.	People's Choice Borden's (NBC).....1.04
10.	Ozzie & Harriet Quaker, Hotpoint, Norwich (ABC).....18.0	10.	It's a Great Life Chrysler (NBC).....1.01
		10.	Life of Riley Gulf (NBC).....1.01

AMONG MEN		AMONG CHILDREN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Honeymonsters Buick (CBS).....92	1.	I Married Joan Sust. (NBC).....1.52
2.	It's a Great Life Chrysler (NBC).....89	2.	Ozzie & Harriet Quaker, Norwich, Hotpoint (ABC).....1.12
3.	Phil Silvers Amasa, R. J. Reynolds (CBS).....89	3.	Life of Riley Gulf (NBC).....89
4.	Life of Riley Gulf (NBC).....80	4.	Make Room for Daddy Amer. Tobacco, Dodge (ABC).....88
5.	Make Room for Daddy Amer. Tobacco, Dodge (ABC).....78	5.	It's a Great Life Chrysler (NBC).....85
6.	December Bride Gen'l Foods (CBS).....75	6.	Mama Gen'l Foods (CBS).....83
7.	I Love Lucy Gen'l Foods, P&G (CBS).....74	7.	Honeymonsters Buick (CBS).....83
8.	Born and Allen R. F. Goodrich, Gen'l Mills, Carnation (CBS).....73	8.	Father Knows Best Scott (NBC).....81
9.	People's Choice Borden's (NBC).....73	9.	Phil Silvers Amasa, R. J. Reynolds (CBS).....78
10.	Father Knows Best Scott (NBC).....68	10.	I Love Lucy General Foods, P&G (CBS).....75

Web Winners

DECEMBER BRIDE--CBS-TV

Though it's not received the degree of hoopla that CBS' Phil Silvers show has basked in this season, "December Bride" has done quite well for itself—and, in fact, topped Silvers in the rating race, according to the May American Research Bureau ratings. "December Bride" pulled a 35.2 rating to rank No. 2 among network situation comedies, while Silvers pulled a 30.9 to rank No. 3. "December Bride" also tied with "I Love Lucy" for the No. 2 spot in its popularity among women, attracting 1.10 women viewers per set. Among men, the show ranked No. 6 in the field of situation comedies, boasting .75 man viewers per set.

Films to Watch

INSPECTOR MARK SABER — Thompson-Koch

One of the pioneer TV film shows, Mark Saber has been syndicated for the past three years by Thompson-Koch for Sterling Drug, which plows back all the revenue for spots on the stations that take the show. It's an attractive deal for stations, and the show displays surprising strength in some situations where it gets prime time. In St. Louis, whose May Pulse ratings are listed in this issue, it was the top syndicated show, pulling a 27.0 rating Tuesday, 9:30-10 p.m. The next highest rated syndicated show in the market was "Badge 714."

• ARB Top Shows Among Women

How Network Shows Rated Among Women in May

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

Rank	Show, Sponsor & Web	Women Per Set	Avg. May Rating
1.	Lawrence Welk, Dodge (ABC).....	1.29	27.7
2.	Amateur Hour, Pharmaceuticals (ABC).....	1.26	17.7
3.	Hall of Fame, Hallmark (NBC).....	1.25	11.4
4.	Ed Sullivan, Lincoln-Mercury (CBS).....	1.24	50.6
5.	\$64,000 Challenge, Kent, Revlon (CBS).....	1.23	39.0
6.	Chance of a Lifetime, Lenthier, Emerson (ABC).....	1.21	9.0
6.	Name That Tune, Whitehall (CBS).....	1.21	22.4
8.	What's My Line? Remington Rand, Montener (CBS).....	1.20	37.1
9.	Godfrey & His Friends, CBS Columbia, Kellogg, Toni, Pillsbury (CBS).....	1.19	27.3
9.	This Is Your Life, Hazel Bishop, P&G (NBC).....	1.19	32.4
9.	Do You Trust Your Wife? Frigidaire (CBS).....	1.19	26.5
12.	Two for the Money, P. Lorillard, Schaeffer, Bulova (CBS).....	1.18	20.6
12.	Masquerade Party, Serutan, Knomark (ABC).....	1.18	13.1
12.	\$64,000 Question, Revlon (CBS).....	1.18	53.9
12.	Perry Como, International Celucotton, Gold Seal, Noxema, Armour, Dormeyer (NBC).....	1.18	35.8
16.	Alfred Hitchcock Presents, Bristol-Myers (CBS).....	1.17	31.2
16.	Guy Lombardo, Pharmaceuticals (CBS).....	1.17	18.1
16.	Red Skelton, S. C. Johnson, Pet Milk (CBS).....	1.17	33.1
16.	George Gobel, Armour, Pet Milk (NBC).....	1.17	36.3
20.	Jack Benny, Amer. Tobacco (CBS).....	1.16	31.2
20.	G. E. Theater, Gen'l Electric (CBS).....	1.16	32.0
20.	Chevy Show, Chevrolet (NBC).....	1.16	29.0
20.	The Millionaire, Colgate (CBS).....	1.16	32.3
20.	Midwestern Hayride, Whitehall, Avco (NBC).....	1.16	9.7
20.	Climax, Chrysler (CBS).....	1.16	28.5
20.	Big Surprise, Purex, Speidel (NBC).....	1.16	25.1

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Comedies

APRIL RATINGS		AMONG MEN		AMONG TEENS	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Life of Riley (NBC).....17.1	1.	My Little Margie (Official).....82	1.	My Little Margie (Official).....24
2.	Laurel & Hardy (Governor).....14.5	2.	Life of Riley (NBC).....79	2.	Ray Milland Show (MCA).....23
3.	Amos 'n' Andy (CBS).....14.5	3.	My Hero (Official).....79	3.	Great Gildersleeve (NBC).....23
4.	Great Gildersleeve (NBC).....12.3	4.	Ray Milland Show (MCA).....78	4.	Abbott & Costello (MCA).....23
5.	Life With Father (CBS).....10.8	5.	Eddie Cantor (Ziv).....75	5.	Life of Riley (NBC).....22
6.	Eddie Cantor (Ziv).....10.5	6.	Great Gildersleeve (NBC).....74	6.	Eddie Cantor (Ziv).....21
7.	My Little Margie (Official).....10.3	7.	Amos 'n' Andy (Official).....72	7.	Laurel & Hardy (Governor).....20
8.	Abbott & Costello (MCA).....7.2	8.	Stu Erwin (Official).....72	8.	My Hero (Official).....18
9.	My Hero (Official).....6.8	9.	Life With Father (CBS).....67	9.	The Ruggles (Corradine).....18
10.	Susie (TPA).....5.5	10.	Beulah (Flamingo).....64		

VIEWERS/100 HOMES		AMONG WOMEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	My Little Margie (Official).....215	1.	My Little Margie (Official).....88	1.	Abbott & Costello (MCA).....101
2.	Life of Riley (NBC).....211	2.	Ray Milland Show (MCA).....86	2.	Laurel & Hardy (Governor).....94
3.	Amos 'n' Andy (CBS).....208	3.	Beulah (Flamingo).....85	3.	The Ruggles (Corradine).....88
4.	Ray Milland Show (MCA).....208	4.	Great Gildersleeve (NBC).....85	4.	Amos 'n' Andy (CBS).....37
5.	Laurel & Hardy (Governor).....204	5.	Susie (TPA).....85	5.	Life of Riley (NBC).....29
6.	Great Gildersleeve (NBC).....200	6.	My Hero (Official).....84	6.	Great Gildersleeve (NBC).....28
7.	Eddie Cantor (Ziv).....197	7.	Amos 'n' Andy (CBS).....83	7.	Life With Father (CBS).....25
7.	My Hero (Official).....197	8.	Life With Father (CBS).....82	8.	Eddie Cantor (Ziv).....23
9.	Life With Father (CBS).....194	9.	Life of Riley (NBC).....81	9.	My Little Margie (Official).....21
10.	Stu Erwin (Official).....189	10.	Stu Erwin (Official).....81	10.	Ray Milland Show (MCA).....21

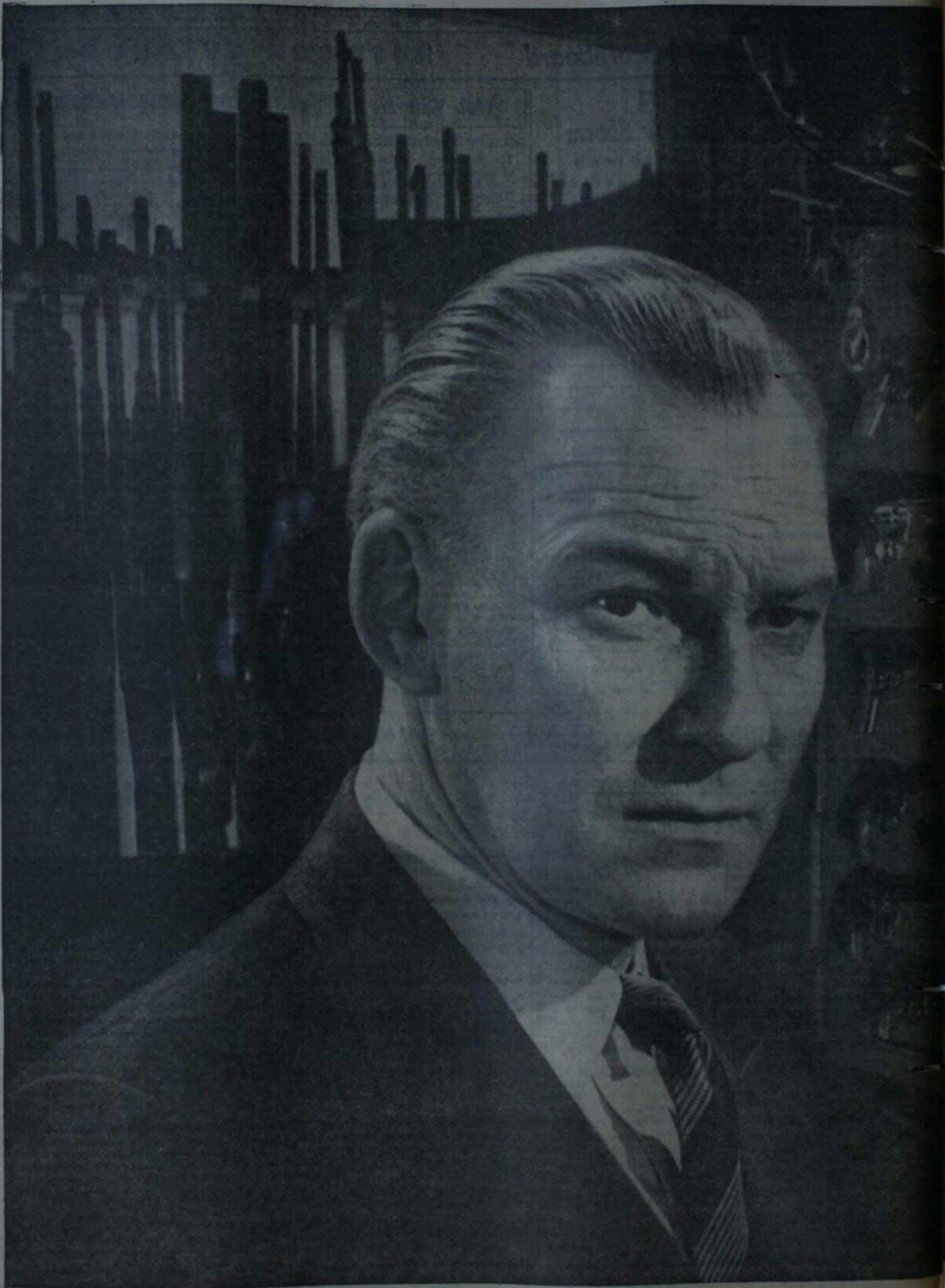
• Pulse Top Pix Among Women

How Non-Net Film Rated Among Women in April

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

Rank	Title & Distributor of Series	Women Per 100 Homes	Avg. Apr. Rating
1.	Dangerous Assignment (NBC).....	94	6.3
1.	Liberace (Guild).....	94	8.4
3.	Celebrity Playhouse (Screen Gems).....	93	14.2
4.	Crosscurrent (Official).....	92	10.4
4.	Douglas Fairbanks Presents (ABC).....	92	13.8
4.	Foreign Intrigue (Official).....	92	8.2
7.	Man Called X (Ziv).....	91	10.4
7.	The Whistler (CBS).....	91	7.5
9.	Confidential File (Guild).....	89	11.2
10.	Ellery Queen (TPA).....	88	5.5
10.	Follow That Man (MCA).....	88	10.2
10.	Guy Lombardo (MCA).....	88	8.8
10.	Mobile Theater (Socony-Mobil).....	88	8.7
10.	Mr. & Mrs. North (Schubert).....	88	6.6
10.	My Little Margie (Official).....	88	10.3
16.	Gangbusters (Gen. Teleradio).....	87	9.5
16.	Mr. District Attorney (Ziv).....	87	15.8
16.	City Detective (MCA).....	87	9.6
19.	I Led Three Lives (Ziv).....	86	14.3
19.	Ray Milland Show (MCA).....	86	4.5
19.	San Francisco Beat (CBS).....	86	10.8
22.	Beulah (Flamingo).....	85	4.5
22.	Boston Blackie (Ziv).....	85	5.0
22.	Famous Playhouse (MCA).....	85	4.6
22.	Great Gildersleeve (NBC).....	85	12.3
22.	Lone Wolf (MCA).....	85	5.5

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





FORMIDABLE!

... is the word for Inspector Fabian of Scotland Yard, the world's most famous detective, who has faced and foiled many a heavily-armed desperado.

And his exploits make spine-tingling television fare. With English star Bruce Seton in the title role, *Fabian of Scotland Yard* dramatizes the Inspector's most celebrated cases... takes viewers behind the scenes of the remarkable Yard, legendary for its crime-fighting prowess. In all markets... in any situation, *Fabian* will track down large audiences, get *formidable results*.

Just two quick examples. In 3-station St. Louis, *Fabian* commands 57% of the audience—close to 70% more than the nearest competition.* And in Ontario, where Inspector Fabian himself made a 30-day speaking tour for his regional sponsor, Molson's Brewery enthused: "He greatly stimulated our sales. His appearance was nothing less than a personal triumph, from which we have derived full benefit!"

Fabian of Scotland Yard—which Radio-Television Daily reviewed as "far superior"—can help you unravel your knottiest sales problems. To get down to cases, call us for details and a private eyeful.

CBS TELEVISION FILM SALES, INC.

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

*Latest Telepolls

The Billboard Scoreboard

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

ATLANTA (3 Stations).....178,100 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|---|---|
| 1. \$64,000 Question, WAGA, T.....39.8 | 7. George Gobel, WSB, S.....29.7 |
| 2. I Love Lucy, WAGA, M.....39.5 | 8. Person to Person, WAGA, F.....28.9 |
| 3. Ed Sullivan, WAGA, Su.....36.5 | 9. Your Hit Parade, WSB, S.....28.4 |
| 4. Fireside Theater, WSB, T.....30.2 | 10. Alfred Hitchcock, WAGA, Su.....28.2 |
| 5. Four Star Playhouse, WAGA, Th.....29.9 | 10. \$64,000 Challenge, WAGA, Su.....28.2 |
| 5. What's My Line? WAGA, Su.....29.9 | |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|--|---|
| 1. Mickey Mouse Club, WLW-A, M-F.....13.8 | 6. Arthur Godfrey, WAGA, M-Th.....10.3 |
| 2. Search for Tomorrow, WAGA, M-F.....12.6 | 7. *Newsroom (11 p.m.), WSB, M-F.....10.1 |
| 3. *Patti Page, WSB, M, W.....12.4 | 8. Howdy Doody, WSB, M-F.....10.0 |
| 4. Guiding Light, WAGA, M-F.....12.1 | 8. Strike It Rich, WAGA, M-F.....10.0 |
| 5. Love of Life, WAGA, M-F.....11.9 | 10. News Caravan, WSB, M-F.....9.9 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | Rank | Title (Distributor) | Station, Day-Time | Rating | Rank | Title (Distributor) | Station, Day-Time | Rating |
|------|---|-------------------|--------|------|--|-------------------|--------|
| 1. | Science Fiction Theater (Ziv), WAGA, T-9:30 | | 21.7 | 16. | Mr. District Attorney (Ziv), WAGA, W-10:30 | | 13.9 |
| 2. | I Led Three Lives (Ziv), WSB, M-9:30 | | 21.5 | 18. | Cisco Kid (Ziv), WAGA, S-6:00 | | 13.5 |
| 3. | Racket Squad (ABC), WSB, Su-10:00 | | 21.2 | 19. | Crunch and Den (NBC), WAGA, T-7:00 | | 13.4 |
| 4. | Great Gildersleeve (NBC), WSB, W-9:30 | | 20.9 | 19. | Janet Dean, R.N. (NTA), WSB, T-7:30 | | 13.4 |
| 5. | Waterfront (MCA), WAGA, Th-9:30 | | 20.4 | 21. | The Falcon (NBC), WAGA, F-10:30 | | 13.2 |
| 6. | Confidential File (Guild), WSB, S-10:30 | | 18.7 | 22. | Overseas Adventure (Official), WAGA, S-10:30 | | 12.9 |
| 7. | Superman (Flamingo), WSB, F-7:00 | | 17.4 | 22. | Count of Monte Cristo (TPA), WAGA, Th-10:00 | | 12.9 |
| 8. | Man Behind the Badge (MCA), WSB, Su-2:30 | | 17.2 | 24. | *Patti Page (Oldsmobile), WSB, M, W-7:15 | | 12.4 |
| 9. | Man Called X (Ziv), WAGA, Su-10:00 | | 16.9 | 25. | Little Rascals (Interstate), WSB, S-6:00 | | 12.2 |
| 9. | Stars of the Grand Ole Opry (Flamingo), WAGA, S-10:00 | | 16.9 | 25. | Sosie (TPA), WSB, S-5:30 | | 12.2 |
| 11. | Highway Patrol (Ziv), WAGA, F-10:00 | | 16.7 | 27. | Jungle Jim (Screen Gems), WLW-A, M-6:30 | | 11.9 |
| 12. | Dr. Hudson's Secret Journal (MCA), WSB, Su-10:30 | | 16.5 | 28. | Frankie Laine Show (Guild), WSB, M-7:00 | | 11.7 |
| 13. | Studio 57 (MCA), WSB, F-10:30 | | 16.0 | 29. | Annie Oakley (CBS), WLW-A, M-6:00 | | 11.4 |
| 14. | City Detective (MCA), WSB, S-11:00 | | 14.7 | 30. | Ramar of the Jungle (TPA), WLW-A, S-6:00 | | 11.2 |
| 14. | I Spy (Guild), WAGA, W-10:00 | | 14.7 | | | | |
| 16. | Celebrity Playhouse (Screen Gems), WSB, Su-2:00 | | 13.9 | | | | |

COLUMBUS, O. (3 Stations).....153,800 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|--|--|
| 1. Ed Sullivan, WBNS, Su.....43.7 | 6. December Bride, WBNS, M.....35.9 |
| 2. I Love Lucy, WBNS, M.....41.7 | 7. Godfrey Talent Scouts, WBNS, M.....34.7 |
| 3. \$64,000 Question, WBNS, T.....41.2 | 7. I've Got a Secret, WBNS, W.....34.7 |
| 4. \$64,000 Challenge, WBNS, Su.....38.7 | 9. G. E. Theater, WBNS, Su.....34.2 |
| 5. Jack Benny, WBNS, Su.....36.9 | 10. Millionaire, WBNS, W.....33.7 |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|---|---|
| 1. *Chet Logg (10 p.m.), WBNS, M-F.....21.7 | 7. Art Linkletter, WBNS, M-F.....13.8 |
| 2. *Little Rascals, WBNS, M-F.....17.3 | 8. *Florscopes, Misc. (6:45 p.m.), WBNS, M-F.....11.8 |
| 3. Mickey Mouse Club, WBNS, M-F.....17.1 | 9. Arthur Godfrey, WBNS, M-Th.....11.7 |
| 4. *Aunt Fran, WBNS, M-F.....16.2 | 10. *Three City Final (11 p.m.), WLW-C, M-F.....11.5 |
| 5. *Western Roundup, WBNS, M-F.....14.9 | |
| 6. CBS News, WBNS, M-F.....14.3 | |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | Rank | Title (Distributor) | Station, Day-Time | Rating | Rank | Title (Distributor) | Station, Day-Time | Rating |
|------|--|-------------------|--------|------|---|-------------------|--------|
| 1. | Highway Patrol (Ziv), WBNS, T-9:30 | | 30.4 | 17. | Jungle Jim (Screen Gems), WBNS, M-6:00 | | 12.7 |
| 2. | Panopto to Danger (ABC), WBNS, Su-8:30 | | 30.2 | 17. | Cisco Kid (Ziv), WLW-C, F-7:00 | | 12.7 |
| 3. | Man Called X (Ziv), WBNS, F-8:30 | | 24.4 | 19. | Championship Bowling (Schwimmer), WBNS, S-11:30 | | 11.5 |
| 4. | Public Defender (Interstate), WBNS, M-10:15 | | 20.7 | 20. | Range Rider (CBS), WTVN, W, F-6:15 | | 11.4 |
| 5. | Wild Bill Hickok (Flamingo), WBNS, T-6:00 | | 19.5 | 21. | Count of Monte Cristo (TPA), WBNS, Su-5:30 | | 11.2 |
| 6. | Studio 57 (MCA), WLW-C, M-9:30 | | 19.4 | 22. | Stories of the Century (Hollywood), WBNS, F-6:00 | | 10.9 |
| 7. | Ysly King (Nabisco), WTVN, Su-5:30 | | 17.4 | 23. | Victory at Sea (NBC), WTVN, T-9:00 | | 10.7 |
| 8. | Little Rascals (Interstate), WBNS, M-F-4:15 | | 17.3 | 24. | Kit Carson (MCA), WLW-C, M-7:00 | | 9.9 |
| 9. | Hopalong Cassidy (NBC), WTVN, M-6:00 | | 16.9 | 25. | Science Fiction Theater (Ziv), WLW-C, T-9:30 | | 9.5 |
| 9. | Superman (Flamingo), WBNS, W-6:00 | | 16.9 | 26. | Shenna, Queen of the Jungle (ABC), WTVN, Th-6:00 | | 9.4 |
| 11. | Buffalo Bill Jr. (CBS), WBNS, S-10:30 a.m. | | 16.8 | 27. | My Little Margie (Official), WBNS, M-F-11:00 a.m. | | 9.0 |
| 12. | Annie Oakley (CBS), WBNS, Th-6:00 | | 16.5 | 28. | Amos 'n' Andy (CBS), WTVN, S-4:00 | | 8.7 |
| 13. | Judge Roy Bean (Screencraft), WTVN, Su-5:00 | | 16.0 | 29. | Captured (NBC), WTVN, Th-9:00 | | 8.5 |
| 14. | Eddy Arnold Time (Schwimmer), WTVN, F-8:30 | | 15.7 | 30. | Liberace (Guild), WTVN, Su-2:30 | | 8.4 |
| 15. | Long John Silver (CBS), WLW-C, Th-7:00 | | 14.7 | | | | |
| 16. | Doug. Fairbanks Presents (ABC), WBNS, Th-10:15 | | 13.0 | | | | |

BUFFALO (3 Stations).....323,800 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|--|--|
| 1. \$64,000 Question, WGEN, T.....51.5 | 6. Millionaire, WGEN, W.....39.4 |
| 2. I Love Lucy, WGEN, M.....47.4 | 7. I've Got a Secret, WGEN, W.....38.7 |
| 3. Perry Como, WGR, S.....41.9 | 8. Groucho Marx, WGR, Th.....38.2 |
| 4. \$64,000 Challenge, WGEN, Su.....40.6 | 8. What's My Line? WGEN, Su.....38.2 |
| 5. Ed Sullivan, WGEN, Su.....39.9 | 10. Our Miss Brooks, WGEN, F.....34.8 |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|--|---|
| 1. Mickey Mouse Club, WGR, M-F.....24.2 | 6. Starch for Tomorrow, WGEN, M-F.....14.9 |
| 2. *News (11 p.m.), WGEN, M-F.....19.3 | 7. *Little Rascals, WGEN, M, W, F.....14.8 |
| 3. *News, Weather (11 p.m.), WGR, M-F.....15.5 | 8. Arthur Godfrey, WGEN, M-Th.....14.6 |
| 4. Guiding Light, WGEN, M-F.....15.3 | 8. CBS News, WGEN, M-F.....14.5 |
| 5. *Range Rider, WGEN, M, W, F.....15.2 | 10. *Headlines, News, Sports (8 p.m.), WGEN, M-F.....13.8 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|--|--|
| 1. Man Called X (Ziv), WGEN, M-9:30.....32.0 | 16. Highway Patrol (Ziv), WGR, T-10:30.....16.5 |
| 2. Waterfront (MCA), WGR, S-7:30.....29.7 | 17. Public Defender (Interstate), WGR, M-9:00.....16.2 |
| 3. Count of Monte Cristo (TPA), WGEN, F-7:00.....28.5 | 17. Studio 57 (MCA), WGEN, M-7:00.....16.2 |
| 4. Cisco Kid (Ziv), WGEN, Th-7:00.....28.4 | 19. San Francisco Beat (CBS), WGR, M-9:30.....16.0 |
| 5. Annie Oakley (CBS), WGEN, T-7:00.....25.2 | 20. Ysly King (Nabisco), WGR, T-6:00.....15.9 |
| 6. Doug. Fairbanks Presents (ABC), WGEN, Th-10:30.....22.7 | 20. Buffalo Bill Jr. (CBS), WGR, W-6:00.....15.9 |
| 7. Superman (Flamingo), WGEN, W-7:00.....22.3 | 22. Range Rider (CBS), WGEN, M, W, F-6:15.....15.2 |
| 8. Mr. District Attorney (Ziv), WGR, S-7:00.....22.2 | 23. Little Rascals (Interstate), WGEN, M, W, F-9:00 a.m.....14.8 |
| 9. Dr. Hudson's Secret Journal (MCA), WGR, S-10:30.....22.0 | 24. Hopalong Cassidy (NBC), WGR, Th-6:00.....13.4 |
| 10. *Death Valley Days (Pacific Borax), WGR, Th-10:30.....21.4 | 25. Candid Camera (Assoc. Artists), WGEN, Th-6:15.....12.7 |
| 11. Liberace (Guild), WGR, Su-6:30.....20.8 | 26. *Patti Page (Oldsmobile), WGEN, T, Th-6:30.....12.4 |
| 12. Mayor of the Town (MCA), WGR, Th-10:00.....20.2 | 27. Hans C. Andersen (Interstate), WGR, M-6:00.....12.2 |
| 13. Wild Bill Hickok (Flamingo), WGR, F-6:00.....18.7 | 28. Confidential File (Guild), WGR, Su-10:30.....11.5 |
| 14. I Led Three Lives (Ziv), WGR, M-10:30.....18.0 | 29. Tales of Tomorrow (Sterling), WGR, T-10:00.....10.4 |
| 15. I Spy (Guild), WGR, M-10:00.....17.7 | 30. Kit Carson (MCA), WGEN, S-10:00.....10.2 |

MILWAUKEE (3 Stations).....267,300 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|--|--|
| 1. Perry Como, WTMJ, S.....35.3 | 6. Dragnet, WTMJ, Th.....24.5 |
| 2. \$64,000 Question, WXIX, T.....34.4 | 7. Ed Sullivan, WXIX, Su.....28.2 |
| 3. Groucho Marx, WTMJ, Th.....29.4 | 7. Loretta Young, WTMJ, Su.....28.2 |
| 4. Ford Theater, WTMJ, Th.....29.2 | 9. *Dr. Hudson's Secret Journal, WTMJ, Th.....28.0 |
| 5. George Gobel, WTMJ, S.....28.7 | 9. This Is Your Life, WTMJ, W.....28.0 |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|--|---|
| 1. Mickey Mouse Club, WISN, M-F.....18.4 | 6. News Caravan, WTMJ, M-F.....11.9 |
| 2. *Patti Page, WTMJ, W, F.....13.2 | 7. *News, Weather (6:15 p.m.), WTMJ, M-F.....11.8 |
| 3. *News, Misc. (10:15 p.m.), WTMJ, M-F.....12.5 | 8. CBS News, WXIX, M-F.....11.1 |
| 3. *Sports Picture (6 p.m.), WTMJ, M-F.....12.5 | 8. Foreman Tom, WTMJ, M-F.....11.1 |
| 5. *Cartoon Carnival, WTMJ, M-F.....12.2 | 10. Pinky Lee, WTMJ, M-F.....10.5 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|---|
| 1. Dr. Hudson's Secret Journal (MCA), WTMJ, Th-7:00.....28.0 | 15. Life of Riley (NBC), WXIX, Th-7:00.....21.4 |
| 2. Ysly King (Nabisco), WTMJ, S-5:00.....21.5 | 16. City Detective (MCA), WXIX, W-10:00.....21.3 |
| 3. I Led Three Lives (Ziv), WTMJ, Su-9:00.....21.2 | 17. *Patti Page (Oldsmobile), WTMJ, W, F-10:00.....17.2 |
| 4. Mobil Theater (Socony-Mobil), WTMJ, W-8:30.....20.9 | 18. Famous Playhouse (MCA), WISN, T-8:30.....17.8 |
| 5. Annie Oakley (CBS), WTMJ, Th-6:30.....20.7 | 19. Cisco Kid (Ziv), WISN, W-6:00.....17.7 |
| 6. *Death Valley Days (Pacific Borax), WXIX, F-10:00.....20.2 | 20. Boston Blackie (Ziv), WISN, M-9:30.....17.5 |
| 7. Man Behind the Badge (MCA), WTMJ, W-8:30.....17.5 | 21. Count of Monte Cristo (TPA), WXIX, M-10:30.....17.2 |
| 8. Mr. District Attorney (Ziv), WTMJ, S-11:00.....17.3 | 22. Science Fiction Theater (Ziv), WTMJ, F-10:30.....17.7 |
| 9. The Whistler (CBS), WXIX, T-10:00.....17.0 | 23. Studio 57 (MCA), WTMJ, F-6:30.....11.5 |
| 10. Doug. Fairbanks Presents (ABC), WXIX, S-10:00.....15.7 | 23. Highway Patrol (Ziv), WTMJ, Th-10:30.....11.5 |
| 11. Championship Bowling (Schwimmer), WXIX, S-10:00.....15.7 | 23. Your All Star Theater (Screen Gems), WXIX, Th-8:30.....11.5 |
| 11. Dangerous Assignment (NBC), WXIX, F-10:30.....15.7 | 23. Superman (Flamingo), WTMJ, T-6:30.....11.5 |
| 13. Playhouse 15 (MCA), WTMJ, Th-10:00.....15.0 | 27. Your Star Showcase (TPA), WISN, F-8:30.....11.2 |
| 14. My Hero (Official), WXIX, W-6:30.....14.5 | 28. Follow That Man (MCA), WXIX, W-10:30.....10.7 |
| | 29. Great Gildersleeve (NBC), WTMJ, W-10:30.....10.5 |
| | 30. Wild Bill Hickok (Flamingo), WISN, S-5:00.....10.4 |

TOP SHOW PLUGGERS

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

WCBS-TV, New York: "The Late News"

WHEN WCBS found itself able to put on the air, on an across-the-board basis, an 11 p.m. news show, it faced quite a problem. Its arch-competitor, WRCA-TV, was established in the New York market with an 11 p.m. news show, which was pulling 46.0 per cent share of audience. This figure compared to the 25.1 per cent that WCBS was attracting in the 11 p.m. time slot. How to pull the 11 p.m. news viewers away from the well-established WRCA show and over to the fledgeling WCBS show was the task that faced WCBS' program promotion crew.

The campaign they drew up, which they consider a guide on "How to Change a Half Million Habits," utilized an advertising budget of \$20,000 for newspaper advertising in five New York papers and TV Guide. Perhaps the most important feature of the campaign, however, was the steady bombardment of on-air material which WCBS-TV aired in its local shows and in station breaks to acquaint its viewers with its new 11 p.m. news show, which could now be seen every weekday night. WCBS-TV's blinking light spectaculars in Times Square and in Radio City were also used to bring to the people of New York the news of WCBS' new daily 11 p.m. news show.

That the campaign succeeded is attested to by the fact that within nine months after the campaign started, WCBS' share of audience for its 11 p.m. news was 41.2 per cent, exactly equal to that of WRCA's 11 p.m. news.

(Next Week: WBKB, Chicago.)

SAG Explains Nix of Merger

HOLLYWOOD—Issuance of a "white paper" by the Screen Actors' Guild on Tuesday (26) is, in effect, drawing the battle line between SAG and American Federation of Television and Radio Artists in the TV tape controversy. Detailing the position why SAG has rejected an AFTRA proposal on merger talks, the Guild asserts "that AFTRA policy is to promote live television at the expense of television motion pictures," and that, had the Guild "succumbed to AFTRA's arguments and pressures years ago, in all probability there would be little employment for actors in TV film today."

Further, according to SAG, AFTRA is unrealistic in its approach to residuals because of its high rerun pay demands. SAG, on the other hand, has graduated residual payments to fit economic conditions. As a result, according to the Guild, payment to actors for reruns will total more than \$1 million for 1956.

Additionally, SAG thinks that a merger would lead to friction within the union because it would

BRIT. TV CUTS U. S. FILM USE

LONDON — Associated-Rediffusion, the company which transmits commercial television in the London area from Monday to Friday, is reducing the number of American vidfilm series they have been buying.

"Topper" is being dropped and replaced with an English comedy series, Out, too, is "Inner Sanctum."

According to Norman Marshall, head of drama for the company, the cuts are being made to allow expansion in the drama field. The audience for drama is growing hand over fist, he claims.

To satisfy the demand, the company is now transmitting 26 hours of live drama weekly compared with 13 when the station opened.

mean "sharing control with persons not sympathetic with the problems of actors in the motion picture field."

Summing up, the Guild asserts, "Motion pictures are motion pictures whether on tape or film."

2d Regional 'Christian' Buy

NEW YORK — A second regional advertiser has bought Ziv-TV's new "Dr. Christian" series. Hekman Biscuits will sponsor the show thruout the Midwest beginning in the fall. It has already cleared time in Detroit, Cleveland, Toledo, Grand Rapids, Mich., and Youngstown, O. Hekman, beginning last fall, sponsored NBC Film's "The Great Gildersleeve" in 10 markets. Its agency is George Hartman, Chicago.

"Dr. Christian" has also been sold to six stations: KTTV, Los Angeles; KOB-TV, Albuquerque, N. M.; KPHO, Phoenix, Ariz.; KBOI, Boise, Idaho; KSL-TV, Salt Lake City, and KOPO, Tucson, Ariz.

The show was earlier sold to Coors Beer for the Rocky Mountain area and Texas.

Ziv is holding sales meetings this week here and in Cincinnati.

"Christian," which was on radio 16 years for Chesebrough, stars MacDonald Carey. Some episodes have the late Jean Hersholt, the original Dr. Christian.

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied, regardless of whether these programs are network or local, live or film. It also provides ratings for the top 30 film series aired locally in each market, in rank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "L" denotes UHF. The symbol "A" shows that a program originates in another city, but has scored a rating of 2.0 or more. Complete ratings are published over a span of one month's weekly issues, beginning with the issue of The Billboard dated the third Saturday of each month.

For complete information on audience size, coverage, repetition, program, audience composition and other details not included in this chart, please contact The Pulse, Inc., 15 West 44th Street, New York City.

DAYTON, O. (2 Stations).....125,000 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include I Love Lucy, Godfrey and His Friends, Burns and Allen, etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Front Page News, Mickey Mouse Club, Patti Page, etc.

THE TOP LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Highway Patrol, The Whittier, Amos 'n' Andy, etc.

PROVIDENCE (2 Stations).....201,200 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Ed Sullivan, Grueso Marx, G. E. Theater, etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include News Caravan, Late News, Patti Page, etc.

THE TOP LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Man Called X, Liberator, Mr. District Attorney, etc.

DETROIT (4 Stations).....942,100 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include I Love Lucy, 564,000 Question, Ed Sullivan, etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Arthur Godfrey, Dink, etc.

THE TOP LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Highway Patrol, Racket Squad, Annie Oakley, etc.

ST. LOUIS (3 Stations).....529,200 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include 564,000 Question, Ed Sullivan, I Love Lucy, etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, News Caravan, Looney Tunes, etc.

THE TOP LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Inspector Mark Sober, Badge 714, Confidential File, etc.

Langendorf Eye On 'Mohicans'

HOLLYWOOD—TPA reportedly this week was near to closing a deal with Langendorf broad for a Western regional on "Havekeye, Last of the Mohicans," series with an early West setting. Involved would be 14 top cities west of the Rockies, in which Langendorf is presently sponsoring "Western Marshal."

It's understood that whether or not TPA places "Mohicans" in syndication depends on whether they can swing the Langendorf or some similar regional sale.

JEA Holds on To 'Fights'

HOLLYWOOD — John Ettlinger Associates will continue distribution of "The Greatest Fights of the Century" in the 11 Western States. Sterling Television last week took over Eastern sales rights from Craftsman Films in a deal with Mannie Baum Enterprises. Ettlinger last week also sold the Cheryl TV features package in 20 markets: Gaum, South Bend, Ind.; Los Angeles, Spokane, Bismarck, N. D.; Minot, N. D.; Buffalo, Champaign, Ill.; Chicago, Cincinnati, Sweetwater, Tex.; New York, Rochester, N. Y.; Grand Junction, Colo.; Carlsbad, N. M.; Portland, Ore.; Sacramento, and Tacoma, Wash.

G. Michael Shoots 26 Africa Films in Color

NEW YORK — African game hunter George Michael has swapped his gun for a camera on his series of 26 color films based on his adventures in the African bush. This series, titled "The Michaels in Africa," is available thru International Film Producers Representatives, here.

'Movie Parade' Hits 25 Buys

NEW YORK — Screen Gems' "Hollywood Movie Parade" package of 104 feature films has been sold to 25 additional stations over the past few weeks, hiking the total number of markets in which the package has been sold to 63.

The 25 stations which recently bought the features are: WDAY-TV, Fargo, N. D.; KSWO-TV, Lawton, Okla.; WJAC-TV, Johnstown, Pa.; KING-TV, Seattle; KTLV, Portland, Ore.; WTOP-TV, Washington; WBUF-TV, Buffalo; WISC-TV, Madison, Wis.; WEAU-TV, Eau Claire, Wis.; KDWT-TV, Tucson, Ariz.; WSB-TV, Atlanta; WHIZ-TV, Zanesville, O.; WTAP-TV, Parkersburg, W. Va.; WMAZ-TV, Macon, Ga.; WGBS-TV, Miami; WTMJ-TV, Milwaukee; WTVH-TV, Peoria, Ill.; WHYN-TV, Holyoke, Mass.; WSPA-TV, Spartanburg, S. C.; KVIP-TV, Redding, Calif.; WFLA-TV, Tampa; WCHS-TV, Charleston, W. Va.; KFBB-TV, Great Falls, Mont.; KENI, Anchorage, Alaska, and KFAR-TV, Fairbanks, Alaska.

COMMERCIAL CUES

BUSY DAYS OF UPA'S UPA Pictures, Inc., is hitting an all-time high in TV sports production. The scoreboard reads: 23 commercials in production on the West Coast, 31 in New York and 22 assignments now under discussion. The blurps vary from 10-second spots to a minute and from Nabsicos to Oldsmobile. In London UPA is completing commercials for The London Daily Mail and is negotiating six more for a running start over there.

A WINNER EVERY TIME The industry is not so different from the general public when it comes to picking the kinds of commercials they like. The American Research Bureau asked viewers, "... which one did you like best?" The first four in order came out Piel's Beer, Hamm's Beer, Lucky Strike and Ford. The results of The Billboard's industry poll (The Billboard, April 14) for the top five included Ford, Hamm's Beer, Bank of America, Heinz Worcestershire and Piel's. Bank of America also ranked 23 in the top 25 of the ARB survey.

ID's TV Cartoon Productions, San Francisco, has obtained exclusive rights to the "Bobby Sox" newspaper cartoon strip for use in animated TV commercials. Playhouse Pictures is producing 20 and 30-second educational animated TV spots for the Fund for the Republic on the rights of U. S. citizens. Emil J. De Donato has hired Jack and Chuck Luchsinger to head a new TV-Industrial Film Production department. "All right, write the jingle yourself," says Cummings Productions, in effect. The firm's new promotional piece, a "Do It Yourself Jingle Kit," contains all the necessary ingredients—a scale and a bag of notes. Christos Diatsintas is developing the Bill Sturm Studios' new puppet and stop motion operation, with President William A. Sturm supervising the new division.

Briskin to Produce 'Captain Charlie'

NEW YORK — "Captain Charlie's Showboat" will be the first film series to be produced by Irving Briskin Productions for Screen Gems. The series will be built around the glamour, romance, history and action of Mississippi River locales during the mid-19th Century.

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

CBS' Cartoons Grim; Hard Slugging Ahead

By CHARLOTTE SUMMERS

CBS Cartoon Theater (Net)
Emcee, Dick Van Dyke. Producer, Michel M. Gliklik. Director, Howard T. Magwood. Writer, Bill Gammie. (CBS-TV, 7:30-8 p.m., EDT, June 20.)

"CBS Cartoon Theater," which spotlights Paul Terry's cartoons, may appeal to some children, but it's questionable whether parents will consider it good fare for their young'uns. Featuring Heckle and Jeckle (magpies), Gandy Goose, Dinky Duck and Little Roquefort (a mouse), all who sound delightful enough, writer Bill Gammie involved them in situations which, in addition to being unimaginative, called for padded cells, gory doctors, Charlie Addams sets and Frankenstein characters. Violence of one sort or another seemed to be the keynote of "Cartoon Theater's" second show.

Since CBS is obviously going after its opposition's audience (Disneyland), it might be wiser to take a closer look at the audience composition figures when selecting the cartoons and come up with a basic formula for a better balanced show. Another problem is Dick Van Dyke, a personable enough young man perhaps for other emcee chores, but certainly not for

Ed Sullivan Show (Net)

CBS-TV, Sunday (17), 8-9 p.m., EDT (Caught again).

Ed Sullivan cooed at the Army last week, and the Army cooed back at him. In presenting a program of winners in the all-Army talent contest, he emphasized a couple of times that the talent demonstrated what really nice people there are in the ranks. At the program's end the Secretary of the Army came on to tell Sullivan how grateful the Army was.

The show had 11 acts in rapid succession. Four of them made a special impression. Pfc. Pete Palmer, a burly, baby-faced fellow who used to play football for Illinois University, sang "Granada" in a strong, lusty tenor. Lanky Pfc. Don Isaacson gave comic impressions in a broad, zany style, grunting and mugging as Jerry Lewis might. Two lads called the Jyro Jets did a fearless acro act on two tiny trampolines. And a duet called the Hip Cat Hillbillies did a cute satire on the bumpkin school of music.

Gene Plotnik.

Kraft Theater (Net)

NBC-TV, Wednesday (20), 9-10 p.m., EDT (Caught again).

What with unidentified flying objects buzzing around at 9,000 miles an hour, it seems a shame that Kraft's offering of "Flying Object at Three o'Clock High" couldn't have moved swifter. Kraft assembled an excellent cast headed by Everett Sloane and Biff McGuire, but those who like drama and suspense probably found the program yawn-provoking. To those interested in the subject of U.F.O.'s, however, the documentary dissertation of the military's struggle to get the facts about a plane swallowed up by an unknown source in mid-air was compelling. Action did reach a high point when the pilot of the plane was found dying after being deposited back on earth by the U.F.O. But why is it that an audience is often gypped of the important words of a dying man?

Dennis McDonald.

this one. Van Dyke is ill at ease, strained and appeared to be thoroughly uncomfortable. A personality like Fran Allison's is needed here with more play between the animated stars and the emcee to establish identification. In short, the show needs lots of work to make the grade.

Patti Page Show (Net)

PATTI PAGE SHOW
Cast: Patti Page, Eddy Arnold, Jan August, Richard Hayman, Jean Carroll and Carl Ballantine. Script, Bob Corcoran and James Shelton. Director, Grey Lockwood. Associate producer, Henry Howard. Producer, Norman Frank. Sponsored by Armour thru Tatham-Laired, Kleenex thru Foote, Cone & Belding and Gold Seal thru Campbell-Mithun. (NBC-TV, 7-9 p.m., EDT, June 16.)

The hour-long Patti Page show, filling in the first four weeks of Perry Como's summer vacation, started off with an assortment of bright musical stars, an interesting central idea and a disappointingly dull over-all production.

The credits alone promised a much better summer replacement than viewers have had the past couple of years. But it will need more change of pace and more production than the premiere. The idea of the do-it-yourself craze was used as an excuse rather than a compelling reason to get each act on. The acts were given no visual enhancement. And the creepy pace, which might have been relaxing for 15 minutes, was boring for a full hour.

Gene Plotnik.

March of Medicine (Net)

NBC-TV, Sunday (17), 5:30-6 p.m., EDT (Caught again).

"Progress Report-1956" performed a great public service. Most of the show was devoted to a cataract operation. Its purpose was to show viewers how relatively painless and safe the operation is, and in this it succeeded completely. Especially impressive in making the point was testimony in a cataract ward where cases told how they were up and about 15 minutes after the operation.

The rest of the program was

Adventure Theater (Net)

Cast for "Thirty Days to Die": Hubert Gregg, Lawrence Marsmith, Jenny Laird and others. Director, Paul Dixon. Script, James Eastwood. Sponsored by American Tobacco and Warner-Hudnut thru Batten, Barton, Durstine & Osborn and Kenyon & Eckhardt, respectively. (NBC-TV, 10:30-11 p.m., EDT, June 16.)

"Thirty Days to Die," the first program in the series replacing "Hit Parade" for the summer, was an interesting half-hour suspense story, well-produced and creditably acted.

A theater critic is given 30 days to guess the manner of his impending murder by a revengeful playwright who has been injured by his criticism. Under the tension, he goes to pieces. In the denouement, however, he strangles his would-be-nemesis and is sent to the gallows. The basic idea was acceptably suspenseful, but the writer did not continue to develop it strongly enough. Two fine portrayals were turned in by Lawrence Marsmith as the critic and Hubert Gregg as the playwright.

This series, which should do well for its sponsors, has an unusual history. It was originally produced in England by the Danziger Brothers for the TV subsidiary of Paramount Pictures. When no sale was forthcoming, it was then released to theaters.

Leon Morse.

Tonight (Net)

NBC-TV, Monday (18), 11:20-1 a.m., EDT (Caught again).

For the weeks while Steve Allen is working on his new Sunday show, NBC is running in a different comedian each week for two nights. Who's to be the permanent replacement for Allen if Allen stays with his Sunday show, will probably be decided after all the contestants have had a chance, which in this instance is a wise move.

George de Witt's brashness lends a certain exuberance to the show, but it's a far cry from the relaxed spoofing that has made the program successful. His zany clowning lacks the warmth and heart so identified with "Tonight." Of course, it's a tough spot for any comedian to be put in. De Witt seemed to feel the strain.

Dennis McDonald.

devoted to highlights from the American Medical Association meeting in Chicago. A new cancer detection device was displayed. Dr. Burton Crohn, the ileitis diagnostician, also talked about the obstruction.

Leon Morse.

NETWORK REVIEW

Hope's Spec Fine, But It's Not a Spectacular

By JACK SINGER

Sunday Spectacular (Net)

Cast: Bob Hope, Dorothy Lamour, Betty Grable, Jane Russell, Steve Allen, George Sanders, others. Director, Jack Shea. Producer, Jack Hope. Music, Les Brown and his orchestra. Writers: John Rapp, Lester White, Mort Lachman, Jerry Marx, Bill Larkin. Sponsors, various. (NBC-TV, 7:30-9 p.m., EDT, June 17.)

Last week's edition of NBC's "Sunday Spectacular" raises some serious questions about the status of "spectacular programming."

The show, for the most part, was highly entertaining and deserves to be classified as an excellent commercial TV entry. However, except for the fact that it was 90 minutes long instead of the usual 60 minutes, the show no more deserves to be called a spectacular than would the Ed Sullivan show.

The concept of spectacular programming, when originally presented, envisioned a monthly show of a super-duper nature on the order of "Peter Pan," the Noel Coward and Mary Martin show, etc. Last week's "Sunday Spectacular," excellent tho it was, could just as easily have appeared as a regular

Tuesday night Bob Hope entry. NBC's billing of this show as a spectacular merely lessens the value of the term "spectacular" when it's used for future productions that really deserve the name. More basically, it poses the question, "What's happening to the spectaculars?"

The Sunday show, despite the fact that it was a 90-minute trailer for Hope's new theatrical film, "That Certain Feeling," provided a lot of laughs. The stand-out comedy sequence was a sketch in which Hope and George Sanders mistake each other for the psychiatrist to whom each is paying his first visit. Best production number in the show was "Four Leading Ladies," sung by Betty Grable, Jane Russell, Dorothy Lamour and Marilyn Maxwell. An entertaining and effective "behind-the-camera" sequence was the showing of some film takes from "That Certain Feeling" which were discarded because of fluffs.

Steve Allen, in his usual informal and relaxed emcee manner, neatly tied the pieces of the show together and bridged the gaps.

Down You Go (Net)

NBC-TV, Saturday (16), 7:30-8 p.m., EDT (Caught again).

Dr. Bergen Evans and his truckloads of Encyclopedia Britannica have moved over to NBC-TV with very little change in format. Fortunately the only change is in the panel itself and not in the format or its monetary value to the writer-in-contestants. And it continues to be a charming half hour which is well-paced, amusing and always in good taste. The high spot is undoubtedly the clue period which precedes the guessing of each phrase.

Written by Dr. Evans, the clues provide the most amusing moments of the show. New panelists are Arthur Treacher, Hildy Parks and Jimmy Nelson along with his "dummy." The guest was 14-year-old Robin Morgan, whose "preconsciousness" was showing just a little more than it should. A strong, serious-minded player as the fourth member should give the balance needed for this panel.

Charlotte Summers.

Fire Destroys Coast Wills Point Terpery

SACRAMENTO, Calif.—Wills Point Ballroom, for more than 25 years the la gest dance spot in Northern California, burned to the ground here last week (15) in a fire suspected to have been touched off by arson.

Owned and operated by veteran country singer Bob Wills, the ballroom was the site of weekly dances, the majority by c.&w. entertainers. Damage to the building was estimated at \$40,000.

DeCastros to RCA Victor

HOLLYWOOD—In what probably constitutes the last of the Faber-Abbott talent roster to shift to RCA Victor, the DeCastro Sisters this week were added to the latter firm's artist rolls.

Deal involved the purchase of all masters from Faber Robison, president of the indie firm, for \$2,500 plus royalties totaling an additional \$3,750, latter to be paid by the singers. Robison holds no unreleased sides of the trio. Previous Faber-Abbott artists to go to RCA Victor were Jim Reeves and the Jim Edward-Maxine Brown team.

Prutting to New RCA Job

NEW YORK — George H. Prutting last week was named manager of Sales-International Market for RCA Victor. The position is newly created.

In this role, Prutting will be responsible for the sale of the products of Victor's Record Division to the RCA International Division for resale to distributors, affiliated companies and subsidiaries in foreign countries.

Prutting formerly was Record field representative, Eastern Region, for Victor. He has been in the record industry for 25 years.

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

The Billboard

The Amusement Industry's Leading Newsweekly

FEATURE FILM FILES

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

MYSTERY SHIP

★★★ DAILY NEWS

Cast: Paul Kelly, Larry Parks. Screenplay by David Silverstein and Houston Branch from a story by Alex Gottlieb. Director, Lew Landers. Released by Columbia Pictures. TV distributor, Hygo TV. How selling: 22-title package. Running time: 65 minutes. Date reviewed: August 16, 1941.

The game is for high stakes in this pretty exciting melodrama about desperate men culled from prisons and tagged for deportation. Action revolves around the hijacking of the ship's captain and crew. Landers does a fine job in laying the groundwork, keeping suspense and interest at a maximum while the hijacking develops. Larry Parks is a newcomer with looks and ability to make a career. Paul Kelly is playing the starring role with considerable conviction. Lola Lane plays a female reporter aboard the ship.

WHAT A WOMAN

★★★ DAILY NEWS

Cast: Rosalind Russell, Brian Aherne. Screenplay by Therese Lewis and Barry Trivers from a story by Erik Charell. Director, Irving Cummings. Released by Columbia Pictures. TV distributor, Screen Gems. How selling: 104-title Hollywood Movie Parade. Running time: 93 minutes. Date reviewed: December 3, 1943.

This glittering bit of fluff gives Miss Russell a chance to get her pretty teeth into another career-woman role, this time a Hollywood actor's agent operating in New York. Her task is to deliver the right actor, a new face, to play in the screen version of a best selling novel. She discovers the author is a big, blond and handsome English professor and persuades him to play the role. Complications set in when he loves her and she loves a magazine reporter. This is escapist entertainment in its most frivolous aspect directed with light touch.

GALLANT LEGION

★★★ DAILY NEWS

Cast: Bruce Cabot, Joseph Schildkraut. Screenplay by John Butler and Gerald Geraghty. Director, Joseph Kane. Released by Republic Pictures. TV distributor, Hollywood TV Service. How selling: Silver Group. Running time: 88 minutes. Date reviewed: September 4, 1948.

As far as Westerns go, this is one of the better screen melodramas. It is based on a historical disturbance which almost split the State of Texas in two, after it had been wrenched away from Mexico. A Texas Senator falls into the hands of a corrupt political boss, who is working for the abolition of the Texas Rangers and the division of Texas. The Senator's niece arrives on the scene to write about the situation. The Senator, trying to break from the boss, is killed and the niece with her stories saves the day with the aid of the Rangers.

'Lune' at Last To Get Pop Face-Lifting

PHILADELPHIA—After years of resisting any and all efforts to make a pop tune out of "Clair de Lune," the publisher and the estate of the composer Claude Debussy have finally given in to Tina Pan Alley. The classic melody has been adapted by Domenico Savino, and lyrics added by Mitchell Parish of "Stardust" and "Blue Tango" fame. New title is "Moonlight Love."

Permission for this was obtained by Elkan-Vogel Company, U. S. agent for the music, from the Debussy estate and publisher Jean Jobert of Paris.

Alfred Debussy composed the work in 1890 as a piano solo, copyright protection has been preserved via the orchestral arrangement made by the composer some years later. Now, with that also approaching the public domain, in the States at least, this new lyric version will give the original copyright owners a protected property for the next 56 years.

During the past 20 years, many diskeries have cut arrangements or pop-tune adaptations of "Clair de Lune" under the impression that it was PD. The publishers has, in each case, forced the company to scrap it.

100% Exchange Plan by GTJ

HOLLYWOOD — In a move openly aimed at thwarting record discounters and solidifying its position with disk dealers, indie Good Time Jazz and Contemporary Records this week offered dealers a 100 per cent exchange policy on its complete line of LP's.

Company will henceforth factory-seal all 12-inch LP's in polystyrene sleeves, with the 100 per cent exchange policy effective only when records are returned with the seal unbroken.

To further aid dealers, the firm is offering a complete line of demonstration LP's at 75 cents each. Latter move is made to enable dealers to carry as much of a full stock as is possible without overburdening a dealer's inventory. The move, according to GTJ exec Dave Stuart, will give the dealer an added bulge against the mail order business by allowing him to demonstrate a particular record.

Demonstration records are being shipped directly to dealers with the approval of the label's distributors. Response thus far, said Stuart, has been especially satisfactory, with dealers ordering 20 or more demonstration LP's allowed a 10 per cent discount.

RIAA ELECTS OFFICERS, WALKER NEW PREXY

NEW YORK — Frank B. Walker, M-G-M Records topper, is the newly-elected president of the Record Industry Association of America, effective Wednesday (27). Walker succeeds James B. Conkling, who recently withdrew both as a director and president of RIAA, when he resigned as president of Columbia Records, Inc. John Griffin, RIAA executive secretary, stated that a resolution will

'MEANW'LE, BACK IN THE JUNGLE'

CHICAGO — Everybody's getting into the record act these days, including veteran Chicago recording engineer Bill Putnam, who is featured on Mercury's new waxing, "Stranded in the Jungle."

Billed as "Wild Bill" Putnam, the engineer is the gravel-voiced narrator on the novelty platter, which also features the Gadabouts and Leo Dresslar. In honor of his first disk, Putnam hung up a new sign at his Universal Recording Studios here reading: "Bill Putnam, Recording Artist and Record Sessions."

Prowse-Mellin Pubber Tie-Up

LONDON — Keith Prowse Music Company, an affiliate of Associated Rediffusion, has purchased a 50 per cent interest in American publisher Robert Mellin's British publishing firms, Robert Mellin Music, Ltd., and Sherwin Music, Ltd.

It is understood that all terms of the deal are set and that final

(Continued on page 48)

Webb Pierce For Palace

NEW YORK — Webb Pierce, one of the nation's top c.&w. artists, has been set for a week stand at the Palace Theatre here in August, with the date slated to be set this week.

Palace booking came as the result of the phenomenal business chalked by Pierce and Red Sovine at the Terrace Ballroom, Newark, N. J., May 27, when the pair set a new house mark in playing to s.t.o. and some 3,000 turnaways in two performances.

NBC Skeds Name Band Renaissance

Big Daytimer Band Show in Making; Other Nets Climb Summer Bandwagon

By JUNE BUNDY

NEW YORK — The band business may be on the threshold of a strong comeback if present network programming plans at NBC Radio tell this summer. The web is readying a new music format—with special emphasis on live music by name bands—as a replacement for "Weekday," which is currently aired from 10 a.m. to noon and 2 to 3:45 p.m. across the board. "Weekday," reportedly, will be dropped shortly.

In line with this, it is heartening to note that NBC recently brought Billy Goodheart out of retirement. The new NBC veepee (a key figure in the band business 20 years ago when he was executive veepee of Music Corporation of America) was responsible for much of the success of Tammy Dorsey, Benny Goodman, Sammy Kaye, etc. It was Goodheart who developed two of the biggest band radio shows of that era—Kay Kyser's "College of Musical Knowledge" and Horace Heidt's "Pot o' Gold."

Summer LP Package Push Pays Off on Classical Chart

Major Diskeries' Dealer Aids Spot New Best Seller Entrants

NEW YORK — Substantial statistical evidence that the major labels' stepped-up promotional push on package goods this summer is already paying off is provided this week by The Billboard's best selling classical album chart.

The current list spotlights an unusual amount of new (to the chart) releases, while several LP's which have been off the chart for some time are back on this week. Significantly, three LP's on the charts are \$2.98 promotion specials — Columbia's May and June "Buy-of-the-Month" packages and Victor's "Save on Records" May LP special.

Mercury Records is obviously reaping plenty of classical sales benefits from its summer one-cent-

bonus LP plan, whereby customers may purchase any three Mercury LP's for the price of two, plus one-cent. The label's "1812 Overture" by the Minneapolis Symphony moved into the No. 1 slot this week while the Detroit Symphony's Mercury waxing of Ravel's "Bolero" which has been out over two years, hit the charts for the first time.

In line with this, Mercury's veepee-artist and repertoire chief, Art Talmadge, reports that increased package sales—as a result of the one-cent bonus plan, plus strong returns on singles sales this month—have resulted in Mercury's overall gross sales for June, 1956, topping those chalked up by the firm at this same time last year by 50 per cent.

The sales strength of Columbia's \$2.98 "Buy of the Month" LP promotion is pointed up by the presence on the chart this week of its

(Continued on page 44)

Am-Par Opens Own Branch

NEW YORK — ABC-Paramount Records this month set up its own distribution branch in Seattle, marking the firm's first company-owned distribution office. Heretofore the line has been handled by Northwest Tempo. Gene Becker, formerly branch manager for Capitol in Seattle and more recently associated with Columbia Records here, will operate the branch, which may also handle other labels in addition to the Am-Par line. At the same time, ABC-Paramount has switched distributors in Pittsburgh—dropping Forbes and picking up Record Distributors.

While on the West Coast, Am-Par chief Sam Clark made arrangements with Walt Disney for Am-Par to release six more Mickey Mouse Club disks and one LP in the fall during the 1956-57 season of the ABC-TV kiddie show. Am-Par's associate artist and repertoire director, Don Costa, returns from Europe on the Liberte next week, bringing with him a batch of mood music tapes which he acquired abroad for distribution here on the ABC-Paramount label.

Decca Plugs Pop Singles

NEW YORK — Decca Records has kicked off a heavy promotion aimed at cashing in on its strong pop singles catalog. The campaign is focused on 1:10 of the "top all-time favorites" Decca standards.

A merchandising kit has been set for dealers, which contains a 45 r.p.m. copy of each of the 110 disks, consumer leaflets listing the records, browser cards on the series and a 20 by 30-inch poster listing the hits. Dealers can buy any number of the kits and can reorder the disks in any quantity both on 78 and 45 r.p.m.

Selections listed include standard slicings by Bing Crosby, Guy Lombardo, Jimmy Dorsey, Louis Armstrong, Al Jolson, Fred Waring, Wayne King, Judy Garland, the Mills Brothers, the Ink Spots, the Andrews Sisters, Ella Fitzgerald and Woody Herman, among numerous others.

Angel Debs New Southwest Depot

WACO, Tex. — Angel Records, thru an agreement with WORD Records, Inc., in this city, will establish its new Southwestern depot here July 2. This will be listed as E.M.I. Sales (U.S.) Ltd., P.O. Box 385, Waco, Tex.

Jarrell McCracken will be in charge of depot operation. Sales and promotion for the Southwest region will be under the supervision of Tom Norfleet.

Radio Disk Sales Obie's New Gimmick

LP Platters Carry Station Labels, Sell Thru Drugstore Chains

WASHINGTON — Eli Oberstein, colorful disk operator, is now setting up tie-ins with radio stations whereby his disks — carrying the stations' call letters on the label—are being sold thru chain stores. In the Washington area, WWDC, important music outlet, last week issued a release stating that the station was "invading" the record business and would distribute "its own WWDC Record label." The disks, which are 10-inch LP's and carry six or eight versions of hit

tunes, sell for 79 cents at all Peoples Drug Stores.

In Baltimore, a similar operation is under way, with the disk labeled "WBAL Records" and selling thru the Reed drug chain. WWDC stated that the records are being produced for the station by Record Corporation of America, and a company spokesman added this was, indeed, Oberstein's firm. Obie, meanwhile, was nowhere to be found. A secretary at his New Jersey office stated he was in Europe. Other trade sources claimed Obie was "out West."

Obie recently acquired an American Federation of Music License, and much speculation has transpired as to what would be his next move in the disk business. The Music Performance Trust Fund's office admitted last week that Obie had, indeed, acquired a license—but for Venus Records, not the Record Corporation of America. It was stated that when Obie requested a license, he claimed he was divorcing himself from the Record Corporation of America, that this corporation was run by the Todd Shipyard family.

A WWDC spokesman stated that the People's chain had over 80 outlets in the Washington area alone.

(Continued on page 20)

Grady Asst. To Greenspon.

NEW YORK — William Grady has been appointed assistant to the vice-president in charge of operations at Columbia Records, according to a statement last week by Herbert Greenspon, Columbia operations veepee. Grady has been assigned to phonograph manufacturing activities. He will assist Greenspon in the co-ordination of over-all manufacturing functions in the various factories.

Alan Keenan, general traffic manager, and Robert McColgin, process engineer, will report to Grady.

Grady was formerly director of cost accounting.

(Continued on page 20)

Mail-Order Houses Mapping Entry Into Record Business

Morton to Make Plunge in Early '57; Plain Upping Catalog Listings

By JOEL FRIEDMAN

HOLLYWOOD — Established mail-order catalog houses, veterans of the business who for years have merchandised vacuum cleaners, washing machines, furniture and other household supplies, are presently casting a watchful eye on the record industry and are expected to enter the field shortly.

The catalog business isn't especially new to the major diskeries who for years have been doing business with such giants as Sears, Roebuck and Montgomery Ward. One such firm, the John Plain Company, in Chicago, is reported to do a total volume of better than \$30,000,000 annually, with their sales in records alone supposedly running in the neighborhood of \$100,000 a year.

On the Coast this week, executives of the Robert Morton Company, veteran mail-order merchandisers, acknowledged that they plan on entering the disk business in early 1957 and will list a selected number of LP's in their catalog next year. The Morton Company deals with approximately 40,000 retailers in a variety of

categories, tho the majority of its business is restricted to areas of less than 5,000 in population. What is unique about the expected Morton operation, is that the company has indicated it will bypass existing distributors and deal directly with the major companies themselves.

According to Morton Company toppers, negotiations with two major diskeries have already started, with the firm reportedly receiving an affirmative answer to its request that it be sold direct, "in much the same manner as they now sell to Sam Goody."

Listings in the various catalogs, whether consumer or retail, have traditionally been vied for tenaciously by the major record com-

panies. The latest issue of the Sears, Roebuck catalog, for instance, lists two full pages of LP's available thru the Sears mail-order operation. A Sears executive here acknowledged that their volume in records-by-mail is substantial, tho it was three times the size during and immediately after the war.

The Plain Company in Chicago moves a substantial amount of radio-phonograph equipment, in addition to phonograph records, and will henceforth devote more space in its catalogs to the listings of available albums and cut down on the descriptive copy in connection with same. Company's catalog is circulated to 44,000 dealers in the Midwest in cities of less than 7,000 persons.

Camden Fall LP's Spot Top Names

NEW YORK — There will be some high-powered name-artist packages on the market at \$1.98 come this fall. RCA Victor's subsidiary Camden operation is holding a group of 12-inch LP's by longhair names for September release, but meanwhile has changed the covers on 58 of its previously issued packages, substituting the true names of its artists and orks for the pseudonyms it had been using.

Between now and September, the diskery intends to concentrate on pops, and releases will include fresh recordings along with a flock of reissues from the Victor back catalog.

Heading the September release will be a coupling of Gershwin's "Rhapsody in Blues" and Concerto in F played by the Boston Pops Orchestra under Arthur Fiedler, with Jesus Maria Sanroma, pianist. Another package will feature Toscanini and the New York Philharmonic doing "Sorcerer's Apprentice," "Semiramide" overture, the Prelude to "Traviata" and "Siegfried Idyll." The late pianist, Paderewski, will get his initial LP representation with a collection of Chopin, Debussy, Schumann, Schubert, Liszt, etc. Then there will be a complete "Carmen" on three disks, with a total price of

\$5.98. This will be the performance of the Paris Opera Comique.

In another piano package, Camden will reissue Harold Bauer's historic recordings of Beethoven's "Moonlight" and "Appassionata" sonatas.

The September pops will include reissue disks by Henri Rene, Freddy Martin, Tex Beneke, Al Goodman, and the Delta Rhythm Boys, plus a new cutting by the French orkster, Guy Lupa.

In July, Camden will bring out new disks by Waldorf orkster Nat Brandwynne and thrush Polly Bergen. Reissues will include material by Johnny Desmond, Hal McIn-

(Continued on page 20)

Vox Classical LP's Selling World-Wide

PARIS — Vox Records, independent classical disk company launched in the States nearly 10 years ago, has expanded gradually until it now has achieved, via a complicated series of arrangements, virtually world-wide distribution. Vox's expansion, as blueprinted by president George Mendelssohn, is considered significant in view of the rapid expansion of the world disk market.

Mendelssohn returned here recently after a visit in New York. He was joined by Paul Fejer, managing director of Vox Productions (Great Britain), Ltd., of London.

No Decision Yet On Kilgore Bill

WASHINGTON — As Congress rushes to wind up its business for the summer, music operators across the country are wondering what action may be taken in the final weeks of the session on the Kilgore Bill to kill the juke box royalty exemption.

Spokesmen for the O'Mahoney (D., Wyo.) subcommittee on patents and copyrights, will only say that all business before the committee, including consideration of the Kilgore Bill, will get "official" (Continued on page 130)

25TH LECUONA LP RELEASED

NEW YORK — To date 25 albums have been devoted exclusively to the music of the great Cuban composer, Ernesto Lecuona. Most recent one is Stanley Black's package, "The Music of Lecuona," issued by London. First of the Lecuona packages was recorded by Harry Horlick for Decca. Others are Morton Gould's on Columbia, the First Piano Quartet on Victor, Leonard Pennario on Capitol, Jose Eschariz on Westminster, etc. The composer, for year contracted to Edward B. Marks Music Corporation, has cut three albums of his own works for Victor. Two of these have already been released.

'Love' Suit Settled Out Of Court

NEW YORK — A publishers' hassle regarding the 1954 hit song, "Pledging My Love," was settled out of court last week. Fifty per cent of all earnings were paid to George Weiner's Wemar Music firm by Don Robey's Lion Publishing Company, affiliate of Duke Records.

Weiner had instituted a suit against Robey one year ago, charging that the latter had ignored his obligation to assign publishing rights to Weiner after the latter had obtained at least seven recordings of the song, which had been cut originally by the late Johnny Ace on Duke. Instead of assigning the song to Wemar, it was claimed that Robey handed the selling rights to Edwin H. Morris Music.

Under the settlement, Morris has agreed to release the tune, which now goes into Wemar, with Robey retaining a 50 per cent interest. Performance earnings of the tune had been held up by Broadcast Music, Inc., pending the settlement.

Prestige Inks Melle, Moondog And Garland

NEW YORK — Prestige Records, the jazz indie, signed three new artists during the past two weeks, Gil Melle, Moondog and Red Garland.

Melle, sax man and arranger, formerly was on Blue Note. Moondog, the itinerant New York street musician who created a splash on several labels about three years ago, but who had always refused to sign an exclusive pact, has a three-year paper with Prestige. He will record all of his original compositions, which are written for a variety of jazz and loughair groups.

Garland, who is pianist with the Miles Davis Quartet, will record with his own trio, which includes drummer Philly Joe Jones and Paul Chambers, also of the Davis unit.

Add 6 LP's to Kidisk Line

NEW YORK — In response to an unforeseen demand, Simon & Schuster, purveyor of Little Golden and Golden children's record, is rushing six 12-inch LP's into its fall line.

The diskery, which had only one "experimental" LP in the line previously, claims that this keyed the demand for the single-unit, higher-priced product. The new LP's, like the previously issued "Child's Introduction to the Orchestra," include the same mate-

(Continued on page 20)

ABC-TV Sets Bow of Live Jazz Stanza

HOLLYWOOD — "Stars of Jazz," a new live music teleshow to feature top jazz musicians and singers, is set to bow here next week via ABC-TV. Show will be helmed by writer-singer Bobby Troup, with Kid Ory and His Creole Jazz Band and the Stan Getz group participating on the first stanza.

Future line-up includes Dave Brubeck, Chet Baker, Red Nichols, Stan Kenton, Perez Prado, Errol Garner, Howard Rumsev, Count Basie, Anita O'Day, Ella Fitzgerald and Sarah Vaughan.

Mills Frowns At Combo Song

HOLLYWOOD — The use of the song, "Picnic," from the Columbia picture of the same name, in conjunction with the standard "Moonglow" is neither a medley nor does it constitute a new song, according to Mills Music President Irving Mills.

Mills this week averred that such a use places in jeopardy any recognized standard, to which writers could pen counter-melodies or arrangements and thus claim joint ownership of the copyright. "Do you suppose Irving Berlin would permit the use of additional music to 'White Christmas' and then split the copyright?" he queried.

Hassle grows out of the combined "Moonglow"- "Picnic" usage in both the Columbia picture and the recorded instrumental versions by Morris Stoloff on Decca and George Cates on Coral. Accordingly, Mills is presently seeking full copyright ownership of the song from Columbia Pictures Music Corporation, latter a partnership with Shapiro-Bernstein.

According to Mills, the MPPA and ASCAP acknowledged his claim in requesting the Hit Parade teleshow to withdraw use of the combined tune on its shows several weeks ago. Oddly, enough, the law firm of Schwartz & Froelich represents both Columbia Pictures and ASCAP.

Du Mont Adds Mid-Priced Hi-Fi Phono

NEW YORK — Du Mont, which introduced its first line of high fidelity phonos last year, makes its entry into the medium-price hi-fi phono bracket this month with the Balladier, a mahogany radio-phonograph console unit, retailing at \$219.95.

The model was part of a trio of hi-fi phonos displayed earlier this month at Du Mont's national sales (Continued on page 20)

DJ LP Spins 'Auditions' for Singles Aid

NEW YORK — Mercury Records is cashing in on the fact that more and more deejays are playing LP's as tho they were singles.

The label credits jockey play with sparking dealer demand that the Platters' new disk, "My Prayer," (originally introduced as part of their first album) be released as a single. Now Mercury's subsidiary label, Wing, is pulling out "Bring It Home to Me" from Buddy Hohnson's new LP, "Rock and Roll With Buddy Hohnson" and releasing it as a single.

In both cases jockeys across the country apparently aired other selections from each LP until listener-requests pinpointed the most commercial tune, thereby pointing up what could develop into a valuable deejay "audition" service for artist and repertoire execs in the singles field.

'56 CONCERT SERIES FOR DELL AND STADIUM

PHILADELPHIA — This city's 27th season of Robin Hood Dell concerts opened Monday (18) in completely remodeled quarters in Fairmount Park. A capacity audience of 20,000 turned out for the all-Beethoven concert prepared by conductor Eugene Ormandy—and to appraise the new stage and amphitheater just completed at a cost of \$350,000. The stage is an attractive, modern concrete and steel construction with an overhead five stories high.

The sound amplification system proved to be one of the most successful reproducers of natural orchestral sound of any now in use on the East Coast. This year the season will be six weeks long and again will be offered without charge, due to a \$75,000 appropriation by the City Council and

the contributions of a group of private citizens known as Friends of the Dell.

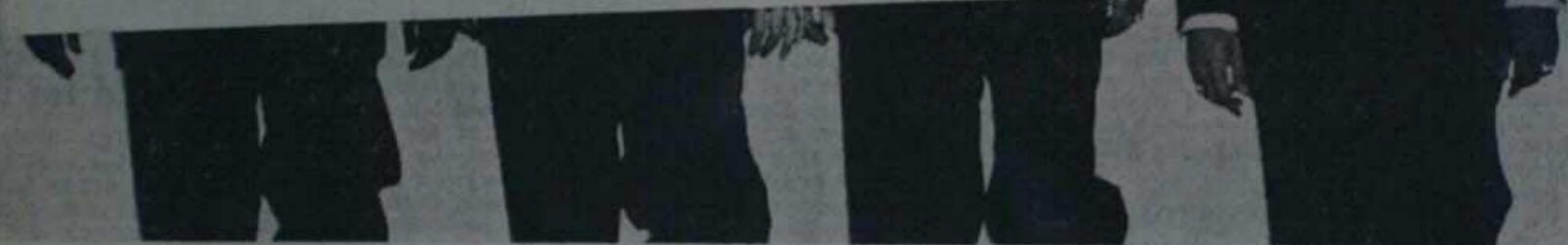
NEW YORK — The outdoor symphonic season was inaugurated here in Lewisohn Stadium on the same evening (18). Pierre Monteux conducted members of the New York Philharmonic-Symphony in works by Wagner, Franck and Stravinsky and had Marion Anderson as soloist in a few spirituals and operatic arias. A much appreciated novelty here was the absence for the first time of airplanes flying overhead, thanks to an effort made by the National Air Transport Co-ordinating Committee to redirect air traffic for the benefit of the 15,000 music lovers in attendance. Gary Kramer.

America's Fastest Selling Records



A PAIR OF BIG HITS BY

The **FOUR ACES**



**"I ONLY
KNOW I
LOVE YOU"**

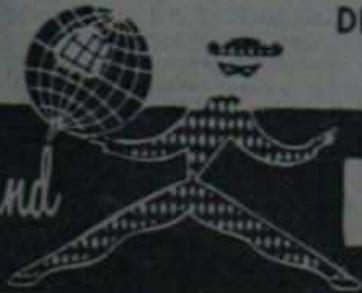
and

"DREAMER"

(NA VOCE'NA CHITARRA E'S
POCO 'E LUNA)

DECCA 29989—929989

A New World of Sound



DECCA records

Brit. Develop New '3D' Disk

LONDON — Records with a stereophonic or "3D" effect may soon be on the market here as the result of a new method of recording developed by a Yorkshire firm. Similar recordings, giving depth to the music, are in fact available for home use on "Stereosonic" tape records issued by H.M.V. and Columbia. The snag with these, however, is that a special type of reproducer is needed to play them.

The new system enables the twin sound tracks used on tape to be put onto a disk economically. One channel is cut on the walls of the track (the method normally employed for ordinary records). The other channel is cut on the bottom of the track, using the hill-and-dale method.

A new pick-up has been designed that is sensitive to both channels, but which feeds both separately to their own amplifiers.

Major record and gramophone companies are now examining the apparatus, which has just been exhibited in London.

Simon Joins Pubber Firm

NEW YORK — Jerry Simon has been named professional manager of the Doris Day-Marty Melcher music publishing firms. Artist Music and Dayswin Music. A well-known local disk promotion man before he entered the U. S. Army two years ago, Simon was discharged from the service this month. He starts his new post July 2, reporting to general manager, Al Kavelin. Simon will also handle exploitation on Doris Day's records, his first assignment being a drive on her current platter, "Que Sera, Sera," which is published by Artist Music.

RCA Re-Signs Betty Hutton To Term Pact

HOLLYWOOD — Singer Betty Hutton returned to the RCA Victor fold again this week, inking a term contract that calls for both singles and albums. Miss Hutton most recently waxed for Capitol, and before that RCA Victor.

Negotiations are currently under way for the singer to star in an NBC TV film series to be produced by Jess Oppenheimer, with Miss Hutton also set for a starring role in a theatrical release, "Spring Reunion." She rejoins the official family of her husband, Alan Livingston, who two months ago resigned his post at Capitol Records to become president of the Kagan Company, an NBC subsidiary.

Debussy Suit Settled Here

NEW YORK — A suit filed by Dolly Bardac Tinan, daughter of the late French composer, Claude Debussy, against Urania Records, Inc., has been settled during pre-trial hearings before Federal Court Judge John C. Knox here.

The suit charged that the diskery had waxed three Debussy works, "Pantomime," "Pierrot" and "Apparition" without consent, license or payment of royalties. The tunes were written prior to 1926 but Mrs. Tinan obtained the renewal rights to all three compositions in 1952.

MUSIC AS WRITTEN

POTTER ENTERS PACKAGING FIELD

Los Angeles disk jockey Peter Potter has entered the television packaging field under the Peter Potter Enterprises banner, represented by Hal Jovien, president of Premiere Artists. Potter's first package, "Juvenile Record Jury," is currently in the hands of NBC, with singer Harry Babbitt scheduled to handle emcee chores of the show. Format will follow the lines of "Juke Box Jury" and will feature six to 10-year-old youngsters evaluating kidsize and pop tunes.

ALTSHULER TO ADDRESS HI-FI DISTRIB GROUP

Ed Altschuler, marketing manager for the consumer products division, American Electronics, Inc., will address the first annual meeting of the Southwest High Fidelity Distributors' Association at the High Fidelity Show sponsored by the group in Houston June 17. Altschuler's topic will be "Organizing Hi Fi Sales" and will be directed at examining methods for improving current operational activities at the distributor level.

ERROL GARNER BACK IN HARNESS

Pianist Erroll Garner, hospitalized for a month following an auto accident in New York, is back in the saddle and has signed a new two-year booking pact with Joe Glaser's Associated Booking Corporation. Garner opens a four-week engagement at Zardi's, Hollywood, Friday (22).

DISK BUSINESS TO BE LAMPOONED

The record business is the subject of a musical to be premiered July 6 at Huntington, L. I., by the Township Theater Group. Book and songs are by Norm Wieland and Billy Reid Baker. Other dates besides the opening include July 7, 13 and 14.

SUKIN SETS UP OWN FIRM

Mike Sukin, professional manager Frank Loesser's Frank Music firm for the past three years, exited the post last week to set up his own personal management, publishing and recording business. For the time being, he will headquarter at Frank Music. Frank Distributing Corporation will act as his sole selling agent.

New York

Harry Carlson, prevy of Fraternity Records, was host to 150 trade people at a cocktail party and dinner for Cathy Carr, who's Fraternity disk of "Ivory Tower" has made the charts, last week at Coney Island, Cincinnati. Miss Carr appeared on the park's bandstand in Moonlite Gardens with the Clyde Trask orchestra Friday and Saturday (15-16).

Lillian Briggs observes her first anniversary in show business with a four-week stand at the Sands Lounge, Las Vegas, starting June 20. . . . American Music Conference will hold a clinic for execs of music industry firms in New York, during the Music Industry Trade Show next month. . . . Mindy Carson opens at the Fontainebleau, Miami Beach, July 24. . . . Guy Mitchell guests with Perry Como Saturday (2). . . . Joan Weber does a two-week at the Shamrock Hilton, Houston, starting July 5. . . . Frank Walker, newly-elected veepee of Loew's, Inc., and general manager of M-G-M Records, has returned from a 10-day stay in Bermuda.

John Griffin, Record Industry Association of America exec, en route to Spain for several weeks. . . . Jack Gold, who heads up Jack Gold and Great Music companies and manages the Four Esquires,

has joined Pilgrim Records. Label has heretofore operated from Boston but now plan an expansion.

Richard Adler, songwriter ("Pajama Game," "Damn Yankees," etc.), will turn producer on Broadway this fall with a straight play, "The Sign of Pat Muldoon." . . . Thrush Betty Wells, wife of music exec Mike Sukin, has been signed as a vocalist by ABC-Paramount disks. . . . On the basis of their first LP for RCA Victor, the "Wayfarers," folk singing act, have been booked into the Blue Angel starting Wednesday (27) for two weeks with options. . . . Jazz tenor saxman Bobby Jaspar, the No. 1 poll winner from France, will make his Stateside debut Friday (29) at the Cafe Bohemia. Stand is for two weeks.

Atlantic Records has signed the jazz pianist Phineas Newborn Jr. The diskery also has inked a new warbler-songwriter, Jan Rudy. . . . Another jazz immigrant who arrived here last week is Rolf Kuehn, No. 1 poll-winning clarinetist in Germany. His work has been heard here on a Decca LP. . . . Vox Records veepee Larry Green has named a new distributor for the line in the Carolinas. It will be F & F Enterprises in Charlotte, N. C. . . . San Francisco Records has signed orkster Anson Weeks and the Andriani Brothers to disk contracts. . . . M-G-M recording orkster Art Wauer is at C'Est La Vie, in the Shelton Hotel or an indefinite engagement.

Promotion man Dick Gersh was married last week to Arlene Isaacs. The couple is honeymooning in Nassau. . . . Harry Wuest, manager of the Buddy Morrow and Richard Maltby bands, has signed alto saxophonist Dick Johnson. Johnson, who is featured with Morrow, cut his first jazz LP for Wing Records. . . . Warbler Frank Parker, former Arthur Godfrey "friend," has been signed by Coral. The deal was negotiated for Parker by Paul Kapp. . . . RCA's Ben Selvin and his missus are vacationing in Nassau this week. . . . Bob Borchardt, son of Herbert Borchardt, one-time European disk magnate, and now

Collins 'Agin' Overplugging

NEW YORK — Artists today are in grave danger of over-commercialization according to Ted Collins, who has managed Kate Smith's career the last 25 years. Under Collins' guidance, Miss Smith has never owned her own music publishing company, endorsed a line of Kate Smith merchandise, nor okayed blatant plugs on radio or TV for her own records.

Collins, who was a top Columbia Records exec during the '20's, believes that when an artist owns his or her own publishing company there's too great a danger of it affecting the judgment on his own repertoire. For instance, he cites the case of a fellow artist who also owns a publishing firm and a you sing my tune on your TV show and I'll do yours on mine situation develops, often at the expense of one or both performers' ratings.

Altho Collins doesn't approve of record plugs on TV and radio completely (e.g., "And now my latest record") is a permissible intro, he frowns on lengthy wax commercials, wherein the camera pans to a close-up of the album cover and the emcee advises the audiences to pick up a copy at the local record store. Miss Smith currently follows this policy on guest shots, and has always acceded to it on her own radio and TV shows in the past.

president of Beeton Needles and the Sohocrift Corporation here, has been employed by Hill & Range Songs for the summer. Borchardt is a student at Syracuse University.

Thrush Lee Kane, formerly on Capitol, has signed Johnny Brown as personal manager on a five-year deal. . . . Bob Eberly, Grand Award Records crooner, is on the Arthur Godfrey CBS show all this week. . . . The Jumping Jaguars group has been signed by Decca. . . . Kapp Records has set Phonodisc as exclusive Canadian Distributor for the line.

Hollywood

Vick Knight, president of Key Records, has returned from Mexico City, where arrangements were completed for Key to be represented in Mexico by Los Panchos Disco's as distributors. Key has also set up distribution in Canada thru Phonodisc, Ltd. . . . Guy Mitchell will sing "Song of the Young Guns" behind the main titles of the Allied Artist film of the same name. Tune was penned by Imogene Carpenter and Lenny Adelson. . . . The Sabres, recently inked by RCA Victor, opened a one-month stand at Harrah's Club, Lake Tahoe last week. . . . The Jayhaws, via their recording of "Stranded in the Jungle," go into the Apollo Theater, New York, June 29 for one week. Billy Shaw Agency handles the group. . . . The Four Freshmen are currently playing to the second highest grosses ever recorded at the Crescendo here, topped only by Louis Armstrong. . . . The Junior Teen Dance Club of Burbank, Calif., recently honored representatives from seven Los Angeles disk distributors, among them Norm Goodwin, Ray Thomas Company; Sid Talmadge, Record Merchandising; Abe Diamond, Diamond Distributing Company; Lee Palmer, Mercury Records; Jack Andrews, Central Sales; Al Sherman Record Sales Company, and Art Grobart, Decca Records. . . . Modern Records has named Lohmann-Burrell & Associates to handle record promotion for the firm. . . . Bert Convey named to handle singing chores for Oscar Levant's "Words About Music" teleshow. . . . San Francisco Dodge dealers will pass out 1,500 copies of Lawrence Welk's "Graduation Day" as a promotion stunt.

Recorders, has been employed by Hill & Range Songs for the summer. Borchardt is a student at Syracuse University.

Thrush Lee Kane, formerly on Capitol, has signed Johnny Brown as personal manager on a five-year deal. . . . Bob Eberly, Grand Award Records crooner, is on the Arthur Godfrey CBS show all this week. . . . The Jumping Jaguars group has been signed by Decca. . . . Kapp Records has set Phonodisc as exclusive Canadian Distributor for the line.

Vick Knight, president of Key Records, has returned from Mexico City, where arrangements were completed for Key to be represented in Mexico by Los Panchos Disco's as distributors. Key has also set up distribution in Canada thru Phonodisc, Ltd. . . . Guy Mitchell will sing "Song of the Young Guns" behind the main titles of the Allied Artist film of the same name. Tune was penned by Imogene Carpenter and Lenny Adelson. . . . The Sabres, recently inked by RCA Victor, opened a one-month stand at Harrah's Club, Lake Tahoe last week. . . . The Jayhaws, via their recording of "Stranded in the Jungle," go into the Apollo Theater, New York, June 29 for one week. Billy Shaw Agency handles the group. . . . The Four Freshmen are currently playing to the second highest grosses ever recorded at the Crescendo here, topped only by Louis Armstrong. . . . The Junior Teen Dance Club of Burbank, Calif., recently honored representatives from seven Los Angeles disk distributors, among them Norm Goodwin, Ray Thomas Company; Sid Talmadge, Record Merchandising; Abe Diamond, Diamond Distributing Company; Lee Palmer, Mercury Records; Jack Andrews, Central Sales; Al Sherman Record Sales Company, and Art Grobart, Decca Records. . . . Modern Records has named Lohmann-Burrell & Associates to handle record promotion for the firm. . . . Bert Convey named to handle singing chores for Oscar Levant's "Words About Music" teleshow. . . . San Francisco Dodge dealers will pass out 1,500 copies of Lawrence Welk's "Graduation Day" as a promotion stunt.

V of A to Air Jazz Fiesta

NEW YORK — The Annual American Jazz Festival, to be held at Newport, R. I., July 5, 6 and 7, will be broadcast to the entire world by the Voice of America. Willis Conover, conductor of the Voice's regular jazz program, with an estimated 30 million listeners, each week, will emcee the opening night activities, which will feature such artists as Sarah Vaughan, Toshiko Akiyoshi of Japan, Jutta Hipp from Germany, the Count Basie band, Modern Jazz Quartet, Charlie Mingus Quintet, and many more.

Friday night (6) will be the night that Columbia Records moves in its recording crew to tape most of the happenings. Artists on that bill will include Louis Armstrong, Ella Fitzgerald, Dave Brubeck, Kai and Jay, the Jazz Messengers, Buck Clayton and the Eddie Condon all-stars.

Saturday's bill will feature Duke Ellington, Art Tatum, Anita O'Day, Johnny Hodges, Teddy Wilson and Chico Hamilton. A special attraction will be S. Hurock's own entry, the Viennese pianist Friedrich Gulda, who plays cool jazz as well as warm Beethoven.

Local 47 Picks L. Butterman, Max Herman

HOLLYWOOD — Max Herman, previously campaign manager for the now ex-AFM leader, Cecil Read, was elected to an interim vice-presidency of AFM Local 47 here last week. Insurgents-led board of directors also named Lou Butterman a director of the board, succeeding John Clyman.

Upcoming election of five board members at the Shrine Auditorium here (25) is expected to be uncontested by the pro-Petrillo forces, tho the latter group, led by Local 47 President John te Groen, Secretary Maury Paul and Financial Secretary G. B. Hennon, are expected to present an opposition slate at the July elections of a vice-president and a board member. Herman and Butterman are expected to retain their seats in this election.

Local President te Groen, scheduled to report to the membership meeting on the events at the convention in Atlantic City, is expected to run into a wave of opposition at the meeting. Couclave will also take up three major proposals, that are of an increase in taxes and dues, and the appointment of business agents by membership rather than by the board.

Tiomkin Tune Cut By Arnold for Pic

HOLLYWOOD — Eddy Arnold was in town last week to record a tune which will be featured on the sound track of the RKO movie, "Tension at Table Rock."

Dmitri Tiomkin and Ned Washington penned the song. Arnold is also scheduled to cut it for RCA Victor. The c.&w. warbler does not appear in the film, which features Richard Egan and Cameron Mitchell.

Young Finds Out Injuns Play Rough

KANAB, Utah — Al Gannaway, director of "Six Guns and a Gavel," starring Faron Young, Marty Robbins, Arlene Whalen and Jim Davis, was forced to suspend shooting the film here recently. Delay was occasioned by Faron Young's insistence that he do his own fight scenes with Comanche Indians. Young suffered a bad cut over his eye and was rushed off the location in an ambulance.

VICTOR WINS LONDON TRIP

NEW YORK — Mike Victor, owner of the Victor Music Company, Madison, Wis., is the winner of London Records' "May Is Mantovani Month" dealer window contest. The contest was based on dealers' use of display material provided by the diskery in connection with a special promotion on Mantovani LP's.

Victor, who gets a one-week all-expense trip for two to his choice of Acapulco, Mexico, Miami, Las Vegas or New York, sold 2,000 per cent over his sales quota of Mantovani albums for the month. Winning London salesman on the drive was Paul Holdman of James H. Martin distributors, Chicago. Holdman went 200 per cent over quota.

Lee Hartstone, London sales chief, said that another Mantovani tour of the U. S. will kick off October 1 and will continue thru the middle of December.

SIZZLERS FOR SUMMER!



The Three Suns

HAUNTED GUITAR

THEME FROM "THE PROUD ONES"

(from the 20th Century Fox Picture, "The Proud Ones")

20/47-6574

Teddi King

IMPOSSIBLE

I CAN HONESTLY SAY IT'S A LIE

20/47-6575



Diahann Carroll

REBEL IN TOWN

(from the Prospect Film, "Rebel In Town")

I DIDN'T KNOW WHAT TIME IT WAS

with Joe Reisman's Orchestra

20/47-6576

"New Orthophonic" High Fidelity recordings

the dealer's choice

RCA VICTOR



ANOTHER BMI "PIN-UP" HIT



HOT AND COLD RUNNING TEARS

Recorded by Sarah Vaughan—Mercury

Published by MAGGIE MUSIC COMPANY

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

Recorded by: **ELVIS PRESLEY**

RCA VICTOR

ELVIS PRESLEY MUSIC, INC.

Sole Selling Agent: Hill & Range Songs, Inc.

"I ALMOST LOST MY MIND"

Recorded by: **PAT BOONE**

DOT

ST. LOUIS MUSIC CORP.

Sole Selling Agent: Hill & Range Songs, Inc.

"RATTLE MY BONES"

JODIMARS

Capitol 3436

MYERS MUSIC, INC.

122 N. 12th St., Philadelphia 7, Pa.

NBC Name Band Renaissance

• Continued from page 15

be budgeted considerably higher than the present "Weekday" series. Live broadcasts (either remote or studio) by top dance bands, are penciled in for the morning period, and the web is understood to have lined up a powerful merchandising and promotional program to go with it, as an extra incentive for its affiliate stations, some of which have registered displeasure with "Weekday."

NBC's decision to program more music during the week may have been inspired by the fact that the web's weekend show, "Monitor," stepped up sharply in sponsor-interest when its music content was increased last January. At that time, the show was virtually sponsorless, whereas this month the program is practically sold out. Latest advertiser acquisition is Amco, which signed last week to sponsor "Monitor's" new seg, (cre-

ated by executive producer Al Capstaff) featuring the top 10 disks played by NBC affiliate stations each week.

CBS' new summer schedule spotlights a variety of musical shows — including the following band shows: "Upbeat Saturday Night," "Treasury of Music," "New Orleans Jazz Band Ball," "Saturday at the Chase," Alan Freed's "Rock 'n' Roll Dance Party," "Basin Street Jazz," and three weekly half-hour remotes from Atlantic City's Steel Pier ballroom. Other musical shows on the web include Mitch Miller's Sunday show, Percy Faith's "Woolworth Hour," Peter Potter's "Juke Box Jury," the Howard Miller Show, and "Summer in St. Louis," with the St. Louis Municipal Opera Company.

Vox Classics

• Continued from page 16

ing organization for its Pantheon line, with 10-inch disks selling for \$4 in American coin, which is a low price there. The regular (\$7) Pathe-Vox line is distributed there by Electric and Musical Industries. EMI also sells Vox's new 12-inch \$6 series and de luxe at \$9 per disk.

In Italy, the company has its own office as in England. It imports Pantheon From France and Vox From England, France or the United States, as necessary and advantageous. In Italy, Vox does its own recording, including popular and children's disks. These, and a few big-selling LP's are pressed in Italy. In Spain, Vox masters are pressed by EMI and released on Odeon label. In Canada, Vox is pressed by Sparion, and employs George Erlick as distributing agent.

In Israel, the company currently has an agent, and will begin pressing there on August 1.

In South Africa and in Australia, and most recently in Colombia in South America, Vox has opened its own offices. The Pantheon label, pressed in France, is now imported by all countries outside of the Western hemisphere.

New arrangements to have disks pressed abroad have been made with Surco in Argentina, and with Sinter in Brazil. These will all carry the Vox label. Older pressing arrangements exist for the company in the States, Canada, England, France, Italy, Switzerland, Spain, South Africa, Norway, Australia and Austria. The company is represented in 25 countries by selling agents. These include Lebanon, Belgian Congo, Egypt, etc.

In Germany, Vox is committed exclusively to supplying three mail order record clubs, and maintains no retail store distribution. All club labels carry credit lines for either Pantheon or Vox.

Camden Fall LP's

• Continued from page 16

ture, Jesse Crawford and the Deep River Boys. Waxings of tunes from "South Pacific" and "Kiss Me, Kate," cut by Al Goodman, will compose another 12-incher.

In August, Camden will bring out two newly cut hi-fi sets. One is a mood music set by Tony Motola and has all-stars, and another with hits from "The Most Happy Fella," played instrumentally by the Jack Say ork. Reissues will include sets by Claude Thornhill, Xavier Cugat and the Golden Gate Quartet.

So far, of the important name artists available to Camden, only the Philadelphia Orchestra has unconditional use of its name. However, that organization has given permission for correct labeling on three titles to "test" whether or not Camden \$1.98 sales cut into the orchestra's current full-price Columbia disk sales.

Add Six LP's

• Continued from page 16

rial issued in Golden's eight-record Treasure Chest box sets. One set, "Rodgers and Hammerstein's Saturday Matinee," will list at \$4.95, due to royalty costs. The others will be \$3.95. These include "Walt Disney Song Parade," "Roy Rogers Song Wagon," and "Child's Introduction to the Great Composers." Shipment will begin August 1.

According to Golden sales manager, Bob Bernstein, the line now has virtually complete national coverage via record distributors. Ten new distribs were inked by Bernstein in the last six months, with five in the last three weeks.

Robey Settles Disk Suit

NEW YORK — A suit, filed sometime ago by George Wiener, well-known Brill-Building figure, against pubber and diskery exec Don Robey, has been settled out of court. The suit involved the tune "Pledging My Love."

According to the record, Robey originally made an offer to Wiener of 50 per cent of the copyright, in exchange for Wiener's plugging of the tune to various artist and repertoire men. Wiener had claimed that when Johnny Ace's disk of the tune on Robey's Duke label began to click, Robey attempted to pull out of the deal. In the suit, Wiener had asked for all performance royalties on the Ace record due him on the 50-50 deal.

Under the settlement, Wiener said Robey had agreed to pay the back royalties on the disk.

Nets to Focus On Steel Pier

Pier the beginning of this week. At the same time, the Pier's all night disk jockey show, which aired from here last year and pulled mail from as far away as California, the Bahamas and Canada, teed off another season last week across the board from 1 a.m. to 6 p.m. over WCAU, Philadelphia.

Bands booked at Steel Pier this summer, according to George Hamid Jr., and in the order named, are as follows: Tony Pastor, Woody Herman, Billy May, Richard Maltby, Buddy Morrow, Stan Kenton, Ralph Marterie, Sammy Kaye, Gene Krupa, Stan Rubin, Charlie Spivak and closing the season—the Dorsey Brothers.

Number of Releases This Week

ABC-PARAMOUNT	1	—	—
ALADDIN	—	—	1
APOLLO	—	—	2
BLUE HEN	—	1	—
CAPITOL	2	—	—
COLUMBIA	5	2	—
CORAL	4	—	—
CRYSTALETTE	1	—	—
DECCA	5	2	—
DIG	—	—	2
EMERALD	—	1	—
EPIC	1	—	—
ERA	1	—	—
ESQUIRE	1	—	—
FEDERAL	—	—	1
GEE	—	—	1
GROOVE	—	—	3
INTRASTATE	—	1	—
JB	1	—	—
KING	—	1	—
MERCURY	1	—	—
METEOR	—	1	—
M-G-M	5	4	—
MODERN	—	—	1
RAMA	—	—	3
REGIS	1	—	—
RPM	—	—	2
SAGE AND SAND	—	1	—
SPECIALTY	—	—	1
STARDAY	—	1	—
UNITED	—	—	3
VANITY	1	—	—
VICTOR	4	3	—
TOTAL	34	18	24

DuMont Hi-Fi

• Continued from page 11

distributors' meeting in Atlantic City. The other two units, a feature of last year's line, are the Minstrel, the firm's price-leader hi-fi phono console, retailing at \$159.95, and the Tanglewood II, a hi-fi radio-phono console, retailing at \$350.

The Balladier, also available in lined oak (\$229.95) features two extended range speakers, the exclusive Dynacoustic sound chamber, and a four-speed record changer. Altho Du Mont was one of the first firms to introduce radio-TV-phono combinations, its present line doesn't include any such units. Instead Du Mont is pushing step-table arrangements, combining radio, TV and phono units into an integrated music-group, a trend the company opines which is replacing the old three-way units.

Inspired by The M-G-M Film Production "GABY"

GABY

LEO FEIST, INC.

- Love of Genevieve
 - Five
 - While the City Sleeps
 - Watching the World Go By
 - Ticky-Ticky-Tic
- Bourne, Inc. 124 W. 52nd St. N.Y.C., N.Y.

America's New Girlfriend

GLENDORA

PERRY COMO
RCA Victor
JACK LEWIS
Crest

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

The everglowing standard

MOONGLOW

Sensationally featured in the Columbia Picture "Picnic"

MILLS MUSIC, INC.

"THE SEARCHERS"

4 BIG RECORDS

M. WITMARK & SONS, NEW YORK

DU BIST SCHÖN WIE MUSIK

LEO DIAMOND
RCA Victor 20/47-6513

MANTOVANI
and
VICO TORRIANI
London International P 10249

BURLINGTON MUSIC CORPORATION

539 W. 25th St. NY 1, NY Oregon 5-6060

Radio Disks Obie's Gimmick

• Continued from page 15

and that the disks were also being sold in Peoples' stores in Pittsburgh, Virginia, etc. He stated the station in this deal was acting as a distributor. He added the disks were being plugged on the station, but that the station was not overloading its programs with them.

Office of Harry Fox, publishers' agent and trustee, stated that the assumption is that the royalties will be paid not by the stations whose call letters are on the labels, but by the Record Corporation of America.

The 10-inch LP's, WWDC stated, will contain no "dogs" and will cover "proven hits"—including dance music, country and western, and other categories. For example, WWDC Records' current "Dance Party" includes "Lisbon Antigua," "No, Not Much," "Moritat," "See You Later, Alligator," "Rock Island Line," "Eddie, My Love," "Hot Diggity" and "A Tear Fell." Some disks bearing the station label will feature FeeWee Hunt, Gordon MacBae, etc.

Record buyers for the Peoples Drug Chain says the albums are selling "very well." Nine have been on sale the past week.

SUMMER SIZZLERS

Tagged for stardom
with these
2 GREAT SONGS

RUBY MURRAY Singing



PLEASE HOLD ME TIGHTLY and A VOICE IN THE CHOIR

Capitol 3465

An exciting tune — 2 great versions

MARIMBA CHARLESTON



DAVID CARROLL

Mercury 70896

MARIMBA CHIAPAS

Capitol 3447



2 great versions of a great instrumental

COOL TANGO

RED NICHOLS

Capitol 3464

DAVID ROSE

MGM 12270



Shaking Loose
for a Big
Hit!

VICKI YOUNG



(I'M) ALL SHOOK UP

Capitol 3425

ARDMORE MUSIC CORP. • BEECHWOOD MUSIC CORP.

N. Y. Office

1730 B'way

MIKE GOULD, V.P.
KELLY CAMARATA
BOB CARTER

Hollywood Office

1750 Vine St.

a special section . . .

Modernizing Your

EDITORIAL

Self-service selling has become, in the last decade, standard practice in countless fields of retail marketing. Customers have become accustomed to stores which make shopping easy, speedy and pleasant. In many areas, for example, old-line independent retailers have been seriously hurt by big, colorful, merchandising-conscious super markets.

So it is, we believe, with the selling of records and allied equipment and accessories. Store modernization and self-service selling have already proved themselves, in practice, as tremendously successful sales boosters for dealers who are willing to plan intelligently and invest wisely.

In this issue, as a special service to record and equipment dealers, The Billboard examines the subject of store modernization. The plans outlined on these pages have been submitted in answer to a hypothetical store mod-

ernization problem posed by the editors, by firms which are specialists in the field of streamlining retail operations.

W. L. Stensgaard and Associates have worked closely with RCA Victor in pushing modernization to dealers. The firm has designed and manufactured the "Face the Music" line of record display units for stores for RCA Victor.

Freedman Aircraft Engineering Corporation, in the same fashion, has worked closely with Capitol Records in developing dealer interest in modernized, self-service merchandising techniques. The firm has its own line of display fixtures.

Holley Associates has also worked with RCA Victor on similar projects and in the four years since producing its first record fixture has become a recognized force in the field.

These firms all are equipped to produce complete store layouts as part of their service of supplying modern self-service racks and browsers. Their suggested plans for up-dating stores, which are offered on these pages, could, in most cases be financed thru local banks for periods ranging from five to 10 years. We believe their suggestions, layouts and photos offer solid food for thought for dealers who want to modernize their stores and their profits.

Bigger Sales & Service at Less Service Cost Is 'New Look' Aim

Supermk't Selling Pattern Points Up Change in American Buying Habits

By W. L. STENSGAARD, President,

W. L. Stensgaard and Associates, Inc., Chicago and New York

This store is planned and designed with RCA Victor "Face the Music" fixtures that are proven and tested as to their ability to show more and sell more with greater service to the customer with less store service and more practical, satisfactory manner for ease of customer selection. It is no longer possible or necessary to match each customer with a full-time salesperson. Such selling methods are old-fashioned and entirely too costly. Most customers can service themselves to the extent of 60 up to 95 per cent of

completing the transaction. They do need service in getting answers to some questions, in locating certain merchandise and in wrapping the goods, making the sales ticket and change, etc.

American shopping habits have been changed by supermarkets and departmentalized selling. Most Americans today are much more satisfied when goods are shown in organized departmental arrangements by categories or titles, sizes and classifications. They buy more when they are allowed to look and shop for themselves and, reasonable help from the salespersons, they buy in less time.

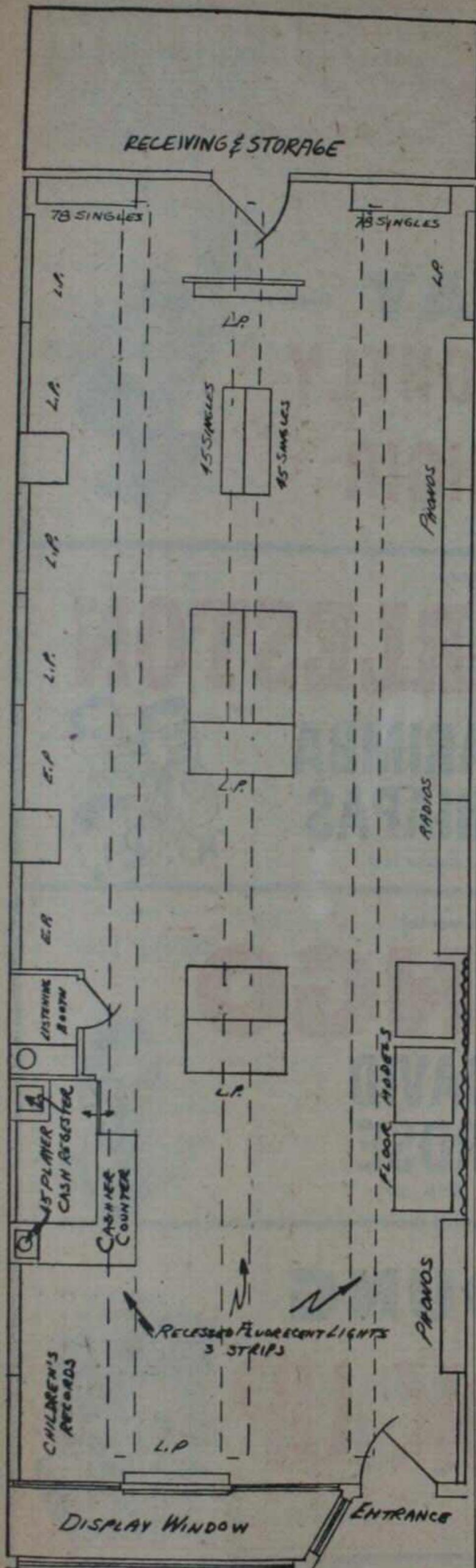
The average store will do from 60 to 80 per cent of its volume in

12 to 16 hours of the business week. This alone indicates the great importance of being able to serve more people during the time that more people come to look and buy. A store that cannot do this only discourages customers from coming back because they dislike poor service above anything else.

Modern Store Floor Plan

This plan is designed so that over 90 per cent of the inventory is always in the forward section. The "Face the Music" equipment and browsers allow for adequate stock on most all numbers so that little reserve stock is needed. Too much stock room usually leads to an accumulation of old stock and

(Continued on page 24)



Stensgaard floor plan (above) shows heavy emphasis on equipment and packaged records. Children's records also get solid plugging via up-front exposure in store. Single records are relegated to rear areas. Small storage area in rear reflects the fact that better than 90 per cent of stock is on display in the store at all times. Three pairs of broken lines in drawing indicate recessed ceiling lighting.

Stensgaard store layout, front left portion (see diagram). Cashier area is located for easy vision of entire store. To the left is a 45 r.p.m. player for kiddie records. Here children are in full view of cashier. At rear of cashier is the only closed listening booth in the store, designed for use of customers of classical material. To the right, between EP and LP album racks, is a listening post, placed for easy operation from any part of the store. The completely open, this post is insulated, insuring satisfactory listening. In the foreground, near cashier's section and near playing units are LP and EP browsers.

Record-Phono Store

• Dimensions of the store to be modernized are: 18 feet wide by 60 feet deep by 11 feet high. Presently records, phonographs and small radios are being handled. Annual volume is now \$25,000 in records and \$20,000 in equipment.

Among phonos, a \$150 table top hi-fi model is the high end item with most volume coming in the \$20 to \$100 bracket. Radios being featured are all of small size and at the low end of the price scale.

Record sales are evenly split between singles and packaged goods. Of the singles, 60 per cent are 45 r.p.m. and 40 per cent are 78 r.p.m. with a continuing swing toward the 45 speed. In the packaged field, 75 per cent are 12-inch LP's, 15 per cent are EP's and 10 per cent are 10-inch LP's.

Two booth phonos are provided for listening.

The object is to increase gross volume by 30 per cent during the first year following streamlining and modernization of the layout.

THE DEALER PROBLEM

Fixtures Play Only a Part in Successful Disk Store Project

Front, Lighting, Color, Layout Likewise Important Sales Factors

By GORDON FREEDMAN, President Freedman Aircraft Engineering Corp., Charlevoix, Mich. Many things go into the planning of a successful record store in addition to the selection of proper display fixtures.

First of all, there is the store front, which has the job of getting people into the store. Serious consideration should be given to remodeling if the present front does not present an inviting appearance, show off the interior, and shelter the window shopper. The layout shown here shows the doorway at one side, with the window at an angle, which achieves a wider appearance, and the desired shelter.

Correct lighting is of the utmost importance. An abundance of materials and assistance can be obtained from local suppliers and the manufacturers of lighting equipment.

Color schemes should be kept simple, allowing record jackets to do the "decorating." Store owners can confer with their local suppliers and get much fine material prepared by the leading paint, wall paper and floor covering manufacturers.

Air conditioning can be a tremendous advantage in attracting people to a store, and keeping them there to browse. It is practically a "crust" in today's modernization plans, and will eventually pay for itself in increased business, and ease in keeping the store and stock dust and dirt free during summer and winter. Even though air conditioning may not be financially possible immediately, while extensive remodeling is going on, provision should be made for its easy installation at a later date.

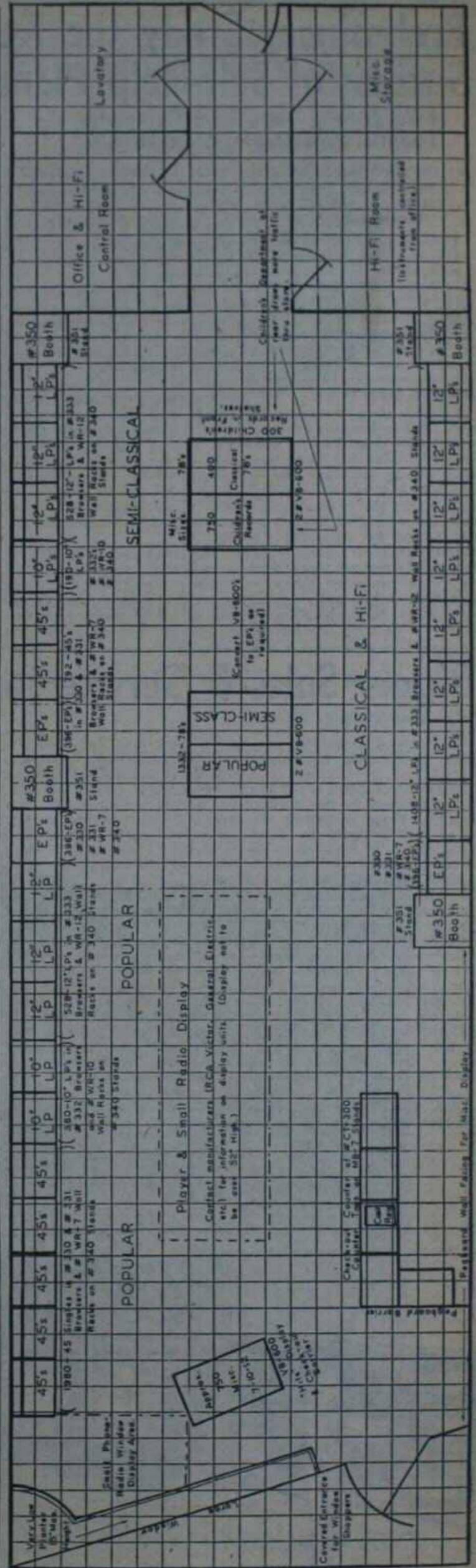
Adequate provision should be made for record keeping, and a

combination bookkeeping machine and cash register is an essential piece of equipment in a smoothly run store. The representatives of the cash register companies are trained to help dealers select the equipment best suited to their needs.

If there are any doubts about the financial aspects of remodeling, and the store does not already have the services of a certified public accountant, one should be called in to analyze the financial status of the store and determine if cash can be spared for the remodeling or if it is feasible to borrow. Then, if outside financing is required, the C.P.A. can properly prepare the information needed by the local banker who is to do the financing. Bankers are in business to serve the people in their communities. They are trained to do so and can be of immeasurable help in working out the problems of their clients.

There are many sources of assistance for the dealer planning to modernize. Some of the finest material available anywhere on retail store operation can be obtained from the National Cash Register Company, of Dayton, O. This is general information covering all aspects of retail store operation. As to specific information on store improvements, an abundance of material may be obtained from such firms as Pittsburgh Plate Glass Company (glass, color harmony, lighting), Sherwin-Williams (paint), General Electric Company, Sylvani, Electric Company, etc. (lighting and lighting fixtures), and Armstrong Cork Company (floor coverings). All of the leaders in the various fields have invaluable material for those considering remodeling—available either direct or thru their local suppliers.

The successful planning of a record shop requires simply the application of common sense. There are stores all over the United States (Continued on page 30)



The Record Shop, Gary, Ind., modernized via the Freedman Aircraft "Plan It Yourself System." Store features dual check-out counters, attractive lighting and complete cross-store vision.

Freedman Aircraft floor plan (right) highlights recessed window in front for shelter of window shoppers. Also in the window, specifications call for display of phono and radio units as well as records. Counter to the Stanggaard plan (opposite page) Freedman brings 45 r.p.m. records up front with children's records to the rear. In the center of the store is an island display area for radios and phonos. Hi-fi equipment is found in an enclosed room at the rear of the store with all instruments controlled from the adjacent office.

Preliminary Study the Keynote to Successful Self-Help Planning

Breakdown of Total Sales Categories
Essential First Step in Store Layout

By DONALD G. RECKEWEG
Store Planning Director
Holley Associates, Inc.
Merchantville, N. J.

Planning stores for self-selection requires certain preliminaries: First, a study of how disk sales are running. Proportion of total sales taken up by EP, 45, LP, children's, etc., must be determined. With this information as a guide, the job of designing a suitable plan can proceed with the assurance that the new layout will accomplish its purpose in building a higher volume.

Take this set-up for example: We were asked to floor plan a store 18' wide by 60' deep. This particular store sold radios and phonographs along with records. Their total annual sales in phonos and radios almost equaled that of records. The store was at a good location but the interior was uninviting. The old-fashioned library system of selling records was still maintained, colorful albums were hidden on high dusty shelves, and practically every record had to be asked for. In the rear were two large listening

booths that took up valuable floor space. Only, after pointing this condition out as his main trouble, did the owner take a closer look at his selling area and become aware of his need for a more attractive selling approach.

Fixturing for self-service merchandising is a highly specialized undertaking, and knowing this we started by discussing the needs and potential of the store. We then drew a complete floor plan to give the owner a realistic preview of his new layout. In the end, the owner had a much roomier selling floor area. Sectionized units covering a wall area of 4' by 8' lined both sides of the store. In these units were adjustable browsers, singles racks for 7" and 10" records, pegboard display panels, sign holders, storage space and fluorescent lighting.

The center floor units were just as adaptable and they allowed browsing from two sides. These center store units were not as high and offered an unobstructed view of the entire store area. Accessories,

which had long been hidden, were displayed in glass-top counters at the new check-out points. Radios and phonos were displayed on convenient shelves for easy inspection by the customers.

In the process, the two old-fashioned listening booths were removed and replaced with several smaller units resembling a phone booth. Here the customer may listen to the record of his choice yet still be visible to the selling clerk. In the older booths, this was impossible and as a result, there was pilferage and broken records. With the new singles units and the old-type booths removed the pop singles began doing a thriving business. The 12" LP sales increased proportionately also, and at the end of the year the owner realized a 35% increase in sales which almost paid for the new fixtures.

Suggestive selling and impulse buying can bring increased sales. Self-selection selling requires less clerks. With but one clerk at the cash register customers sell themselves from the convenient, well-planned arrangement of fixtures.

Bigger Sales & Service for Less

Continued from page 22

we recommend an absolute minimum for receiving and storage space.

The numbers shown in the floor plan correspond to the numbers of RCA Victor equipment, designed and produced by Stensgaard, and fully described in the "Modernize for Profit" brochure.

Space is provided for the manager with a counter, cash register and wrapping desk. This is up front to the right. Here it is easy for everyone to come by the cash register to complete the transaction. It's also easy for the manager or salesperson to see the entire store, and to see people who come and go.

Placed immediately to the right on the cashier's counter is a 45 player. Here, children's records which are placed in the right front corner of the store can be demonstrated. The children are kept in this area so that they can be ob-

served both from the street thru the glass and by the cashier, who will be in and out of that area more than in any other spot. Also, we remind grown-ups who buy most of the children's records, that we have them by placing them in this front corner area which otherwise is usually a rather dead spot.

At the rear of the cashier's desk is the listening booth, again placed for ease of operation. This is a closed booth and intended for the type of customer who is interested in hearing the fine qualities of classical or operatic music. Immediately following this layout are two listening posts. These are placed for ease of operation from any part of the area in which records are sold. They are insulated, are easy to use, and make it possible for the customer to listen to the record and make his decision in less time. The dotted lines on

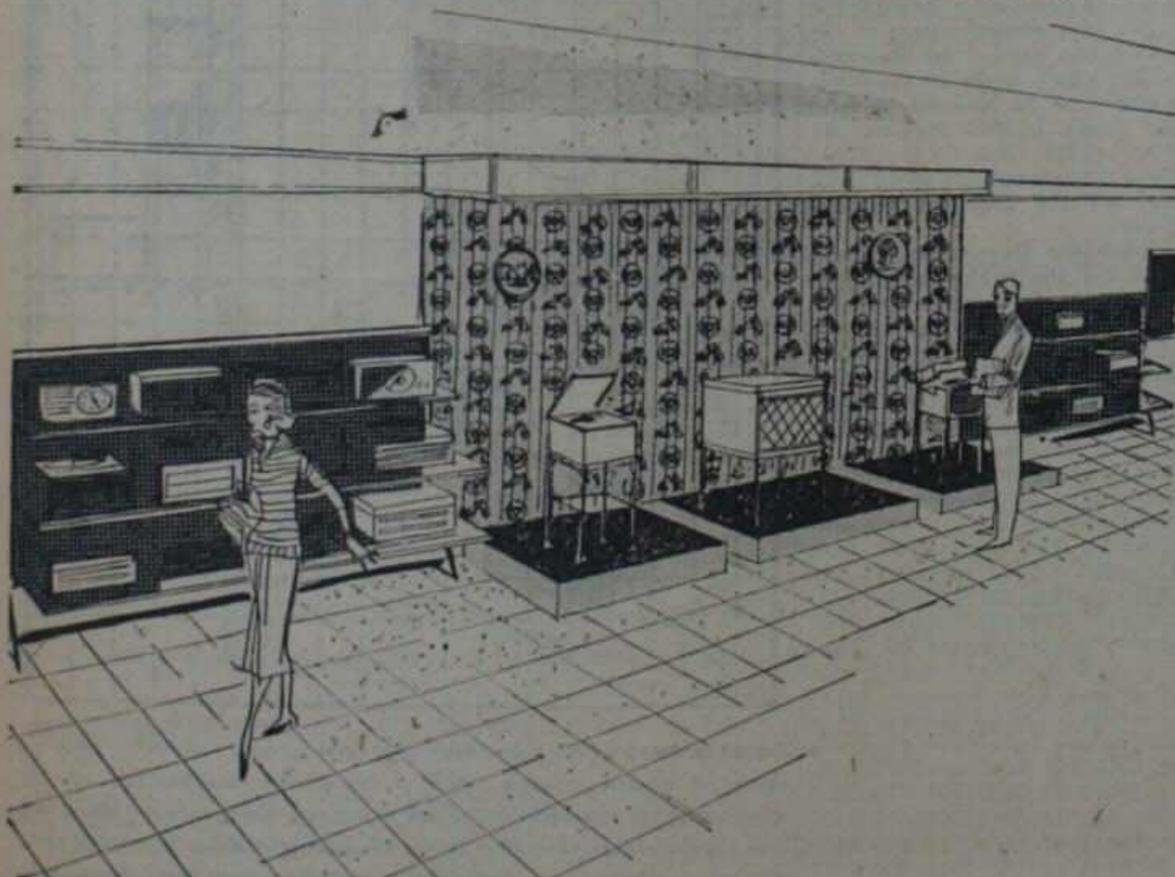
the floor plan indicate three rows of fluorescent ceiling lighting which can be a choice of any type of equipment which owner or architect may decide is best and most reasonable in cost.

The floor covering can be either vinyl, rubber or koralseal materials which will give best service with least maintenance. If lower cost materials are absolutely necessary they too are available in any choice of good colors.

Front Section of Store

As shown in the illustration, the wrapping desk and cashier section is set off with a background of vacuum-formed white plastic grill to make it more attractive. The pegboard panel display feature records and albums so that they can be readily seen by the customer when his package is being wrapped.

To the left is the kiddie section
(Continued on page 30)



One complete side wall of the Stensgaard store layout is occupied by radio and phono equipment. Pictured above is a portion of the area showing a good selection of units in terms of models, styles, colors and prices. A wide assortment of merchandise is stressed by Stensgaard as a vital factor in successful equipment sales.

TIPS TO NEW DEALERS

Self-Service Today's 'Must' for Retailers

By FRED RICE
Display Manager
Merchandising Dep't.
Capitol Records, Inc.

The record business is moving forward and moving fast, and anyone considering entering it at a retail level should be made to realize immediately that it is a highly competitive business, and one in which a thorough knowledge of merchandising and aggressive selling is required.

Self-service of records is a "must" for today's tempo, and only by accepting this simple truth can the record dealer, large or small, hope to come out with a healthy profit sheet. There is money, good money, to be made in records.

Let's set down the requirements for today's successful self-service record store. If you are contemplating opening a record shop use these requirements as a guide to avoid the obvious mistakes that a dealer makes. And, if you already have a retail record store, you can compare your operation with these suggested recommendations.

1. LOCATION. As in the past, the prime requisite for the success of any type of record store is its location. Self-service does best where there is heavy foot traffic—

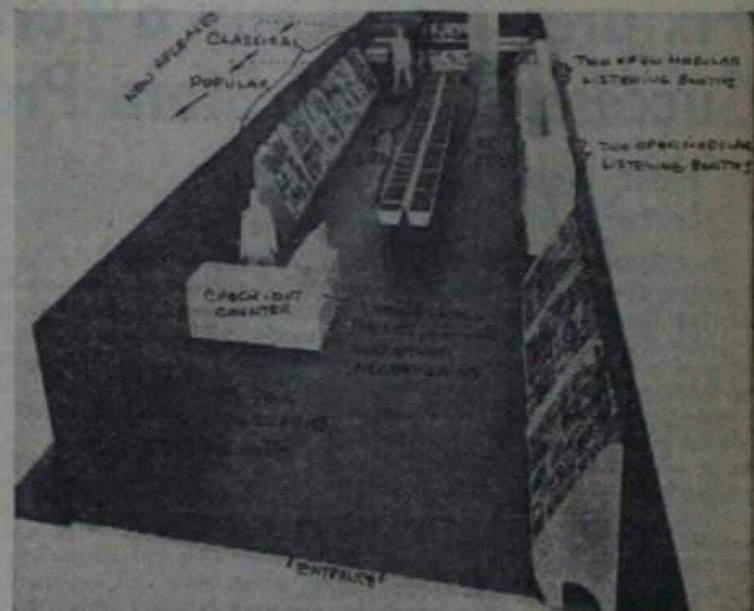
ord dealer make money and it will furnish every possible sales aid, which brings us to requirement three.

3. STORE LAYOUT. A logical size for a self-service record store is between 1,000 and 1,500 square feet. In a larger store the job of controlling traffic and pilferage almost doubles. A compact unit fully utilizing the available space, yet permitting full vision throughout the store, is most desirable. When planning store size it should be remembered that 60 to 90 per cent of total business will be done during peak periods.

Capitol has a store planning service that furnishes photo layouts of any desired floor plan which aids the dealer in setting up a self-service record store complete with tested fixtures at the best possible cost.

4. INVENTORY CONTROL. A tight control over record stocks is most important. Unless you know what you have to sell, you can't possibly sell it, and surprisingly enough, you'll find yourself at the end of the year with too many copies of too many records.

Here again, Capitol has an inventory system that can solve the dealer's dilemma by the simple



Stressing self-service angles, Capitol Records merchandising department prepared this store model in reply to The Billboard's modernization problem. Note the "up-front" placement of phonograph and radio equipment. Except for accessories displayed under glass case at counter store is set up 100 per cent for self service.

in shopping centers, new business developments, and downtown shopping districts. Adequate parking facilities should be provided for all customers—because self-service begins outside the store, and it should be easy for the public to patronize a self-service location.

If you honestly feel that you have 80% to 100% location for your record store, then, and only then, should you even consider going ahead to requirement two, which is inventory size.

2. INVENTORY. To open a record store with an adequate basic single and album stock nowadays, it takes at least \$6,000. This does not mean necessarily that you are "heavy" on any one type of music. It's also best not to start out with too large an inventory. See what type of music the public is buying, then build your stock in that direction. Building a business with too few funds presents many problems, so don't try to begin on a shoestring.

Each record company will guide you in selecting a potent basic stock, as most companies, thru their sales organization, know the neighborhood in which you are opening your store. Most important, Capitol Records wants to help the re-

stock control sticker system. A sticker is applied to the single or album with the price and record number. When a record is sold, the sticker is removed and placed on a sticker sheet and at the end of the sales day the stickers are recapped and orders are given to salesmen for restocking. The Capitol salesmen also has an album demand control which immediately gives the dealer an exact sales history of every Capitol record and album in his store.

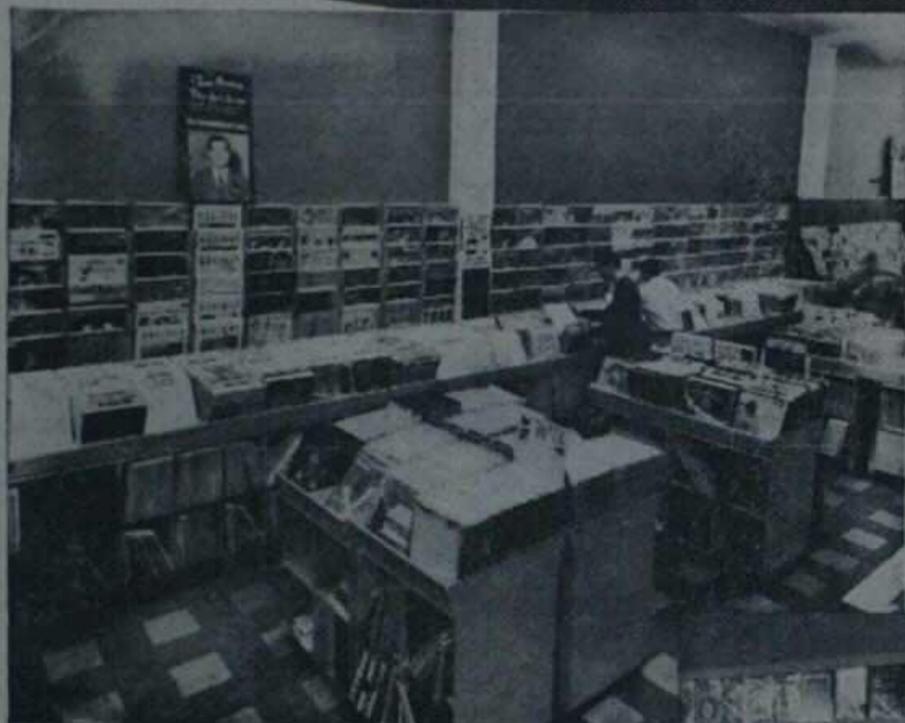
5. PERSONNEL. Naturally, not as many employees are needed in a self-service store, yet qualified personnel who know music are still vitally needed to give that personal sales touch to the customer.

6. ADVERTISING AND PROMOTION. Sound merchandising programs that build extra profits are those which take every advantage of the advertising and promotional possibilities—making use of all big campaigns that push a new album or record, using window displays, in-store decorations, radio, TV and all other means of promotion. Remember—self-service which is visual display is its own best advertisement.

7. RECORD ACCESSORIES.
(Continued on page 30)

STORE MODERNIZATION BY FREEDMAN ARTCRAFT

"...increases volume by as much as 50%"*



Starting out with only a few Freedman Artcraft fixtures several years ago, THE RECORD RENDEZVOUS, Cleveland, Ohio (left), has since become one of the most successful retail record stores in the United States. It is now completely equipped with Freedman Artcraft display fixtures.

*Mr. A. R. Williams, owner of THE MUSIC HOUSE, Toronto, Canada (right), says, "Our self-service layout, which employs Freedman Artcraft Browser Boxes, Wall Displays and Floor Stands exclusively, increases the volume of the average sale per customer as much as 50% over the conventional layout."



These are among the hundreds of stores that prove that store modernization can be accomplished economically and easily. Modernizing an old store or planning a new one is basically a matter of selecting fixtures that best employ valuable store space.

Freedman Artcraft will assist dealers—without charge—in determining the most efficient store layout. Many of these successful stores have been planned and completed by the dealers through the use of Freedman Artcraft's comprehensive portfolio of display fixtures and "PLAN-IT-YOURSELF" layout forms. It's actually a simple matter for you—the record dealer—to make your own layout. But, if you have any doubts, merely note dimensions of your store on the layout sheet provided in our portfolio and mail it to Charlevoix, and within a few days we will mail a suggested layout back to you. It's as simple as that—and your total expense for this service is a 3c stamp!

For complete information on Freedman Artcraft Service, contact your record distributor or—

Local suppliers of paint, wall paper, floor coverings and lighting fixtures can furnish invaluable advice on decorative and lighting schemes. Take advantage of the fortunes spent in research by the manufacturers of these items.

Excellent advice on check-out problems and prevention of pilferage is available through your National Cash Register representative.

Invaluable assistance can be obtained by conferring with your local banker.

You will be amazed by the free but valuable advice available all around you.

FREEDMAN
ARTCRAFT ENGINEERING CORP.

Dept. 425
Charlevoix, Michigan

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. MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—Oistrakh, Philadelphia Orchestra (Ormandy)..... Columbia ML 5085
3. RACHMANINOFF: Piano Concerto No. 2—Istomin, Philadelphia Orchestra (Ormandy)..... Columbia ML 5103
4. TCHAIKOVSKY: Piano Concerto No. 1—Gilels, Chicago Symphony (Reiner)..... RCA Victor LM 1969
5. OFFENBACH: Gaite Parisienne; MEYERBEER: Les Patineurs—Boston Pops Orchestra (Fiedler)..... RCA Victor LM 1817
6. GROFÉ: Grand Canyon Suite; COPLAND: El Salon Mexico—Boston Pops Orchestra (Fiedler)..... RCA Victor LM 1928
7. BOSTON POPS PICNIC—Boston Pops Orchestra (Fiedler)..... RCA Victor LM 1985
8. RAVEL: Bolero; RIMSKY-KORSAKOFF: Capriccio Espagnol—Detroit Symphony (Paray) Mercury MG 50020
9. RIMSKY-KORSAKOFF: Scheherazade—Pittsburgh Symphony (Steinberg)..... Capitol P 8305
10. TCHAIKOVSKY: Nutcracker Suite; WALDTEUFEL: Les Patineurs; ROSSINI: William Tell Overture—NBC Symphony (Toscanini)..... RCA Victor LM 1986
11. IBERT: Escales; RAVEL: Bolero; La Valse; Pavane; CHABRIER: Espana; DEBUSSY: Clair De Lune—Philadelphia Orchestra (Ormandy)..... Columbia ML 4983
12. BEETHOVEN: Symphonies Nos. 1 and 9—NBC Symphony Orchestra (Toscanini)..... RCA Victor LM 6009
13. VIVALDI: Concerto in A Minor for Two Violins; BACH: Violin Concertos Nos. 1 and 2—Oistrakh, Stern, Philadelphia Orchestra (Ormandy) Columbia ML 5087
14. GIGLI IN CARNEGIE HALL..... RCA Victor LM 1972
15. RIMSKY-KORSAKOFF: Scheherazade—Philadelphia Orchestra (Ormandy)..... Columbia ML 4888
16. DELIUS: Sea Drift; Paris—Royal Philharmonic Orchestra (Beecham)..... Columbia ML 5079
17. OPERATIC RECITAL, No. 4—Mario del Monaco..... London LL 1455
18. RIMSKY-KORSAKOFF: Scheherazade—Morton Gould Orchestra..... RCA Victor LM 1956
19. WORLD-WIDE FAVORITES—Jose Iturbi..... RCA Victor LM 1967
20. MOZART: The Magic Flute—Streich, Stader, RIAS Symphony (Fricisay)..... Decca DX 134

• Concertos

1. MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—Oistrakh, Philadelphia Orchestra..... Columbia ML 5085
2. RACHMANINOFF: Piano Concerto No. 2—Istomin, Philadelphia Orchestra..... Columbia ML 5103
3. TCHAIKOVSKY: Piano Concerto No. 1—Gilels, Chicago Symphony (Reiner)..... RCA Victor LM 1969
4. VIVALDI: Concerto in A Minor for Two Violins; BACH: Violin Concertos Nos. 1 and 2—Oistrakh, Stern, Philadelphia Orchestra (Ormandy)..... Columbia ML 5087
5. BEETHOVEN: Violin Concerto—Milstein, Pittsburgh Symphony (Steinberg)..... Capitol P 8313
6. BRAHMS: Double Concerto in A Minor—Stern, Rose, New York Philharmonic (Walter)..... Columbia ML 5076
7. SHOSTAKOVITCH: Violin Concerto—Oistrakh, New York Philharmonic (Mitropoulos)..... Columbia ML 5077
8. RACHMANINOFF: Piano Concerto No. 2—Rubinstein, NBC Symphony (Golschmann)..... RCA Victor LM 1005
9. BRAHMS: Violin Concerto—Milstein, Pittsburgh Symphony (Steinberg)..... Capitol P 8271
10. BRAHMS: Violin Concerto—Heifetz, Chicago Symphony (Reiner)..... RCA Victor LM 1903

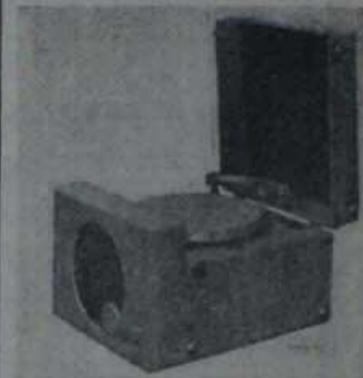
• Jazz

1. STAN KENTON IN HI-FI..... Capitol W 724
2. THE BENNY GOODMAN STORY, Vols. 1 and 2—Sound Track..... Decca DL 8252, 8253
3. JAZZ: RED HOT AND COOL—Dave Brubeck..... Columbia CL 699
4. KRUPA AND RICH—Gene Krupa and Buddy Rich..... Norgran MG CL 684
5. AMBASSADOR S A T C H—Louis Armstrong..... Columbia CL 840
6. COAST CONCERT—Bobby Hackett..... Capitol T 692
7. THE GREAT BENNY GOODMAN..... Columbia CL 820
8. FONTESSA—Modern Jazz Quartet..... Atlantic 1231
9. CHRIS CONNOR..... Atlantic 1228
10. CHICO HAMILTON QUINTET IN HI-FI..... Pacific Jazz PJ 1218

• Show & Movie

1. MY FAIR LADY—Original Cast..... Columbia CL 5090
2. CAROUSEL—Sound Track..... Capitol W 694
3. PICNIC—Sound Track..... Decca DL 8320
4. OKLAHOMA!—Sound Track..... Capitol SAO 595
5. THE MAN WITH THE GOLDEN ARM—Sound Track..... Decca DL 8257
6. SERENADE—Sound Track..... RCA Victor LM 1996
7. THE EDDY DUCHIN STORY—Sound Track..... Decca DL 8289
8. THE STUDENT PRINCE—Sound Track..... RCA Victor LM 1837
9. THE BENNY GOODMAN STORY, Vols. 1 and 2—Sound Track..... Decca DL 8252, 8253
10. THE KING AND I—Sound Track..... Capitol W 740

New Equipment



The Califone Corporation has unveiled the "Celebrity" Model 7V-7 phono. The unit features a patented center-drive continuously variable speed turntable which eliminates cones, idlers and belts. The pickup arm is counterbalanced upward to prevent its falling on records. This phono is one of several brought out this year by the firm, especially for use in the classroom, in dancing schools and by folk and square dancing groups.



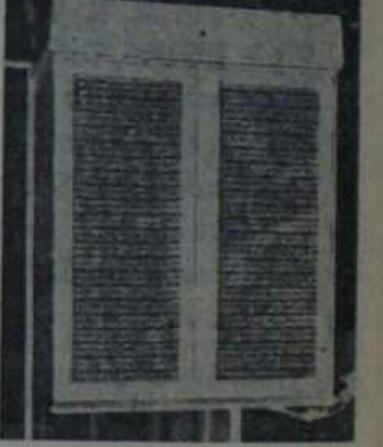
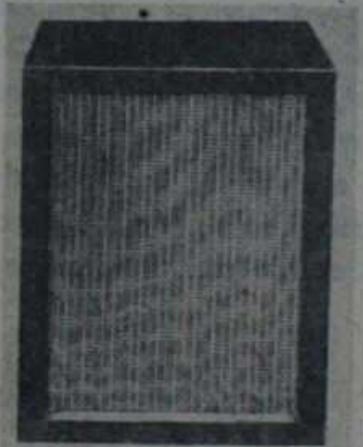
Mohawk Business Machines have introduced the "Midgetape," battery-operated pocket-sized tape recorder, which makes it possible to "have a secretary in your pocket," according to the manufacturer. The unit weighs 2 3/4 pounds and employs dual track tape contained in cartridges the size of cigarette packs. Unit sells for \$249.50 complete with batteries, single earphone, crystal mike and a 60-minute reel of tape.



Electrovox Company, manufacturer of Walco phono needles, is making this new microscope needle merchandiser display available to all its dealers. The 100-power instrument enables the customer to see the worn condition of needles. The unit has already proven effective in store tests.



The "Anniversary" four-speed, hi-fi automatic portable phono is one of the units to be shown by the Dynavox Corporation at the Music Industry Trade Show in July. The unit features two six-inch Alnico V extended range speakers and a jack for a third. Available in blue mist, suntan and rawhide, the unit sells for \$119.50.



The "Balladier" is the newest hi-fi phonograph introduced by Allen B. Du Mont Laboratories, Inc. The AM radio-phono combination carries two extended range speakers and comes in mahogany or lined oak finish. It joins the de luxe "Tanglewood II" and the price leader "Minstrel" model in the firm's silver anniversary line.



Dictograph Products has introduced the new model 101B hi-fi phono with amplifier changer unit and separately enclosed speaker. Cover and table for amplifier are optional extras. A Williamson circuit and Collaro three-speed intermix changer are features of the unit which retails for \$199.50.



Boetsch Brothers, manufacturers of Birch phonos, will feature this new four-speed automatic portable unit at the Music Industry Trade Show. Known as model A-15 the unit includes a VM changer and sells for \$54.95.

New FLOOR MERCHANDISER helps customers sell themselves



New floor merchandiser (Form 6R3247) with selling drapes and plaques, optional, extra.

Step up sales with attractive displays that put RCA Victor radios and "Victrola" phonographs where customers can see and buy them.

Here are silent salesmen that really do a selling job! Set up anywhere in your store, they make attractive displays that stop customers—and pull them right to the RCA Victor radios and "Victrola" phonographs you want to sell. Customers can leisurely examine the sets—sell themselves on RCA Victor merchandise.

Handsome additions to any store. Floor merchandisers come in two sizes: 10 feet wide and 6 feet wide. Can be easily adapted to wall, corner or island use. Colors: black wrought-iron uprights; coral and gray shelves.

You'll be surprised how little it costs to add this silent salesman to your staff. Call your RCA Victor dis-

tributor now for full details on these merchandisers (10 feet wide, Form 6R3247; 6 feet wide, Form 6R3248). Remember, RCA Victor is the set that sells on sight!



RCA VICTOR

TRADE MARK RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY

See Milton Berle, Martha Raye alternately on NBC-TV, 8 out of every 3 Tuesdays. And don't miss NBC-TV's "Producers' Showcase" in RCA Compatible Color or Black-and-White, Monday, March 5th.



Hang up new sales! Smart 4' by 6' display panel. For use on wall; or with legs against wall; or as double-faced island unit on legs. Light oak finish frame, modern charcoal face with ivory shelves.

• **Review Spotlight on . . .**

ALBUMS

Classical

AN OPERATIC RECITAL, NO. 4 (1-12")—Mario del Monaco, Tenor. London LL 1453
Following hard on the heels of Recital No. 3, this new anthology of dramatic tenor operatic arias ranges farther afield for its material. Many of the songs are choice tenor vehicles from operas no longer well known here: Giordano's "Fedora," Massenet's "Le Cid," Catalani's "La Wally," Meyerbeer's "L'Africaine" and so on. Also included are standard attractions like the "Flower Song" from "Carmen," "Addio, fiorito asil" from "Madame Butterfly," etc. The fine sales history of other LP's in this series, makes an enthusiastic dealer recommendation a foregone conclusion.

ARIAS FROM BELLINI OPERAS & COLORATURA FAVORITES (1-12")—Mado Robin, Soprano; London Philharmonic Orchestra Cond. By Anatole Fistoulari. London LL 1403
This is the first 12-inch LP by Miss Robin, who probably ranges higher than any other soprano around today. This is demonstrated in stunning sound on such chestnuts as "Il Bacio," "Rossignol," Proch's "Theme and Variations," etc. One side offers excerpts from Bellini's "La Sonnambula" and "I Puritani." The thrush sings them routinely until she hits the high passages, which she negotiates with purity, agility and apparent ease. The high notes should make this package a very big seller.

SIBELIUS: SYMPHONY NO. 2 IN D MAJOR, OP. 54 (1-12")—Philharmonia Orchestra, Paul Kletzki, Cond. Angel 35314
None of the recent recordings of this most popular Sibelius symphony has enjoyed the complete acceptance that readings by Koussevitsky or Beecham did in the shellac era. This is the best version in years—and reproduced in a truly outstanding hi-fi job. Sibelius' second is brilliantly scored and requires a virtuoso orchestra of the Philharmonia's caliber to bring it

off in all its color and drama. Kletzki keeps excitement high and unflagging. This set can be ordered in depth by all classical dealers.

Popular

THE KING AND I (1-12") — Sound Track Capitol W 740
In view of the best-selling abilities displayed by sound track versions of the previous Rodgers-Hammerstein films—"Oklahoma!" and "Carousel"—dealers should be happy indeed with the sales-draw of this LP. Handsomely packaged album spotlights the familiar score in all its exotic effectiveness. A sweet British soprano is dubbed in for Miss Kerr, while Brynner repeats his former Broadway triumph. Decca has the original Gertrude Lawrence-Brynner package, but this one will grab off most of the play this time around.

PASSPORT TO ROMANCE (1-12") — Percy Faith Ork. Columbia CL 880
Columbia's July pop Buy-of-the-Month is standout programming for romantic mood music segs on jockey shows. Faith provides rich, lushly melodic instrumental interpretations of 12 European themes, including several already well known in this country—"Moritat," "Heart of Paris," "The Little Lost Dog," etc. The cover is eye-catching and keyed to the LP's travel theme, thereby affording opportunities for display-tie-ups with local travel agencies.

SAY IT WITH MUSIC (1-12") — Lawrence Welk and his Champagne Music Coral. CRL 57041
Welk has waxed 36 all-time favorite standards in this new package. The fare is broken down into a dozen medleys, which ties the disk in directly with the "medley time" segs on the maestro's ABC-TV show. The material is all danceable and the tunes themselves have an appeal to all ages, which just about assures the entry of this LP into the charmed circle of Champagne Music hits.

• **Best Selling Popular Albums**

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

1. ELVIS PRESLEY.....RCA Victor LPM 1254
2. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...Capitol W 653
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
5. CAROUSEL—Sound Track.....Capitol W 694
6. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
7. PICNIC—Sound Track.....Decca DL 8320
8. BUBBLES IN THE WINE—Lawrence Welk....Coral CRL 57038
9. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
10. NIGHT WINDS—Jackie Gleason.....Capitol W 717
11. OKLAHOMA!—Sound Track.....Capitol SAO 595
12. WALTZES OF IRVING BERLIN—Mantovani Orchestra.....London LL 1452
13. THE MAN WITH THE GOLDEN ARM—Sound Track.....Decca DL 8257
14. GENTLEMEN, BE SEATED (Minstrel Show)....Epic LN 3238
15. CASTLES IN SPAIN—Michel LeGrand.....Columbia CL 888

present a package of songs from many lands—Africa, France, Ireland, etc. Their style is unique, their approach scholarly. This particular package was recorded during a concert at Fullerton Hall, Chicago, in February of 1955. This couple is considered standard in the folk field, and the package is likely to prove profitable to dealers.

Jazz

- DUKE ELLINGTON:**
LIBERIAN SUITE; A TONE PARALLEL TO HARLEM \$4
Duke Ellington Ork (1-12")
Columbia CL 848
MASTERPIECES BY ELLINGTON... \$2
Duke Ellington Ork (1-12")
Columbia CL 825

ELLINGTON SIDEKICKS 73
(1-12")
Epic LN 3237
These LP's give glimpses of Ellington at different points in his career. They also show different sides of his musical work. At its most serious (and most recent), "Liberian Suite" and "A Tone Parallel to Harlem" show him stretching jazz material somewhat beyond their ordinary potential into the area of long-hair music. Ellington did not make the attempt successfully here, but he pointed the way, and perhaps in works like these has exerted most influence on the younger jazz writers. These are extremely important items in the Ellington discography, and should enjoy ready sales acceptance. "Masterpieces by Ellington"
(Continued on page 32)

• **Reviews and Ratings of New Popular Albums**

MORE GEORGE WRIGHT 80
(1-12")
Hi Fi R 707
GEORGE WRIGHT'S SHOWTIME 75
(1-12")
Hi Fi R 708
Third album by organist Wright will likely be acclaimed by his following. Definitely a master of the five manual keyboard, Wright gets some brilliant effects on a variety of standard pops with an equal variety of rhythms. Artful changeovers of pace highlight

listening content. This is top hi-fi pipe organ reproduction. "Showtime," his fourth and latest LP release, does not keep the pace of its predecessor, altho a solid combo of old standard show tunes. Flip side is the better, devoted entirely to "Showboat" excerpts, which are cannily packaged.

BLUE HAWAII 74
Bing Crosby (1-12")
Decca DL 8269
A splendid combo of re-issued Hawaiian Crosbyisms with all their pristine, romantic glow. Naturally, "Blue Hawaii," "Aloha" and "Sweet Leilani" are included in the dozen items. Gaited to put der Bing's admirers into a nostalgic tail-spin. Deccans with Crosby shows will welcome these library staples in new package.

AL PERRY'S FAVORITE HAWAIIAN CHANTS AND HULAS . 74
(1-12")
Decca DL 8238
STARLIGHT IN HAWAII 75
Alfred Apaka, Francis (Freckles) Lyons, Honey Kalama (1-11")
Decca DL 8273
ECHOES OF HAWAII 73
Benny Kalama (1-12")
Decca DL 8261

A good recap of previous singles by vet entrepreneur, Al Perry, and his Singing Surfriders is the best of these three Hawaii flavored entrants. Package covers a dozen of his standard chants and hulas. Good fare for his old radio fans. "Starlight" package is a grouping of all-new wavings of Island songs, with Apaka and Lyons contributing chiefly in vocal department. The Hawaiian Serenaders, Beach Boys and the Royal Hawaiian Serenaders supply instrumental backing and further chanting. Interesting collection on romantic mood side. "Echoes" set is dedicated to listening, or perhaps dancing, since it is completely non-vocal. Also is a first recording of its material in this form. Kalama directs Hawaiian Village Serenaders for pleasant, if somewhat monotonous, hearing in a variety of hula tempos.

OH ROCK! 78
Lionel Hampton Ork (1-12")
M-G-M E 3386
This is the 12-inch extended version of the former 10-incher of the same title. It's a collection of ragged, but spirited big band numbers, with enough beat to satisfy many rock and roll dancers. Hampton's jazz following, except for the fanatical followers, won't find much interesting jazz in the grooves. Still, the name and the beat will move some copies.

GLENN MILLER 74
(1-12")
Epic LN 3236
Here's a fine package for devoted collectors of Miller-ana. The LP should also grab off jockey play on "remember when?" programming sets. Selections include four recorded by Miller in 1934 ("Moonlight on the Ganges," "Solo Hop," etc.), four in 1937, and four in 1938. Trumpeter Bunny Berigan is featured on the 1935 sides, while the Modernaires warble on "Margie" and "Lamp-light." The recording quality is bright and danceable, altho the selection is not popular-type Miller. Most of the selections were in an earlier 10-inch LP.

MEMORIES OF LATIN AMERICA 73
Pablo Flores, Piano (1-12")
M-G-M E 3311
MEMORIES OF SORRENTO 72
Pablo Flores, Piano (1-12")
M-G-M E 3310

These concert transcriptions by pianist Flores have both a warmth and simplicity of approach which adds significant ear appeal. With a dozen folk melodies and pop songs from South-of-the-Border, Flores is in his elements with volatile tango and rumba beats. The "Sorrento" combination is in a quieter romantic mood. Recordings are meticulous in tone. Could be decided addition in radio slots, where a Latin appeal is in order.

SUNNY SIDE UP 70
Robert Farnon and Ork (1-12")
London LL 1435
There's a wealth of great song material here—a dozen tunes of DeSylva, Henderson and Brown, the team which wrote a flock of Broadway "Scandals" shows and films. Farnon's style is lush, but to our mind does not quite capture the flavor of these catchy tunes. Included are "Birth of the Blues," "You're the Cream in My Coffee," "Button Up Your Overcoat," etc.

SOUVENIR OF ITALY 64
Ugo Calise, Guitar (1-12")
Angel ANG 65027
Ugo Calise, who sings at his own night club on the Italian Mediterranean shore, is one of the better romantic Continental warblers currently being sold on disks in the American market. Accompanying himself on the guitar, Ugo sings a dozen songs evoking Naples, balmy breezes and the enchantments of Mare Nostrum. American school teachers (female) will find this particularly devastating.

Folk

MARAI AND MIRANDA IN PERSON 51
(1-12")
Decca DL 9026
Here again Marais and Miranda

sell the Best!



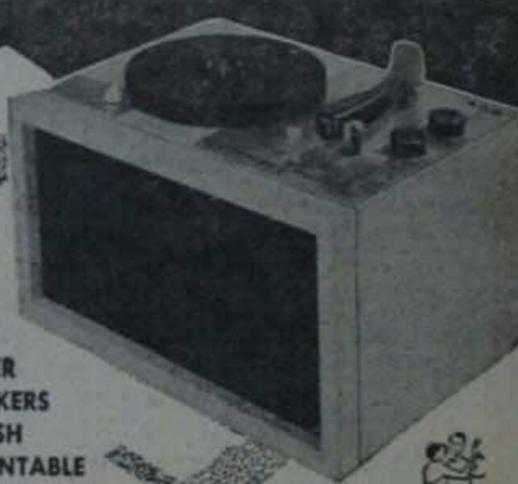
• phneedles
• cartridges
• accessories

More consumers want and ask for RECOTON! More dealers display and sell RECOTON!

RECOTON CORPORATION
17-25 Berman Ave.
Long Island City 4, N. Y.

Gray line . . . WORLD'S FINEST

RECORD demonstrators



"400"

- 3 PIN CENTER
- 2 - 6" SPEAKERS
- NEEDLE BRUSH
- 3-SPEED TURNTABLE



"300"

- 45 RPM CHANGER
- 2 SPEAKERS
- 3-SPEED DEMONSTRATOR TURNTABLE
- NEEDLE BRUSH

Phono Gard

SEE THEM AT N.A.M.M. TRADE SHOW BLDG. BOOTH #2 JULY 23rd-26th

THE Gray line COMPANY
CHICAGO 31 ILLINOIS
N. Y. SALES OFFICE 375 LEXINGTON AVE.

FOR CHRISTMAS SALES WITHOUT SNOW!

NOW IN FULL SWING

The Greatest Summer Sales Plan Ever!



1¢

PREMIUM SALE

Dealers Reporting Fantastic Long Play Record Sales In June Due To Mercury 1¢ Premium Sale Plan!

"200% TRAFFIC INCREASE"

"REGULAR CUSTOMERS STACKING UP"

"90% OF JUNE VOLUME FROM LONG PLAY RECORDS"

"TERRIFIC STIMULANT FOR FAMILY BUYING OF ALL MUSICAL CATEGORIES"

"30% OF BUYERS ARE NEW CUSTOMERS"

"BUY APPEALING PROMOTIONAL MATERIAL"

"EASY STEP-UP SALE"

"WONDERFULLY SIMPLE ADMINISTRATION"

THE PERFECT TIE-IN WITH MERCURY'S 1¢ PREMIUM SALES PLAN



12" High Fidelity Record And Complete 4-color Catalog.

Exciting NEW 12" Long Play Sampler

"MUSIC TO LIVE BY"

\$1.29

Suggested List Price



CHICAGO 1, ILLINOIS

profit picks of the month!

only **\$1.98** for each 12" Long Play

VOL. I

THE BIGGEST HITS OF '56

I COULD HAVE DANCED ALL NIGHT
WHY DO FOOLS FALL IN LOVE
MORITAT (Theme from "The Threepenny Opera")
LISBON ANTIGUA
SIXTEEN TONS
MEMORIES OF YOU
LULLABY OF BIRDLAND
IVORY TOWER
MOONGLOW
THE NEXT TIME IT HAPPENS
ROCK ISLAND LINE
ON THE STREET WHERE YOU LIVE



**Smash follow-up to our best-selling "Biggest Hits of '55!" Performed by The Honeydewers, Tex Beneke Orch., Bob Carroll; Guy Luper Orch.; Domenico Savino Orch. Long Play (CAL-318) \$1.98.

Guilty of Love!

JOHNNY DESMOND



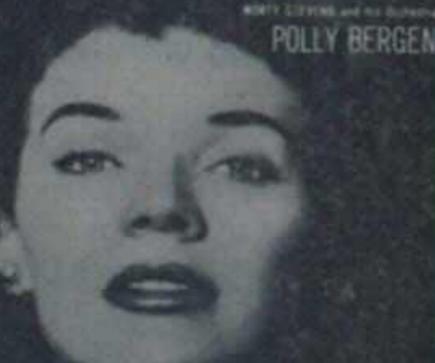
A sales natural! Desmond is backed by Russ Case & Orch. and Page Cavanaugh Trio. Includes Guilty; In Love in Vain; I'll Close My Eyes; 9 more! "Plus Fidelity" Sound. Long Play (CAL-299) \$1.98.

only **79¢** for each 45EP.

79¢ TODAY'S HITS

THE WAYWARD WIND · HOW LITTLE WE KNOW
TOO CLOSE FOR COMFORT · IT'S ALL YOURS

MORTY STEVENS and his Orchestra
POLLY BERGEN



**Latest in our consistent, volume-selling "Today's Hits" series. Polly Bergen is accompanied by Morty Stevens and his orchestra in these four top hits of the hour. 45 EP (CAE-332) 79¢

Rodgers & Hammerstein

SOUTH PACIFIC

KISS ME, KATE

Cole Porter



AL GOODMAN ORCH

*Here is one of our biggest 79¢ bargains ever! Includes instrumentals of Some Enchanted Evening; Bali Ha'i; Wonderful Guy; So in Love; Bianca; Wunderbar; 5 others! 45 EP (CAE-339) 79¢

big name recordings at $\frac{1}{2}$ the big name price!

Dancing at the Waldorf

Nat Brandwynne
and his Orchestra



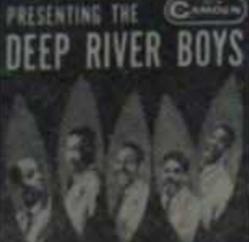
**12-selection Long Play (CAL-301) \$1.98. 4-selection 45 EP (CAE-340) 79¢

HAL McINTYRE'S BEST



12-selection Long Play (CAL-302) \$1.98. 4-selection 45 EP (CAE-342) 79¢

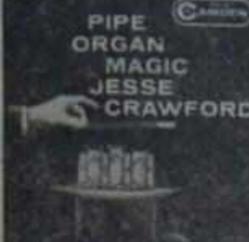
PRESENTING THE DEEP RIVER BOYS



12-selection Long Play (CAL-303) \$1.98. 4-selection 45 EP (CAE-343) 79¢

PIPE ORGAN MAGIC

JESSE CRAWFORD



Ties in with big new demand for pipe organ recordings! Long Play (CAL-300) \$1.98.

Sales & Service for Less

• Continued from page 24

where children can easily be observed. A 45 player is at the right of the cashier's desk so that demonstration can easily be made. Since grown-ups buy most all children's records it also serves as a reminder for gifts for the children.

To the right of the cashier's desk is the listening booth, again located for ease of observation. Additional units are placed against the wall and an insulated listening post is used for fast demonstration. In the foreground are two tables on which are placed browsers. These hold a large volume of LP's and popular music for ease of selection . . . again in the area of the manager or cashier and in close proximity to the listening booth.

The rear half of the selling area of the store contains additional tables with browsers in which large quantities of numbers can be placed. The section also has double playing units.

To the right and left on the rear wall are self-selection units for 78 single records and for records that may be in the slower selling classification. People who want these selections can bring them to the listening post in the rear section of the store for easy demonstration.

One wall, as illustrated, has been devoted to radios and phonographs so that a good selection of best sellers in terms of models, styles,

colors and price lines are available. People will not buy this type of merchandise from inadequate assortments. A store can build an excellent gift business in this kind of merchandise if it becomes known for having good assortments and late models to choose from.

For the store front we recommend good identification and clean arrangement and use of materials that are easy to keep clean and maintain. Window displays can be changed each week to capitalize on traffic flow. Each window should present ideas so that people become accustomed to looking at your windows for interesting news in music, entertainment and merchandise. Good, attractive, yet simple windows are important to telling the people the kind of store you maintain. Dirty, unkept windows quickly tell passersby that the store is obsolete and they reflect only the type of management and the interest in the business.

The total cost of all fixtures in the selling areas of this store amounts to only \$1,790.55. This does not include the cashier's desk, the cash register, built-in listening booth, lighting fixtures, floor covering or necessary painting. For a store arrangement of this type and for substantial well built and quality finished equipment that can be amortized over a period of five years or more, this is, we believe, a good investment that will pay real dividends in customer service and satisfaction and assist greatly to build volume on which additional profits will be possible.

When you make a change in your store plan it carefully because your investment can easily be amortized over 5 or 10 years. Make the change also with the full knowledge that there will always be new improvements and that you must be prepared to accept these from time to time as additions to your present store when they are proven a helpful instrument in serving customers and selling more goods, at lower cost.

Fixtures Play

• Continued from page 23

and some in Canada and other countries that have been planned by the Freedman Arcraft "Plan-It-Yourself" system, supplemented in some instances by assistance from Freedman Arcraft, by mail.

The store illustrated in the photograph is the Record Shop of Gary, Ind. It was planned in this manner and has many of the features essential to good record merchandising—"show window" exterior, complete self-service, check-out (note the double check-out counters which were found to be necessary shortly after the store opened with only one check-out), attractive lighting, complete cross-store vision, open booths. The store plan above includes many of the same features that have made the Record Shop a tremendous success right from the start.

Points to be stressed about the Freedman store layout are: 1. Inviting, sheltered exterior. 2. Large window presenting view of store interior. 3. Complete self-service. 4. Departmentalization. 5. Check-out achieved unobtrusively by arrangement of counter and display. 6. Open booths to cut down pilferage. 7. Children's department at rear to pull traffic thru the store, and "down-to-the-floor" display for children's self-service. 8. Use of convertible equipment (VB-600 bases) for 78's—to be used later for 45 singles or EP's, 10" and 12" EP's. 9. Versatility—fixtures can be changed about if desired, to re-departmentalize or for special promotions, or just to add "freshness" to the store.

Self-Service

• Continued from page 24

Here are extra profit items. Phonographs, needles, brushes, etc., are necessary stock items to any self-service store. Carry the full line of any reputable phonograph manufacturer, but hold it down to one line of each company. It's much easier to sell one line, and you're not too deep into inventory.

A look into the crystal ball at tomorrow's record business seems to give the nod to more packaged album merchandise and less singles. The two packages that stand out are the single 45 EP and the 12" LP albums. The albums will be probably factory-sealed with demonstration records for record store use. Today we have excellent high fidelity records and equipment, and pre-recorded tape capsules will probably be the records of tomorrow.



Prime example of self-service merchandising of disks is store in London operated by Gramophone Company, Ltd., a subsidiary of Electric and Musical Industries, Ltd. Said to be the world's largest retail record outlet in terms of floor space, the store features a battery of listening units (pictured above).

Order Through Your RCA Victor Record Distributor NOW!

Nationally advertised prices—optional



**A "1/2" Orthophonic High Fidelity recording *A High Fidelity recording

V M
MATCHMATES DOUBLE
Listening Pleasure!

(And They'll Double Your Profits, Too!)



Separately: Superb!
Together: Binaural!

Here's the stunning V-M combination that means plus-profits for YOU! Double your sales with the NEW V-M 'Celeste' binaural-playback tape recorder and its perfect companion-piece, the V-M 'Fidelis'® 4-speed high-fidelity phonograph.

Two matched units sing a duet of profits! Recreate the life-like "three-dimensional" sound that has thrilled your customers in theaters . . . true stereophonic sound. V-M proved-in-performance demonstration tape builds store traffic. AND NOBODY ELSE HAS GOT IT! Space-saving in-store display available, too. Sell recorder and phonograph together or sell one now, the other later. Either way, you're money ahead!

NEW 'Celeste' tape recorder, styled like the fabulous 'Fidelis' in blonde or mahogany, is a three-speaker, dual-track, dual-speed monaural recording and playback unit which also teams with any amplifier-speaker

system to play binaural recorded tapes. The NEW 'Celeste' sets a whole new trend in tape recorder design. Be among the first to cash in on its powerful appeal.

The Fabulous 'Fidelis' table-model phonograph teams with the 'Celeste' for thrilling stereophonic reproduction, also plays all record sizes, all four record speeds. And now V-M has added the NEW 'Super-Fidelis' automatic changer with Siesta-Matic for even more sales-appeal!

Both the 'Celeste' and the 'Fidelis' are available with optional black- or brass-finish legs which make them modern consolettes. Here again, V-M gives you added profit potential.

See Your V-M Distributor
 Ask him about V-M proved-in-performance merchandising help.

**Slightly higher in the West.*



V-M 'Celeste' Tape Recorder, Model 730. Blonde or mahogany, \$259.95 List*.



V-M 'Fidelis' Hi-Fi Phonograph, Model 560. Blonde or mahogany, \$149.50 List*. (Walnut and ebony finishes slightly higher)

the **Voice** **M** of **Music**®

V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Swing is Back!



"DRUMMER MAN"

Album MG V-2008

GENE KRUPA

in his HIGHEST-FI album

with

ANITA O'DAY AND ROY ELDRIDGE

Hear the wingin', swingin' Big New Krupa Band — with
all of Krupa's Feel . . . and Flash . . . and Drive —
play his 12 Greatest Songs!

DRUMMIN' MAN
DRUM BOGGIE
ROOGIE BLUES
LEAVE US LEAP

LET ME OFF UPTOWN
ROCKIN' CHAIR
OPUS 1
FISH FRY

SLOW DOWN
WIRE BRUSH STOMP
THAT'S WHAT YOU THINK
AFTER YOU'VE GONE



451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

● Reviews and Ratings of New Popular Albums

● Continued from page 28

pieces," tho cut in 1950, uses the same nucleus of players, but puts them in a more familiar, commercial groove. The selections in the set are "Moon Indigo," "Sophisticated Lady," "Solitude" and "The Tattooed Bride." These are presented for the first time in their uncut concert arrangements and should be inventory staples for a long time to come. "Sidekicks" goes back to the 1938-1940 period, a high-water mark in the Ellington band's career, and features the solo work of four stalwarts: Rex Stewart, Barney Bigard, Cootie Williams and Johnny Hodges. The polished solos and fine ensemble feel are still a joy (even if the thin pre-war sound is not).

SIDNEY BECHET: THE GRAND MASTER OF THE SOPRANO SAXOPHONE AND CLARINET . . . 80 (1-12")

Columbia CL 836
Columbia adds a powerful standard jazz name to its 12-inch line with this good collection of re-issues from the shellac age. Several of the titles are from 1938, and the balance from 1947, including three with Bob Wilber's Wildcats. In the latter, pupil Wilbur is barely distinguishable from Bechet. It's all vibrant, eternally youthful Bechet, and virtually a sure thing for the traditional jazz trade. The oddies include Bechet's own "Jungle Drums" and "Buddy Bolden Stomp."

THE STAN GETZ QUINTET AT STORYVILLE, VOL. 1 . . . 79 (1-12")

Rost LP 2209
THE SOUND . . . 78 Rost LP 2207

Important re-issued material taken from earlier 10-inch LP's. From the "Storyville" LP's (Rost 407, 411, 420), the following selections are offered: "Thou Swell," "The Song Is You," "Mosquito Knees," "Pennies From Heaven," "Move," and "Parker 51." Getz's associates were Jimmy Raney, Al Haig, Teddy Kotick and the late Tiny Kahn. The swing and subtlety of this ensemble are as admirable as ever. "The Sound" derives its materials from Rost LP 402 and 404. The latter is the famous set made with the Swedish All-Stars when Getz was overseas several years ago. LP 2207 has liner notes by Leigh Kamman especially aimed at the disk jockey interested in doing some jazz programming, and are extremely helpful. Both of these LP's will be important inventory items for a long time to come.

PIANO INTERPRETATIONS BY BUD POWELL . . . 79 (1-12")

(Noiran MG N 1077)
While this LP may not rank among the top Powell sets, from a critical point of view, it is one of the more commercial offerings by the pianist to date. Collectors of Powell's LP's are in for a bit of surprise on this one. The intensity and unrelieved drive of so much of his past work gives way to a gentler, almost mellow mood. The original harmonic constructions and shifting rhythm patterns that "fingerprint" his style are there, but Powell seems unusually relaxed and undemonstrative. The material consists of pop and jazz standards like Shearing's "Conception," Parker's "Ladybird," Powell's own "Willow Grove," "East of the Sun," "Heart and Soul," etc. For a wild, swinging selection, demonstrate "Crazy Rhythm." Powell is backed by George Duvivier and Art Taylor.

HI-FI-ING HERD . . . 78 M-G-M E 3385

Re-issue of material previously available on 78 r.p.m. singles, from the "New Golden Wedding" E.P. and the "Third Herd" 10-inch LP (M-G-M E 192). Interesting program includes standards (e.g. "East of the Sun," "In a Little Spanish Town," "Love Is Here to Stay"), some of the long-time favorites in the Herman book ("New Golden Wedding," "Blue Flame" and "Cuban Holiday") and a few forward looking jazz numbers ("Hollywood Blues," "By George"). A swinging big band set like this will be a commercial staple while there's anyone who likes to dance—or listen—to Herman's music. The title doesn't lie—the sound is hi-fi.

THE ART FARMER QUINTET . . . 77 (1-12")

Prestige LP 7017
A concert of mostly Gigi Gryce compositions that again spotlight the Farmer-Gryce five some as one of the more intriguing modern groups. Gryce experiments boldly with unorthodox musical patterns and harmonies, giving his material individual, highly original shape. The Quintet has a consistently hard-hitting, aggressive approach whose tenor sometimes becomes rather wearing. Farmer's trumpet solos, with their carefully thought-out color and dynamic ef-

fects, however, are unfailingly exciting. Listeners should be easy sales targets.

DETROIT-NEW YORK JUNCTION . . . 77

Thad Jones, Trumpet; Billy Mitchell, Tenor Sax; Kenny Burrell, Guitar; Tommy Flanagan, Piano; Oscar Pettiford, Bass; Shadow Wilson, Drums (1-12")
Blue Note 1513
This LP will increase in value during the next couple of years. Jones is an ascending star, so far best known for his chorus in Basie's "April in Paris," but an avant-gardist who has full technical command of his horn and can blow a long, full phrase. For a fine example of modern ballad style, try "Little Girl Blue." Good contributions from such relative unknowns as Billy Mitchell, tenor sax, and Tommy Flanagan, piano, plus the usual brilliant Oscar Pettiford bass. A good entry for modernist buyers.

COLLABORATION: WEST . . . 76

Teddy Charles, Vibes and Piano; Shorty Rogers, Trumpet (1-12")
Prestige LP 7028
A re-issue of the material on the 10-inch LP (Prestige 164) called "New Directions, Volume 3"—and adding two takes of "Bobaloh" (one of which is in Prestige LP 169) and "Margo," previously unissued. The latter features Charles on piano and Jimmy Giuffre on tenor. The recordings were made in 1953 and were widely studied for their harmonic and contrapuntal innovations. The sounds still are fresh—and as the jazz public matures, are bound to find an increasingly large audience.

SONNY STITT . . . 78 (1-12")

Prestige LP 7024
A re-issue of four selections Stitt made with Jay Jay Johnson in late 1949: "Afternoon in Paris," "Elora," "Blue Mode," and "Teapot"—plus all the material on the 10-inch LP called "Bud Powell and Sonny Stitt" (Prestige LP 103), recorded a few months later. These were Stitt's first recordings on tenor, and show an imaginative application to this instrument of what Parker was then doing on alto. His work — and that of Johnson, Powell, John Lewis, Max Roach and others involved in these sessions—is stimulating enough still to arouse the interest of most modern collectors.

THE JAZZ MESSAGE . . . 78

Donald Byrd Quintet (1-12")
Savoy MG 12064
Attention was called in a recent review (of Prestige LP 7035) to the beautifully crafted work being produced these days by trumpeter Byrd. His associates on these dates prove to be more earth-bound, however, than Jackie McLean in the "Lights Out" set. Two different personnels are involved: On one side, Hank Mobley, Ronnie Ball and Doug Watkins; on the other, John LaPorta, Horace Silver and Wendell Marshall, with Kenny Clarke on drums in both. Mobley, in particular, offers rather slick conventional support. Nevertheless, Byrd's work entitles this LP to a good commercial rating.

SWING LOW-SWEET HEYWOOD . . . 74

Eddie Heywood, Piano (1-12")
Decca DL 8270
Eddie Heywood's piano style is clean and tasteful. With his small group, he plays a dozen numbers, most of them great standards, plus a few Heywood originals. Included are "The Man I Love," "The Moon Was Yellow," "You Made Me Love You," "Jasmine," etc. The package is Heywood's second for Decca. It should prove a profitable album wherever jazz is carried.

JUTTA HIPPI AT THE HICKORY HOUSE . . . 71 (1-12")

Blue Note 1515
The recently imported German girl pianist continues to get plenty of publicity, which will attract attention to this latest disk, recorded on location at the Hickory House. Miss Hipp plays accomplished modern piano after her idols, Bud Powell and Horace Silver, without any startling originality at this point. Cover is very smart. Hickory House patrons and GI's who heard the pianist in Germany should account for some sales, but a big market may take some time to develop.

A HAYES NAMED MARTHA . . . 48

Martha Hayes (1-12")
Jubilee 1023
Martha Hayes is gifted with a voice of unusual quality, and a musicianly sense. She does nine standards here, most of them derived from great show scores. Included are "Get Out of Town," "By Myself," "How Long Has This Been Going On," etc. Showcasing Mrs. Hayes very well are Steve Foster, piano; Ray Alexander, drums; Duo Russo, bass, and Lou Fraturo, alto. Moderate potential.

Sacred

HYMN SING (1-12") 78
Blackwood Brothers Quartet (1-12")
Victor LPM 1255
Singing with rhythmic piano, guitar and bass accompaniment, the Blackwood group offer bright, gospel-harmony styled readings of hymns and spirituals. The group has been a fixture in the Memphis area for more than 20 years and since has branched out via radio and disks. The soloists give much expression to their work and the traditional treatment of the material goes right along in carrying the happy "Hallelujah" mood. Should be a good, steady, long-pull regional seller.

Rhythm & Blues

PIANO RED IN CONCERT (1-12") 78
Groovy LG 1002
This is the first Piano Red package ever released and contains the first recordings of this unique stylist ever made at an actual concert—at the famous Magnolia Ballroom in Atlanta. These sides include "Wrong Yo-Yo," "Don't Get Around Much Any More," "Rocking With Red." On the flip are some of Red's best-known previously released singles, plus three previously unreleased selections, "Do She Love Me," "Real Good Thing," and "Please Tell Me Baby." This package should move among buyers of folk and r&b material.

but most buyers of the repertoire will take most readily to the Columbia side.

RACHMANINOFF: VARIATIONS ON A THEME OF CHOPIN; VARIATIONS ON A THEME OF CORELLI (1-12") — Bernhard Weber, Piano, M-G-M E 3279 67
These performances, previously available on the Rachmaninoff Society label, are now being released thru M-G-M. For devotees of the late composer-pianist, Weber's readings may have to serve, since they don't bring to life whatever color may be in these seldom-heard pieces.

Semi-Classical

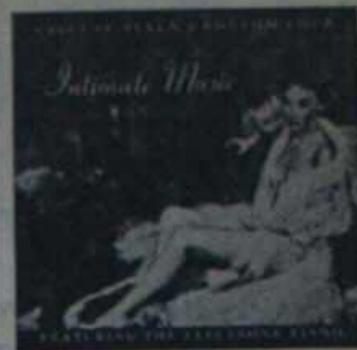
GLADYS SWARTHOUT SINGS (1-12")—Candice CAL 288 79
Relaxed collection of slow tunes and standard ballads cut 15 or so years back. Thrush gets good backing from the Victor Concert Orchestra on such outstanding old favorites as "Beguine," "September Song," "Dancing in the Dark," etc. Good slice of nostalgia for fans of the one-time Metopera glamor girl.

New Acts for RCA and Vik

NEW YORK—RCA Victor and its Vik subsidiary label inked several new talents last week. Victor's specialty disks recording chief, Steve Sholes, signed David Houston, a country warbler from Shreveport, La.

Herman Diaz, Vik's artists and repertoire man, returned from New Orleans with signed papers from the jazz thrush, Laverne Smith, and George Girard, the Dixieland trumpeter featured at the Famous Door. Miss Smith has been a fixture at the Absinthe House.

Jack Dunn, former deejay promotion man for Coral Records in New York, joined Victor last week.



ELECTRONE RECORD CO.
Santa Ana, California
A FEW TERRITORIES OPEN

Reviews and Ratings of New Classical Releases

MOZART: A MUSICAL JOKE (K. 527); EINE KLEINE NACHTMUSIK (K. 525); HAYDN: TOY SYMPHONY (1-12")—Pro Musica Chamber Orchestra, Stuttgart; Rolf Reihardt, Cond. Vox PL 9788 78
An excellent program of "young at heart" music from the classical period. Three delightful works, two of which are widely popular, are performed here in the chamber music style as intended by their composers. The recording sound is ideally scaled also. The Stuttgart musicians seem to have an affinity for this type of music. For discriminating buyers, this set will walk away from the competition.

disk package from Vox is another collector's treat. These are the same fine forces that received excellent notices for their earlier collection of Vivaldi concerti in Opus 8, and they have little readily available competition to worry about. The sound is good, the readings faithful to the Vivaldi style. The silk-bound album, plus the exhaustive, scholarly booklet by Joseph Braunstein, make this especially desirable to library builders, for shops with consigner trade.

GRIEG: LYRIC SUITE, OP. 54; OLD NORWEGIAN ROMANCE WITH VARIATIONS, OP. 51 (1-12")—Philharmonia Orchestra of Hamburg; Arthur Winograd, Cond. M-G-M E 3368 68
A finely-shaded recording of Grieg's Lyric Suite, Op. 54 and his lesser known Old Norwegian Romance with Variations, Op. 51. Batoning is considerably successful in developing this succession of mood pictures, and the orchestra contributes to their pleasant delineation. Compositions are savorsome for pleasant, light listening.

BRAHMS: VIOLIN SONATAS, NO. 1 IN G MAJOR AND NO. 2 IN A MAJOR (1-12")—Leonid Kogan, Violin; Andrei Mitnik, Piano. Angel 35332 68
Kogan, a young Russian violinist, has had none of the build-up here that Oistrakh received, but this set indicates that he is one of the top fiddlers today. His rich, but not overly sweet sound, is well suited to these romantic, melodious works. On both, however, he faces formidable competition from Stern. There will be some sales to real fiddle fanciers,

CHOPIN RECITAL (1-12")—Witold Malczewski, Pianist. Angel 35121 74
The third in a series by Malczewski surveying the Chopin keyboard repertoire. It includes: The Scherzo No. 2 in B flat minor; Ballade No. 2 in F major; Nocturnes No. 8 in C sharp minor and 15 in F minor; Valses Nos. 7 in D flat major and 11 in G flat major; Mazurkas Nos. 21 in C sharp minor, 25 in B minor and 47 in A minor and the Impromptu No. 1 in A flat major. Malczewski is a Chopin specialist and he has a coterie of followers who like his fiery, dramatic, but sometimes crude style of playing. A balanced, well-planned program, in any case for Malczewski's admirers.

VIVALDI: LA CETRA, OP. 9 (1-12")—Reinhold Barchet, Violin; Pro Musica String Orchestra, Stuttgart; Rolf Reihardt, Cond. Vox DL 203 72
The latest de luxe pre-classical multi-

Haley Sr. Dies After Long Illness

WILMINGTON, Del. — William A. Haley, 68, father of Bill Haley, band leader of "The Comets," died Sunday (17) at a rest home in Wawa, Pa., after an illness of three and a half years.

In addition to his son who lives on Faulk Road at Boothwyn, Pa., near Wilmington, he is survived by a daughter, Mrs. Margaret Gray, of Chester, Pa., and six grandchildren. Husband of the late Maude Haley, he was born in Kentucky and moved 23 years ago to Delaware County, Pa. He was a retired employee of the American Viscose Company in Marcus Hook, Pa.

THE MODERN ART OF JAZZ

is big on **DAWN**

Vol. 1 ZOOT SIMS DLP 1102
Vol. 2 MAT MATHEWS DLP 1104
DAWN RECORDS
39 W. 60 St. N. Y. C.

GIVE TO DAMON RUNYON CANCER FUND

GUY LOMBARDO
and
His Royal Canadians

BISTRO
and
YOU DANCE WITH ME

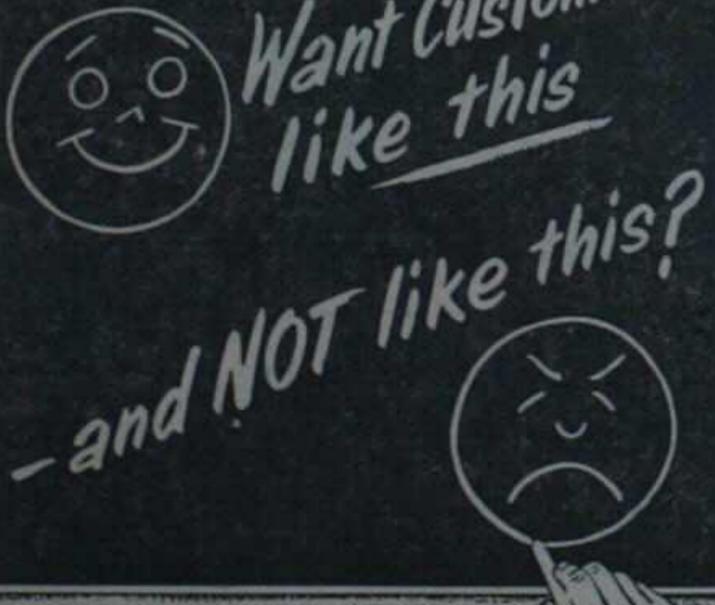


record no. 3470



Great New Tunes In That Danceable, Listenable **LOMBARDO Style!**

Want Customers like this
—and NOT like this?



better get **Fidelitone** PHONOGRAPH NEEDLES
DIAMOND, JEWEL OR PRECIOUS METAL TIPS
and make everybody happy

PERMO, INC.
Chicago 26

27 YEARS OF LEADERSHIP IN SOUND REPRODUCTION

HONOR ROLL OF HITS

THE NATION'S TOP TUNES

TRADE MARK REG.
For survey week ending June 20

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Moonglow and Theme From Pienie		1 12	6. I Almost Lost My Mind		8 4
By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORD: M. Stotoff, Dec 29888; O. Carter, Coral 61618.			By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORDS AVAILABLE: I. J. Hunter, M-G-M 10578.		
2. Wayward Wind		2 9	7. Heartbreak Hotel		5 17
By Stan Lebonsky-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORD AVAILABLE: T. Ritter, Cap 3430.			By Aston, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.		
3. Ivory Tower		3 13	8. I'm in Love Again		9 8
By Jack Fulton and Lole Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: C. Carr, Fraternity 734; O. Storm, Dot 15458. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1210; O. Williams, DeLuxe 6093.			By Domino & Bartholomew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.		
4. Standing On the Corner		4 9	9. Walk Hand in Hand		10 9
By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: N. Heftli, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.			By J. Cowell—Published by Republic (BMI) BEST SELLING RECORD: T. Martin, Vic 20-6493. RECORDS AVAILABLE: D. Vaughn, Kapp 143; A. Williams, Cadence 1288.		
5. On the Street Where You Live		7 8	10. Pienie		11 8
By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.			By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 61627. RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marteris, Mercury 70836.		

Second Ten

11. Graduation Day		12 6	16. Happy Whistler		13 9
By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI) BEST SELLING RECORD: Rover Boys, ABC-Paramount 9700. RECORDS AVAILABLE: Four Freshmen, Cap 3410; Lennon Sisters, Coral 61648.			By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391.		
11. I Want You, I Need You, I Love You		14 4	17. Allegheny Moon		- 1
By Maurice Myiels & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.			By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878.		
13. Hot Diggity		6 16	18. Transfusion		15 3
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.			By Jimmy Drake—Published by Paul Barrett (BMI) BEST SELLING RECORD: N. Norvus, Dot 15470.		
14. Born To Be With You		17 3	19. It Only Hurts for a Little While		18 5
By D. Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291.			By Mack David & Fred Spielman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.		
15. More		21 2	20. Magic Touch		16 13
By Tom Glazer & Alex Alistone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.			By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Flatters, Mercury 70819.		

Third Ten

21. Sweet Old-Fashioned Girl		28 2	26. I Could Have Danced All Night		20 6
By Bob Merrill—Published by Valor (ASCAP) RECORD AVAILABLE: T. Brewer, Coral 61636.			By Frederick Loews & Allen Jay Lerner—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; P. Carle, Vic 20-6460; R. Clooney, Col 40676; A. Lon-L. Welk, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.		
22. Blue Suede Shoes		19 17	27. Church Bells May Ring		27 8
By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill & Range Songs, Inc. (BMI) RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; C. Perkins, Sun 234; E. Presley, Vic EPA-747, EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral.			By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Diamonds, Mercury 70835; Willows, Melba 102.		
23. Be-Bop-a-Lula		- 1	27. Long, Tall Sally		21 12
By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) RECORD AVAILABLE: G. Vincent, Cap 3450.			By E. Johnson—Published by Venice (BMI) RECORDS AVAILABLE: P. Boone, Dot 15457; Little Richard, Specialty 372; M. Robbins, Col. 40679.		
24. Glendora		30 2	29. Poor People of Paris (Jean's Song)		21 20
By Ray Stanley—Published by American (BMI) RECORD AVAILABLE: P. Como, Vic 20-6554.			By La Gaulante de Pauvre-Jean Marguerite Monnot—Jack Lawrence—Published by Reg Connelly Music (ASCAP) RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; L. Baxter, Cap 3336; P. Beltran, Vic 20-6498; P. Clay, Col.; L. Clinton, Bell 1122; R. Morgan, Dec 29855; R. Roger, M-G-M 12188; C. Powell, Groove 8144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.		
25. My Blue Heaven		24 6	30. I Want You To Be My Girl		28 7
By G. Whiting & W. Donaldson—Published by Leo Feist (ASCAP) RECORD AVAILABLE: F. Domino, Imperial 5386.			By Goldner & Barrett—Published by Kohl (BMI) RECORD AVAILABLE: Teen-Agers, Ges 1012.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

Another winner for

LES BAXTER



Concerto and Theme
from

**FOREIGN
INTRIGUE**

**MELODIA
LOCA**

(The Drive-You-Crazy Song)

record no. 3478

It had to happen!

STAN FREBERG

2 madcap versions of rockin' hits

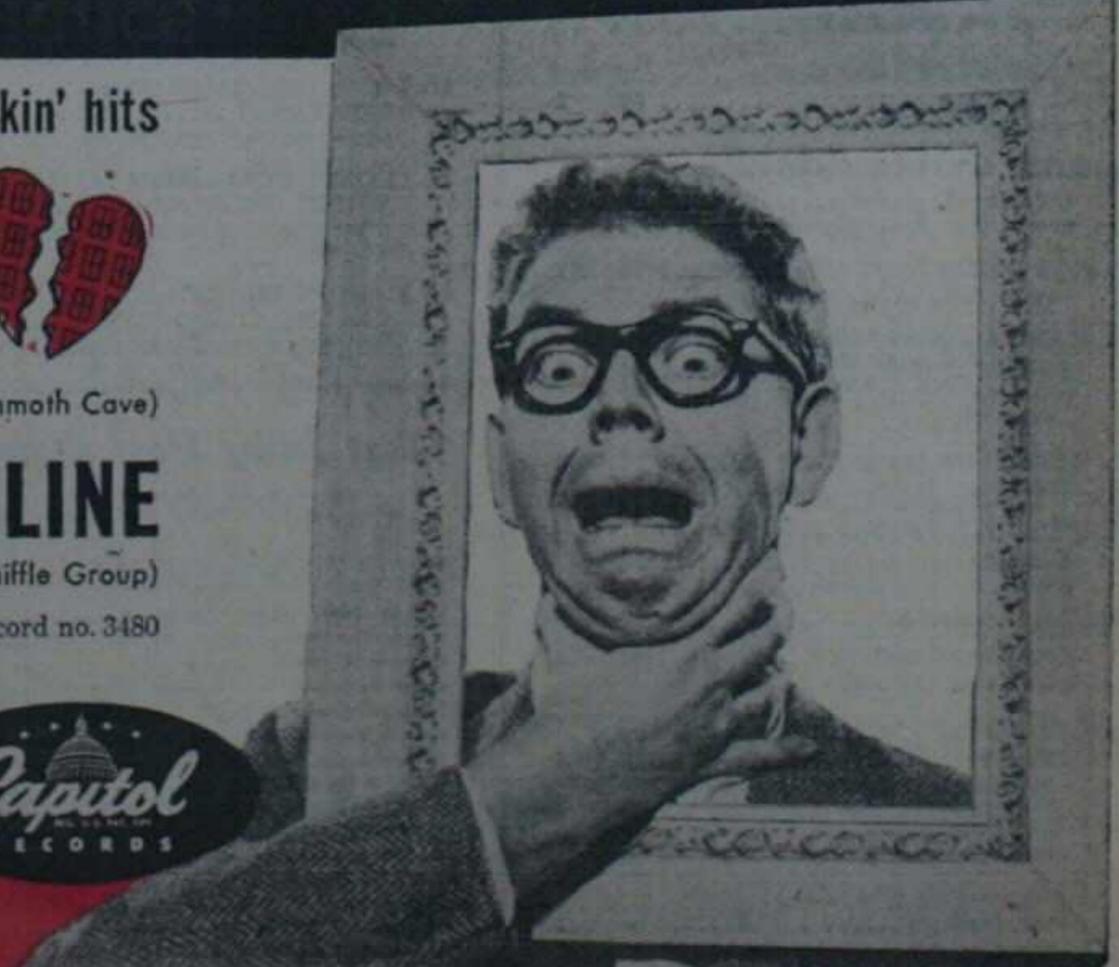
**HEARTBREAK
HOTEL** 

(Echo By Mammoth Cave)

ROCK ISLAND LINE

(and His Sniffle Group)

record no. 3480



• Best Sellers in Stores

For survey week ending June 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 the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1	9	1	WAYWARD WIND (BMI)—G. Grant..	No More Than Forever (ASCAP)—Era 1013
2	11	2	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff....	Theme From "Picnic" (ASCAP)—Dec 29888
3	3	5	I ALMOST LOST MY MIND (BMI)—P. Boone.....	I'm In Love With You (BMI)—Dot 15472
4	10	3	STANDING ON THE CORNER (ASCAP)—Four Lads.....	MY LITTLE ANGEL (BMI)—Col 40574
5	9	4	I'M IN LOVE AGAIN (BMI)—F. Domino.....	MY BLUE HEAVEN (ASCAP)—Imperial 5386
6	5	7	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....	MY BABY LEFT ME (BMI)—Vic 20-6540
7	3	13	MORE (ASCAP)—P. Como.....	GLENDORA (BMI)—Vic 20-6554
8	17	6	HEARTBREAK HOTEL (BMI)—E. Presley.....	I Was the One (BMI)—Vic 20-6420
9	12	9	IVORY TOWER (ASCAP)—C. Carr....	Please, Please Believe Me (ASCAP)—Fraternity 734
10	4	12	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone.....	We All Need Love (ASCAP)—Col 40654
11	4	8	TRANSFUSION (BMI)—Nervous Norvus.....	Dig (BMI)—Dot 15470
12	11	10	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates.....	Rio Batucada (ASCAP)—Coral 61618
13	9	11	HAPPY WHISTLER (ASCAP)—D. Robertson.....	You're Free to Go (ASCAP)—Cap 3391
14	2	15	BORN TO BE WITH YOU (ASCAP)—Chordettes.....	Love Never Changes (ASCAP)—Cadence 1291
15	2	24	BE-BOP-A-LULA (BMI)—C. Vincent..	Woman Love (BMI)—Cap 3450
16	2	18	TREASURE OF LOVE (BMI)—C. McPhatter.....	When You're Sincere (BMI)—Atlantic 1092
17	2	25	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer.....	Goodbye, John (BMI)—Coral 61636
18	17	14	HOT DIGGITY (ASCAP)—P. Como... 14	Juke Box Baby (ASCAP)—Vic 20-6427
19	5	16	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers... 16	If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
20	6	17	PICNIC (ASCAP)—McGuire Sisters... 17	Delilah Jones (ASCAP)—Coral 61627
21	5	22	WALK HAND IN HAND (BMI)—T. Martin.....	Flamenco Love (ASCAP)—Vic 20-6493
22	8	20	I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers.....	I'm Not a Know-It-All (ASCAP)—Ode 1012
23	3	19	GRADUATION DAY (BMI)—Rover Boys.....	I Hear Music (ASCAP)—ABC-Paramount 9700
24	6	21	IVORY TOWER (ASCAP)—G. Storm... 21	I Ain't Gonna Worry (BMI)—Dot 15458
25	1	—	GRADUATION DAY (BMI)—Four Freshmen.....	Lonely Night in Paris (ASCAP)—Cap 3410

• Most Played in Juke Boxes

For survey week ending June 20

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant 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	Title	Label
1	5	2	WAYWARD WIND (BMI)—G. Grant..	No More Than Forever (ASCAP)—Era 1013
2	14	1	HEARTBREAK HOTEL (BMI)—E. Presley.....	I Was the One (BMI)—Vic 20-6420
3	6	5	STANDING ON THE CORNER (ASCAP)—Four Lads.....	MY LITTLE ANGEL (BMI)—Col 40674
4	7	4	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff....	Theme From "Picnic" (ASCAP)—Dec 29888
5	9	3	IVORY TOWER (ASCAP)—C. Carr... 3	Please, Please Believe Me (ASCAP)—Fraternity 734
6	7	8	I'M IN LOVE AGAIN (BMI)—F. Domino.....	MY BLUE HEAVEN (ASCAP)—Imperial 5386
7	8	9	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates.....	Rio Batucada (ASCAP)—Coral 61618
8	3	14	I ALMOST LOST MY MIND (BMI)—P. Boone.....	I'm In Love With You (BMI)—Dot 15472
9	4	13	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....	MY BABY LEFT ME (BMI)—Vic 20-6540
10	7	7	IVORY TOWER (ASCAP)—G. Storm.. 7	I Ain't Gonna Worry (EMI)—Dot 15458
11	15	7	BLUE SUEDE SHOES (BMI)—C. Perkins.....	Honey, Don't (BMI)—Sun 234
12	12	11	MAGIC TOUCH (ASCAP)—Platters.. 11	Winner Take All (ASCAP)—Mercury 70819
13	5	12	HAPPY WHISTLER (ASCAP)—D. Robertson.....	You're Free to Go (ASCAP)—Cap 3391
14	15	10	HOT DIGGITY (BMI)—P. Como... 10	Juke Box Baby (BMI)—Vic 20-6427
15	1	—	CHURCH BELLS MAY RING (BMI)—Diamonds.....	Little Girl of Mine (BMI)—Mercury 70825
16	1	—	WALK HAND IN HAND (BMI)—T. Martin.....	Flamenco Love (ASCAP)—Vic 20-6493
17	15	15	A TEAR FELL (BMI)—T. Brewer... 15	Bo Weevil (BMI)—Coral 61590
18	8	19	LONG, TALL SALLY (BMI)—Little Richard.....	Slippin' and Slidin' (BMI)—Specialty 572
19	2	17	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers... 17	If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
20	1	—	BORN TO BE WITH YOU (ASCAP)—Chordettes.....	Love Never Changes (ASCAP)—Cadence 1291

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1	10	1	Ivory Tower (E. H. Morris).....
2	7	5	Moonglow (Mills-Columbia Pictures).....
3	8	3	Wayward Wind (Warman).....
4	7	7	On the Street Where You Live (Chappell).....
5	8	6	Picnic (Shapiro-Bernstein).....
6	8	2	Walk Hand in Hand (Republic).....
7	7	4	Standing On the Corner (Frank).....
8	4	9	Graduation Day (Sheridon).....
9	16	8	Hot Diggity (Roncom).....
10	1	—	Allegheny Moon (Oxford).....
11	1	—	More (Shapiro-Bernstein).....
12	1	—	It Only Hurts for a Little While (Advanced).....
13	29	12	Poor People of Paris (Connolly).....
14	11	11	Heartbreak Hotel (Tree).....
15	1	—	I Almost Lost My Mind (Hill & Range).....

• Most Played by Jockeys

For survey week ending June 20

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

This Week	Last Week	Weeks on Chart	Title	Label
1	8	1	WAYWARD WIND (BMI)—G. Grant..	No More Than Forever (ASCAP)—Era 1013
2	11	2	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff....	Theme From "Picnic" (ASCAP)—Dec 29888
3	9	3	STANDING ON THE CORNER (ASCAP)—Four Lads.....	My Little Angel (BMI)—Col 40674
4	3	8	I ALMOST LOST MY MIND (BMI)—P. Boone.....	I'm In Love With You (BMI)—Dot 15472
5	5	5	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone.....	We All Need Love (ASCAP)—Col 40654
6	11	4	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates.....	Rio Batucada (ASCAP)—Coral 61618
7	4	14	BORN TO BE WITH YOU (ASCAP)—Chordettes.....	Love Never Changes (ASCAP)—Cadence 1291
8	3	15	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....	My Baby Left Me (BMI)—Vic 20-6540
9	6	6	I'M IN LOVE AGAIN (BMI)—F. Domino.....	My Blue Heaven (ASCAP)—Imperial 5386
10	2	19	GLENDORA (BMI)—P. Como.....	More (ASCAP)—Vic 20-6554
11	8	11	IVORY TOWER (ASCAP)—G. Storm.. 11	I Ain't Gonna Worry (BMI)—Dot 15458
12	17	7	HEARTBREAK HOTEL (BMI)—E. Presley.....	I Was the One (BMI)—Vic 20-6420
13	10	12	IVORY TOWER (ASCAP)—C. Carr... 12	Please, Please Believe Me (ASCAP)—Fraternity 734
14	3	21	TRANSFUSION (BMI)—Nervous Norvus.....	Dig (BMI)—Dot 15470
15	9	10	HAPPY WHISTLER (ASCAP)—D. Robertson.....	You're Free to Go (ASCAP)—Cap 3391
16	7	16	GRADUATION DAY (BMI)—Rover Boys.....	I Hear Music (BMI)—ABC-Paramount 9700
17	1	—	MORE (ASCAP)—P. Como.....	Glendora (BMI)—Vic 20-6554
18	1	—	ALLEGHENY MOON (ASCAP)—P. Page.....	Strangest Romance (ASCAP)—Mercury 70878
19	6	13	WALK HAND IN HAND (BMI)—T. Martin.....	Flamenco Love (ASCAP)—Vic 20-6493
20	6	20	PICNIC (ASCAP)—McGuire Sisters... 20	Delilah Jones (ASCAP)—Coral 61627
21	3	22	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers... 22	If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
22	5	18	HOW LITTLE WE KNOW (ASCAP)—F. Sinatra.....	Five Hundred Guys (ASCAP)—Cap 3423
23	4	17	GRADUATION DAY (BMI)—Four Freshmen.....	Lonely Night in Paris (ASCAP)—Cap 3410
24	1	—	BE-BOP-A-LULA (BMI)—C. Vincent..	Woman Love (BMI)—Cap 3450
25	16	9	HOT DIGGITY (ASCAP)—P. Como... 9	Juke Box Baby (BMI)—Vic 20-6427

FABULOUS *Is The Word For*

**SARAH
VAUGHAN**

AND HER NEW RECORDING OF

**"FABULOUS
CHARACTER"**

COUPLED WITH

"THE OTHER WOMAN"

MERCURY 70885



IMPORTANT NOTICE TO DEALERS

For January in June traffic, take part in Mercury's 1c Premium Sale.
For all details contact your Mercury distributor NOW!



CHERRY TEES OFF with ANOTHER BIG ONE!



DON CHERRY

Sings

GHOST TOWN **I'LL BE AROUND**

40705

4-40705

COLUMBIA RECORDS

• COMING UP STRONG

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

1. Allegheny Moon.....*Patti Page*
(ASCAP) Mercury 70878
2. Portuguese Washerwoman
.....*Joe (Fingers) Carr*
(ASCAP) Capitol 3418
3. Whatever Will Be, Will Be.....*Doris Day*
(ASCAP) Columbia 40704
4. My Prayer.....*The Platters*
(ASCAP) Mercury 70893
5. Tell Me Why.....*The Crew Cuts*
(BMI) Mercury 70890
6. Tell Me Why.....*Gale Storm*
(BMI) Dot 15474
7. Hot Dog, Buddy Buddy.....*Bill Haley*
(ASCAP) Decca 29948
8. Stranded in the Jungle.....*The Jayhawks*
(BMI) Flash 109
9. That's All There Is to That
.....*Nat (King) Cole*
(BMI) Capitol 3456
10. Rip It Up.....*Little Richard*
(BMI) Specialty 579

• THIS WEEK'S BEST BUYS

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

MY PRAYER (Shapiro-Bernstein, ASCAP)—*The Platters*—Mercury 70893—This group is lining up strong pop and r.&b. support for another big money maker. New York, Philadelphia, Baltimore, Buffalo, Pittsburgh, Minneapolis, Chicago, Milwaukee, Cleveland, St. Louis and Nashville and Durham all reported it a strong seller in both categories. Like other records of theirs, this will very likely be ensconced in the pop and r.&b. charts before much more time has elapsed. Flip is "Heaven on Earth" (New World, ASCAP). A previous Billboard "Spotlight" pick.

TELL ME WHY (Danbury, BMI)—*The Crew Cuts*—Mercury 70890—*Gale Storm*—Dot 15474—These two covers of the Marie Knight record are battling it out, with different results in different territories. The scales swing in favor of the songstress here, and in favor of the Crew Cuts there. Both are doing extremely well and both have excellent potential for hitting the charts. The flip of the Mercury record is "Rebel in Town" (Saunders, ASCAP); that of the Dot disk is "Don't Be That Way" (Reeves, BMI). Both were previous Billboard "Spotlight" picks.

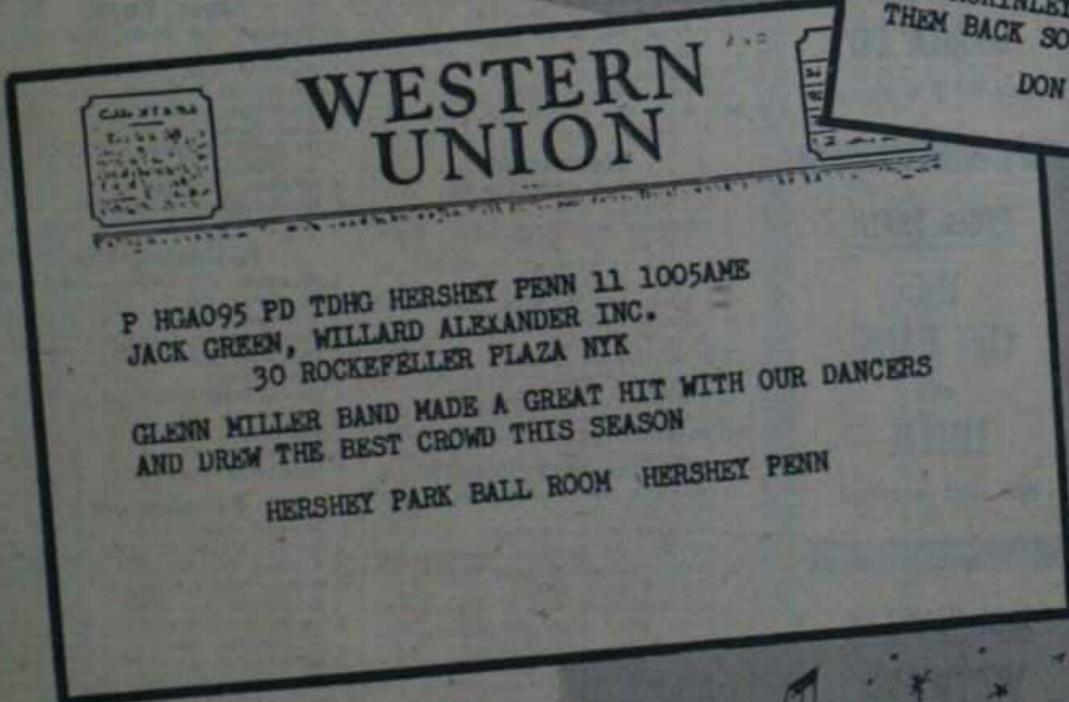
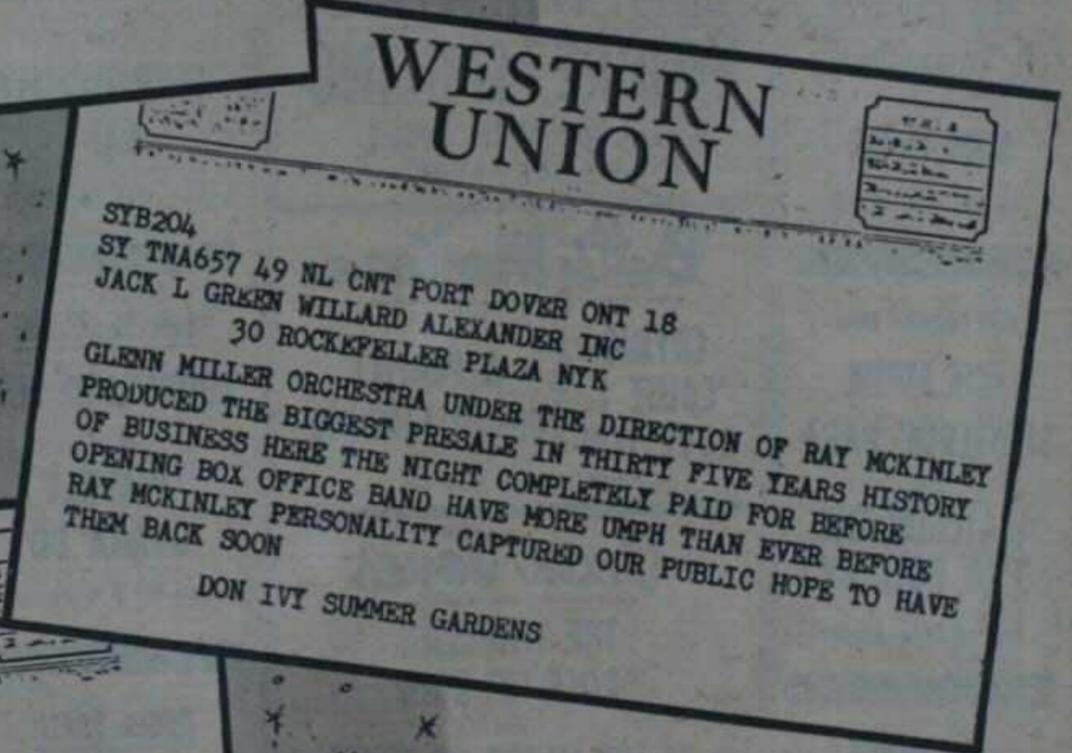
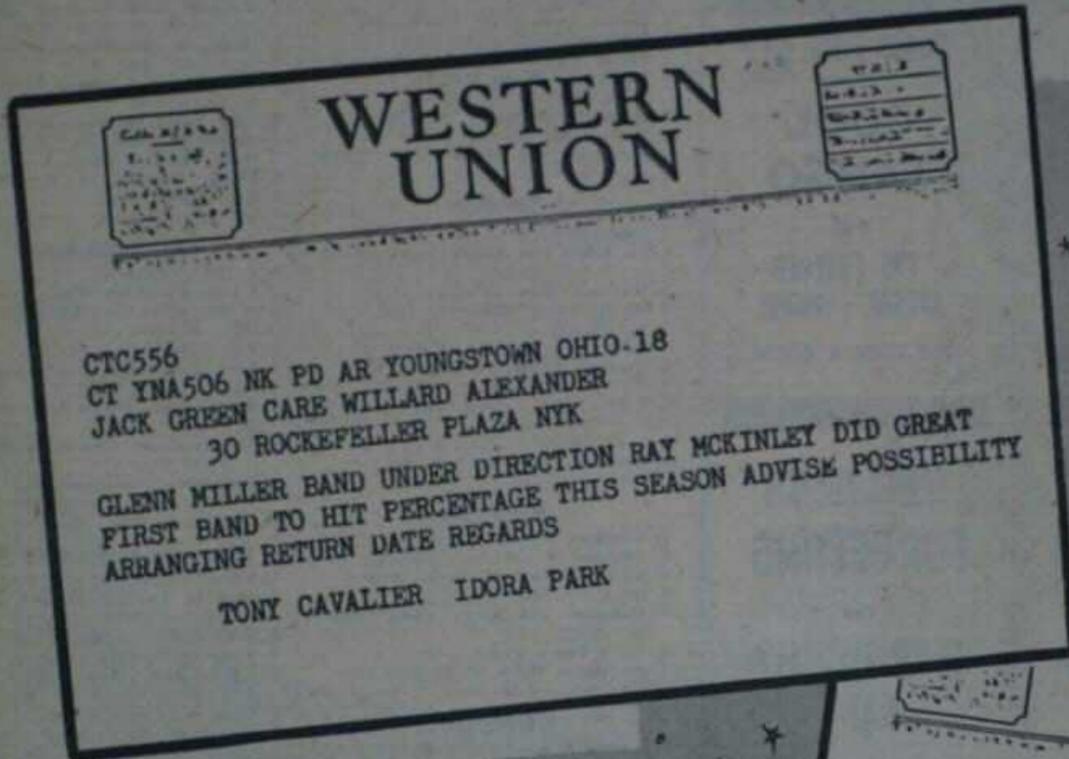
THAT'S ALL THERE IS TO THAT (Meridian, BMI)—*Nat (King) Cole*—Capitol 3456—Most of Cole's recent records have not been fast starters. This is an exception, the impact of this disk has been unusually strong from the outset. Reports from Atlanta, Durham, Nashville, St. Louis, Detroit, Minneapolis, Milwaukee, Pittsburgh, Buffalo, Baltimore and Philadelphia have been outstanding sales-wise. Several territories indicated good action on the flip, "My Dream Sonata" (United, ASCAP). A previous Billboard "Spotlight" pick.

STRANDED IN THE JUNGLE (Peer, BMI)—*The Jayhawks*—Flash 109—See this week's Rhythm and Blues "Best Buy" selections.

THE GLENN MILLER ORCHESTRA

Under the direction of and featuring

RAY MCKINLEY ...



...what more can we say!

Exclusive Management



30 ROCKEFELLER PLAZA
N.Y.C. CI 6-4224

333 NO. MICHIGAN AVE.
CHICAGO, ILL. CENTRAL 6-3295

Public Relation
and Press Representative
Buddy Basch Office

• Territorial Best Sellers

For survey week ending June 20

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

Atlanta

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Wayward Wind, G. Grant, Era
3. Be Bop-A-Lula, G. Vincent, Cap.
4. I Almost Lost My Mind, P. Boone, Dot
5. More, P. Como, Vic.
6. I Want You, I Need You, I Love You E. Presley, Vic.

Baltimore

1. I Almost Lost My Mind, P. Boone, Dot
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. More, P. Como, Vic.
4. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
5. I'm In Love Again, F. Domino, Imp.
6. Wayward Wind, G. Grant, Era
7. I'm In Love With You, P. Boone, Dot
8. Whatever Will Be Will Be Doris Day, Col.
9. On the Street Where You Live V. Damone, Col.
10. Moonglow and Theme From "Picnic" G. Cates, Cor.

Boston

1. More, P. Como, Vic.
2. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
3. Wayward Wind, G. Grant, Era
4. On the Street Where You Live Vic Damone, Col.
5. Born to Be With You, Chordettes, Cdc.
6. Graduation Day, Rover Boys, Pmt.
7. My Blue Heaven, F. Domino, Imp.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Ivory Tower, C. Carr, Fly.
10. Whatever Will Be Will Be Doris Day, Col.

Buffalo

1. Allegheny Moon, P. Page, Mer.
2. Treasure of Love, C. McPhatter, Atl.
3. Wayward Wind, G. Grant, Era
4. More, P. Como, Vic.
5. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
6. Magic Touch, Platters, Mer.
7. Heartbreak Hotel, E. Presley, Vic.
8. I Almost Lost My Mind, P. Boone, Dot

Chicago

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Standing On the Corner, Four Lads, Col.
3. I Almost Lost My Mind, P. Boone, Dot
4. Heartbreak Hotel, E. Presley, Vic.
5. Wayward Wind, G. Grant, Era
6. On the Street Where You Live V. Damone, Col.
7. Ivory Tower, C. Carr, Fly.
8. Graduation Day, Rover Boys, Pmt.
10. Tappy Whistler, D. Robertson, Cap.

Cincinnati

1. Wayward Wind, G. Grant, Era
2. Standing On the Corner, Four Lads, Col.
3. I'm In Love Again, F. Domino, Imp.
4. Transfusion, Nervous Nervus, Dot
5. Church Bells May Ring, Diamonds, Mer.
6. Ivory Tower, C. Carr, Fly.
7. I Want You to Be My Girl Teen-Agers, Gee
8. Glendora, P. Como, Vic.
9. Picnic, McGuire Sisters, Cor.
10. I Want You, I Need You, I Love You E. Presley, Vic.

Cleveland

1. On the Street Where You Live V. Damone, Col.
2. Moonglow and Theme From "Picnic" G. Cates, Cor.
3. Treasure of Love, C. McPhatter, Atl.
4. Picnic, McGuire Sisters, Cor.
5. I Almost Lost My Mind, P. Boone, Dot
6. Sweet, Old-Fashioned Girl T. Brewer, Cor.
7. I'm In Love, Love, Clovers, Atl.
8. Heartbreak Hotel, E. Presley, Vic.
9. It Only Hurts for a Little While Ames Brothers, Vic.
10. Wayward Wind, G. Grant, Era

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Wayward Wind, G. Grant, Era
3. I'm In Love Again, F. Domino, Imp.
4. It Only Hurts for a Little While Ames Brothers, Vic.
5. My Baby Left Me, E. Presley, Vic.
6. Long, Tall Sally, Little Richard, Spe.

Denver

1. Born to Be With You, Chordettes, Cdc.
2. Picnic, McGuire Sisters, Cor.
3. Wayward Wind, G. Grant, Era
4. Transfusion, Nervous Nervus, Dot
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. Ivory Tower, O. Williams, Del.
7. I Almost Lost My Mind, P. Boone, Dot
8. It Only Hurts for a Little While Ames Brothers, Vic.
9. I Want You to Be My Girl Teen-Agers, Gee
10. I'm In Love Again, F. Domino, Imp.

Detroit

1. Wayward Wind, G. Grant, Era
2. I Almost Lost My Mind, P. Boone, Dot
3. Moonglow and Theme From "Picnic" G. Cates, Cor.
4. I'm In Love Again, F. Domino, Imp.
5. Treasure of Love, C. McPhatter, Atl.
6. Graduation Day, Rover Boys, Pmt.
7. Sweet, Old-Fashioned Girl T. Brewer, Cor.
8. Transfusion, Nervous Nervus, Dot
9. Soft Summer Breeze, E. Heywood, Mer.
10. On the Street Where You Live V. Damone, Col.

Kansas City

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. I Almost Lost My Mind, P. Boone, Dot
3. Wayward Wind, G. Grant, Era
4. It Only Hurts for a Little While Ames Brothers, Vic.
5. Standing On the Corner, Four Lads, Col.
6. I'm In Love Again, F. Domino, Imp.
7. Happy Whistler, D. Robertson, Cap.
8. Transfusion, Nervous Nervus, Dot
9. In a Shanty in Old Shanty Town S. Smith, Epi.
10. On the Street Where You Live V. Damone, Col.

Los Angeles

1. Wayward Wind, G. Grant, Era
2. Standing On the Corner, Four Lads, Col.
3. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
4. Moonglow and Theme From "Picnic" G. Cates, Cor.
5. Ivory Tower, G. Storm, Dot
6. Heartbreak Hotel, E. Presley, Vic.
7. Walk Hand in Hand, T. Martin, Vic.
8. Happy Whistler, D. Robertson, Cap.
9. Hot Diggity, P. Como, Vic.
10. My Blue Heaven, F. Domino, Imp.

Milwaukee

1. Be Bop-A-Lula, G. Vincent, Cap.
2. I Almost Lost My Mind, P. Boone, Dot
3. It Only Hurts for a Little While Ames Brothers, Vic.
4. Wayward Wind, G. Grant, Era
5. Born to Be With You, Chordettes, Cdc.
6. More, P. Como, Vic.
7. On the Street Where You Live V. Damone, Col.
8. Moonglow and Theme From "Picnic" G. Cates, Cor.
9. Portuguese Washerwoman J. (Fingers) Carr, Cap.
10. Standing On the Corner, Four Lads, Col.

Minneapolis-St. Paul

1. I Almost Lost My Mind, P. Boone, Dot
2. Born to Be With You Chordettes, Cdc.
3. Standing On the Corner, Four Lads, Col.
4. Wayward Wind, G. Grant, Era
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. Free, T. Leonetti, Cap.
7. How Little We Know, F. Sinatra, Cap.
8. Sweet, Old-Fashioned Girl T. Brewer, Cor.
9. Heartbreak Hotel, E. Presley, Vic.

New Orleans

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Wayward Wind, G. Grant, Era
3. Standing On the Corner, Four Lads, Col.
4. Treasure of Love, C. McPhatter, Atl.
5. I Almost Lost My Mind, P. Boone, Dot
6. On the Street Where You Live V. Damone, Col.
7. Heartbreak Hotel, E. Presley, Vic.
8. Be Bop-A-Lula, G. Vincent, Cap.
9. Portuguese Washerwoman J. (Fingers) Carr, Cap.

New York

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Wayward Wind, G. Grant, Era
3. Standing On the Corner, Four Lads, Col.
4. Heartbreak Hotel, E. Presley, Vic.
5. Ivory Tower, C. Carr, Fly.
6. On the Street Where You Live V. Damone, Col.
7. Glendora, P. Como, Vic.
8. Hot Diggity, P. Como, Vic.
9. Poor People of Paris, L. Baster, Cap.

Philadelphia

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Wayward Wind, G. Grant, Era
3. Standing On the Corner, Four Lads, Col.
4. Heartbreak Hotel, E. Presley, Vic.
5. Ivory Tower, C. Carr, Fly.
6. On the Street Where You Live V. Damone, Col.
7. Hot Diggity, P. Como, Vic.
8. Glendora, P. Como, Vic.
9. Graduation Day, Rover Boys, Pmt.

Pittsburgh

1. More, P. Como, Vic.
2. Be Bop-A-Lula, G. Vincent, Cap.
3. I Almost Lost My Mind, P. Boone, Dot
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. On the Street Where You Live V. Damone, Col.
6. Glendora, P. Como, Vic.
7. Moonglow and Theme From "Picnic" G. Cates, Cor.
8. Treasure of Love, C. McPhatter, Atl.
9. Allegheny Moon, P. Page, Mer.

St. Louis

1. Wayward Wind, G. Grant, Era
2. Transfusion, Nervous Nervus, Dot
3. Standing On the Corner, Four Lads, Col.
4. On the Street Where You Live V. Damone, Col.
5. I Almost Lost My Mind, P. Boone, Dot
6. Moonglow and Theme From "Picnic" G. Cates, Cor.
7. Graduation Day, Rover Boys, Pmt.
8. Walk Hand in Hand, T. Martin, Vic.
9. Too Close for Comfort, E. Gorme, Pmt.

San Francisco

1. Moonglow and Theme From "Picnic" M. Stollhoff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Wayward Wind, G. Grant, Era
4. Ivory Tower, C. Carr, Fly.
5. Standing On the Corner, Four Lads, Col.
6. Graduation Day, Four Freshmen, Cap.
7. Hot Diggity, P. Como, Vic.
8. I Want You, I Need You, I Love You E. Presley, Vic.

BREAKING WIDE OPEN!

Art Mooney and his orch.

DAYDREAMS

SOMEBOY STOLE MY MUCHACHA
MGM 12277 • K12277

BILLBOARD VARIETY CASH BOX PICK

PICKED BY BILLBOARD
SAM (THE MAN) TAYLOR

THE BEAT
and
REAL GONE

MGM 12278 • K12278

BREAKING FAST!
THE FOUR JOES

THESE ARE THE THINGS
(I Remember)
and
SOMETIMES

MGM 12259 • K12259

NEW COUNTRY STAR
BUCK GRIFFIN

STUTTERIN' PAPA
and
WATCHIN' THE 7:10 ROLL BY

MGM 12284 • K12284

KAY ARMEN
TENDERLY

HE WATCHES
and
LOVE IS YOU

MGM 12256 • K12256

JACQUES BELASCO
and His Orch. and Chorus

PICARON
and
WISHING WELL

MGM 12257 • K12257

Leroy Holmes

THEME FROM
"THE PROUD ONES"
and
WOULDN'T IT BE LOVERLY

MGM 12275 • K12275

Dick Hyman Trio

PICKED BY BILLBOARD
WHEN YOU'RE SMILING
"IT'S GOT THAT WHISTLE!"

and **ROCKIN' THE BOOGIE**

MGM 12258 • K12258

Betty Madigan

CRYING 'CAUSE I LOVE YOU
A PERFECT UNDERSTANDING

MGM 12273 • K12273

Dean Jones

THE TENNESSEE
ROCK 'N' ROLL
and
IN THE HEART OF TOWN

MGM 12264 • K12264

Sheb Wooley

DO I REMEMBER
and
YOU CAN DO IT

MGM 12260 • K12260

Ray Charles Singers

JUNE NIGHT
and
WHEN THE RED, RED, ROBIN COMES BOB, BOB, BOBBIN' ALONG

MGM 12274 • K12274

DAVID ROSE and His Orch.

COOL TANGO

and
"THE CATERED AFFAIR" (THEME)

MGM 12270 • K12270

CONNIE FRANCIS

FORGETTING
and
SEND FOR MY BABY

MGM 12251 • K12251

BILL ST. CLAIRE

YOURS AND MINE
and
WATCHA GONNA DO

MGM 12255 • K12255

ROGER ROGER

THE LEFT BANK
and
LISETTE

MGM 12265 • K12265

JACK VALENTINE

WAYWARD WIND
and
THESE OL' BONES

MGM 12267 • K12267



ACCLAIMED BY ALL AS HER GREATEST!

JONI
JAMES



GIVE
US
THIS
DAY

CASH BOX
VARIETY
PICK

HOW
LUCKY
YOU
ARE

ORCHESTRA CONDUCTED BY DAVID TERRY

MGM
12288
K12288

M-G-M Records

GROWING...
GROWING...
GROWING...

HOW LITTLE WE KNOW

by

**frank
sinatra**



3423

**EDWIN H. MORRIS
& CO., INC.**
SOLE SELLING AGENT
MELROSE MUSIC CORP.
35 West 51st St.
New York, N. Y.



THE TOP 100

For survey week ending June 20

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

Pos.	Song	Artist	Label	Last Week
1.	WAYWARD WIND	G. Grant	Era	1
2.	MOONGLOW AND THEME FROM "PICNIC"	M. Stolfo	Decca	2
3.	STANDING ON THE CORNER	Four Lads	Columbia	3
4.	I ALMOST LOST MY MIND	P. Boone	Dot	7
5.	HEARTBREAK HOTEL	E. Presley	Victor	4
6.	I'M IN LOVE AGAIN	F. Domino	Imperial	6
7.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	11
8.	IVORY TOWER	C. Carr	Fraternity	7
9.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	5
10.	WALK HAND IN HAND	T. Martin	Victor	18
11.	HAPPY WHISTLER	D. Robertson	Capitol	10
12.	BORN TO BE WITH YOU	Chordettes	Cadence	14
13.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	16
14.	IVORY TOWER	G. Storm	Dot	12
15.	TRANSFUSION	N. Norvus	Dot	13
16.	HOT DIGGITY	P. Como	Victor	9
17.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	15
18.	MORE	P. Como	Victor	24
19.	PICNIC	McGuire Sisters	Coral	18
20.	GLENDORA	P. Como	Victor	30
21.	GRADUATION DAY	Rover Boys	ABC-Paramount	21
22.	MY BLUE HEAVEN	F. Domino	Imperial	21
23.	BE-BOP-A-LULA	G. Vincent	Capitol	43
24.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	22
25.	TREASURE OF LOVE	C. McPhatter	Atlantic	38
26.	SWEET, OLD-FASHIONED GIRL	T. Brewer	Coral	28
27.	ALLEGHENY MOON	P. Page	Mercury	33
28.	MAGIC TOUCH	Platters	Mercury	17
29.	ROLL OVER, BEETHOVEN	C. Berry	Chess	—
30.	CHURCH BELLS MAY RING	Diamonds	Mercury	25
31.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	27
32.	IVORY TOWER	O. Williams	De Luxe	26
33.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	56
34.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	53
35.	A TEAR FELL	T. Brewer	Coral	28
36.	MY LITTLE ANGEL	Four Lads	Columbia	32
37.	BLUE SUEDE SHOES	C. Perkins	Sun	22
38.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	31
39.	LONG, TALL SALLY	Little Richard	Specialty	40
40.	SECOND FIDDLE	K. Starr	Victor	47
41.	STANDING ON THE CORNER	D. Martin	Capitol	34
42.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	43
43.	CORRINE, CORRINA	J. Turner	Atlantic	52
44.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	57
45.	TELL ME WHY	Crew Cuts	Mercury	—
46.	KISS ME ANOTHER	G. Gibbs	Mercury	45
47.	WAYWARD WIND	T. Ritter	Capitol	—
48.	GRADUATION DAY	Four Freshmen	Capitol	35
49.	MY BABY LEFT ME	E. Presley	Victor	37
50.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Paramount	20
51.	SOFT SUMMER BREEZE	E. Heywood	Mercury	—
52.	TELL ME WHY	G. Storm	Dot	—
53.	LONG, TALL SALLY	P. Boone	Dot	36
54.	CANADIAN SUNSET	H. Winterhalter	Victor	91
55.	SWEET HEARTACHES	E. Fisher	Victor	42
56.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	39
57.	LAZY RIVER	R. Sherwood	Decca	76
58.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	49
59.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	41
60.	STRANDED IN THE JUNGLE	Jay Hawks	Flash	—
61.	ROCKIN' GHOST	A. Bleyer	Cadence	—
62.	NO, NOT MUCH	Four Lads	Columbia	65
63.	OOBY DOOBY	R. Orbison	Sun	70
64.	LOVE, LOVE, LOVE	Clovers	Atlantic	74
65.	PICNIC	R. Marterie	Mercury	100
66.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	78
67.	WE ALL NEED LOVE	P. Faith	Columbia	—
68.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	78
69.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	99
70.	I WAS THE ONE	E. Presley	Victor	—
71.	JUKE BOX BABY	P. Como	Victor	93
72.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	46
73.	STANDING ON THE CORNER	Mills Brothers	Decca	57
74.	CRAZY LITTLE PALACE	B. Williams	Coral	—
75.	LOST IN THE SHUFFLE	J. P. Morgan	Victor	—
76.	FOREVER DARLING	Ames Brothers	Victor	—
77.	HOT DOG BUDDY BUDDY	B. Haley	Decca	95
78.	JOEY, JOEY, JOEY	P. Lee	Decca	—
79.	NEVER TURN BACK	A. Hibbler	Decca	61
80.	TUTTI FRUTTI	P. Boone	Dot	66
81.	FREE	T. Leonetti	Capitol	69
82.	SINNER MAN	L. Baxter	Capitol	—
83.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	—
84.	HI LILI HI LO	D. Hyman	M-G-M	—
85.	NEVER LET ME GO	N. (King) Cole	Capitol	—
86.	PLAY FOR KEEPS	J. P. Morgan	Victor	—
87.	BLUE SUEDE SHOES	B. Bennett	King	87
88.	TANGO OF THE DRUMS	L. Baxter	Capitol	67
89.	IF YOU WANNA SEE MAMIE TONIGHT	Ames Brothers	Victor	—
90.	LOOK HOMEWARD, ANGEL	Four Esquires	London	—
91.	WINNER TAKE ALL	Platters	Mercury	—
92.	TO LOVE AGAIN	Four Aces	Decca	73
93.	WATCHING THE WORLD GO BY	D. Martin	Capitol	—
94.	EDDIE, MY LOVE	Fontane Sisters	Dot	91
95.	FIVE HUNDRED GUYS	F. Sinatra	Capitol	—
96.	HOT AND COLD RUNNING TEARS	S. Vaughan	Mercury	—
97.	I'VE GOT LOVE	J. La Rosa	Victor	—
98.	IN A LITTLE SPANISH TOWN	Bing Crosby	Decca	—
99.	LITTLE GIRL OF MINE	Cletones	Gee	63
100.	MR. WONDERFUL	P. Lee	Decca	55

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

Modern's
Fabulous Smash Hit

The
Cadets

'STRANDED

IN THE JUNGLE'

mod. 994

Modern RECORDS
9317 W. Washington Blvd.
Culver City, California

FASTEST SELLING RECORD OF THE YEAR

CHess-CHECKER HAS TWO BIG HITS!

BOBBY CHARLES

of "See You Later, Alligator" Fame, does it again with...

CHess #1628

"TIME WILL TELL"



CHECKER #843

"SEE YOU SOON, BABOON"

by

DALE HAWKINS

CHess-CHECKER RECORD CO.

4750 S. COTTAGE GROVE AVE. CHICAGO 15, ILL. Phone: KENwood 8-4342

Tunes With Greatest Radio-TV Audience

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

Radio

- Allegheny Moon (R)—Oxford—ASCAP
Believe in Love (R)—Robbins—ASCAP
Born to Be With You (R)—Mayfair—ASCAP
Can You Find It in Your Heart? (R)—Witmark—ASCAP
Cool Tango (R)—Ardmore—ASCAP
Don't Cry (R) (M)—Frank—ASCAP
Get Me to the Church on Time (R) (M)—Chappell—ASCAP
Glendora (R)—American—BMI
Graduation Day (R)—Sheldon—BMI
Happy Whistler (R)—Birchwood—ASCAP
He Loves Me, He Loves Me Not (R)—Broadcast—BMI
Hot Diggity (R)—Roncom—ASCAP
How Little We Know (R)—E. H. Morris—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
It Only Hurts for a Little While (R)—Advanced—ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Ivory Tower (R)—E. H. Morris—ASCAP
Kiss Me Another (R)—E. B. Marks—BMI
Love of Genevieve (R)—Bourne—ASCAP
Lullaby of Birdland (R)—Patricia—BMI
Moonglow (R) (F)—Mills—ASCAP
Moonglow-Picnic Theme (R) (M)—Mills—Columbia Pic—ASCAP
Mr. Wonderful (R) (M)—Laurel—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP
Picnic (R) (F)—Columbia Pic—ASCAP
Portuguese Washerwoman (R)—Remick—Standing On the Corner (R) (M)—Frank—ASCAP
Sweet Heartaches (R)—Pincus—ASCAP
Te Amo (R)—Southern—ASCAP
Too Close for Comfort (R) (M)—Laurel—ASCAP
Wayward Wind (R)—Warman—BMI

Television

- Allegheny Moon (R)—Oxford—ASCAP
Believe in Love (R)—Robbins—ASCAP
Born to Be With You (R)—Mayfair—ASCAP
Forgetting (R)—Songsmiths—ASCAP
Glendora (R)—American—BMI
Graduation Day (R)—Sheldon—BMI
Happy Whistler (R)—Birchwood—ASCAP
Hot Diggity (R)—Roncom—ASCAP
How Little We Know (R)—E. H. Morris—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I Wanna, Wanna, Wanna (R)—Acuff-Rose—BMI
Ivory Tower (R)—E. H. Morris—ASCAP
Kiss and Run (R)—Reis—BMI
Long, Tall Sally (R)—Venice—BMI
Moonglow (R) (F)—Mills—ASCAP
Moonglow-Picnic Theme (R) (F)—Mills—Columbia Pic—ASCAP
Moments to Remember (R)—Beaver—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP
Poor People of Paris (R)—Connelly—ASCAP
Rock and Roll Ruby (R)—Hi-Lo—BMI
Second Greatest Sex (R) (F)—Northern—ASCAP
Shenandoah (R)—Sam Fox—ASCAP
Strangest Romance (R)—Lear—ASCAP
Theme From "The Swan" (R) (F)—Miller—ASCAP
Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
To Love Again (R) (F)—Columbia Pic—ASCAP
Walk Hand in Hand (R)—Republic—BMI
West Point Dress Parade (R)—Hill & Range—BMI
When You're Smiling (R)—Bourne—ASCAP
You Don't Know Me (R)—Hill & Range—BMI



LITTLE WILLIE JOHN

FEVER

b/w

LETTER FROM MY DARLING

King 4935

OTIS WILLIAMS AND HIS

CHARMS

IVORY TOWER

DeLuxe 6093

ONE NIGHT ONLY

b/w

IT'S ALL OVER

De Luxe 6095

JAMES BROWN WITH THE

FAMOUS FLAMES

PLEASE, PLEASE, PLEASE

Federal 12258

I DON'T KNOW

b/w

I FEEL THAT OLD FEELING COMING ON

Federal 12264

EARL BOSTIC and BILL DOGGETT

MEAN TO ME

b/w

THE BO-DO ROCK

King 4930

THE MIDNIGHTERS

TORE UP OVER YOU

b/w

EARLY ONE MORNING

Federal 12270

EARL DOGGETT

STELLA BY STARLIGHT

b/w

WHAT A DIFF'RENCE A DAY MADE

King 4936

MOON MULLICAN

HEY SHAH

b/w

MAYBE IT'S ALL FOR THE BEST

King 4937

BILLY GAYLES

IF I HAD NEVER KNOWN YOU

b/w

I'M TORE UP

Federal 12265

Best Selling Sheet Music in Britain

(For Week Ending June 9)

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.

- My September Love—Bron
No Other Love—Chappell (Williams)
Hot Diggity—Peter Maurice (Roncom)
Out of Town—Kassner (Kassner)
You Can't Be True to Two—Dash (Joy)
It's Almost Tomorrow—Macmelodies (Northern)
A Tear Fell—Robbins (Progressive)
I'll Be Home—Box & Cox (Arc)
The Poor People of Paris—Berry (Connelly)
Rock and Roll Waltz—Maddox (Sheldon)
The Happy Whistler—Bron (Birchwood)
Too Young to Go Steady—Robbins (Robbins)
Only You—Sherwin (Wildwood)
Muster Cuckoo—Macmelodies (Peter Maurice, Ltd.)
Who Are You—Bourne (Thunderbird)
Theme From "The Three Penny Opera"—Arcadia (Harms)
Memories Are Made of This—Montclare (Montclare)
The Dambusters' March—Chappell (Chappell)
Willie Can—Frank (Acuff-Rose)
The Ballad of Davy Crockett—Disney (Disney)

Best Selling Pop Records in Britain

(For Week Ending June 9)

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

Table with 3 columns: This Week, Rank, Last Week. Lists top 20 pop records including 'I'll Be Home', 'Heartbreak Hotel', 'Hot Diggity', etc.

Summer LP Package Push

Continued from page 15

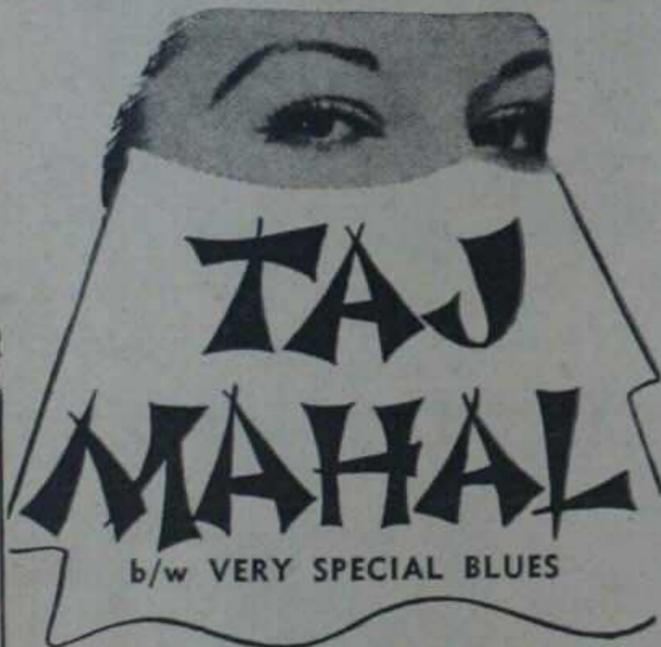
May "Buy"—Oistrakh's waxing of Mendelssohn's "Violin Concerto"—in the No. 2 slot, and its June "Buy"—Rachmaninoff's "Piano Concerto No. 2" by Istomin—on the charts for the first time in the No. 3 spot.

Victor's "Save on Records" special for May — Morton Gould's "Scheherazade"—also hit the best selling list for the first time this week. Two other waxings of "Scheherazade"—the Eugene Ormandy Philadelphia Orchestra version and Steinberg-Pittsburgh on Capitol—are also on the list this week, with the Ormandy LP making a come-back after some months off the chart.

In contrast to the usual turnover ratio of two or three new LP's on the list, the charts this week feature eight LP newcomers, including the aforementioned Istomin and Gould packages, plus the "Boston Pops Picnic" on Victor, Toscanini's "Nutcracker Suite" on Victor, Victor's "Gigue in Carnegie Hall," Beecham and the Royal Philharmonic with Delius' "Sea Drift" on Columbia, Mario del Monaco's "Operatic Recital, No. 4" on London, and Jose Iturbi's "World-Wide Favorites" on Victor.

The chart in general reflects the over-all classical taste trend in summer towards lighter material. For instance, only one complete opera package — Decca's "The Magic Flute"—appears on the list this week, while the Boston Pops' version of "Gaité Parisienne" moved up into the No. 5 slot, and Columbia's "Ports of Call" by Ormandy and the Philadelphia Orchestra came back as No. 11 after some time off the list.

CANDLELIGHT RECORDS presents: the EXOTIC...SENSUOUS music of



b/w VERY SPECIAL BLUES

still going strong:

ON BENDED KNEE

arranged and conducted by ERNIE SUSSER

CANDLELIGHT RECORDS

Box 231 Manhasset, L. I., N. Y.

SINGER ONE-STOP

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS

(ALL PHONES, Humboldt 6-5204)

MIDWEST'S LARGEST ONE-STOP

5¢ ABOVE COST

FREE TITLE STRIPS TO OPERATORS!

KING RECORDS Copyrighted material

TURN UP THE VOLUME

OF YOUR RECORD AND EQUIPMENT SALES

...with *The Billboard's*

NAMM JULY 28!

CONVENTION

SPECIAL!

This tremendous BILLBOARD is an annual event. It wraps up the significant news and developments in the whole field of music merchant business . . . that will affect your sales in the months ahead! And BILLBOARD'S NAMM issue puts the finger on new ways to help you develop more business . . . and will be kept on tap for ready reference for many a month because of the wealth of interest-stimulating editorial features it will contain. (Billboard's new, stitched and trimmed format makes it easier to read, easier to file, easier to use!)

Check this partial list of contents

... already in the works for the giant NAMM Convention issue:



- *Annual Music Merchant Survey* — BILLBOARD'S yearly study among dealers across the nation . . . to find out the current state of the record and equipment business—at the dealer level!
- *Phonographs* . . . the mushrooming growth of hi-fi . . . how dealers can boost sales.
- *Single Records* . . . still the industry's backbone. How big hit singles help the entire business.
- *Record Clubs* . . . and how dealers can compete at the local level.
- *Tape and Tape Equipment* . . . what it can mean in the way of new sales.
- *Plus many more vitally important subjects, including sheet music, full-line merchandising in the phono-record field, kiddisks.*

TALENT! MANUFACTURERS!

The BILLBOARD sells big . . . at home and at the NAMM Convention!

Extra Big Merchandising Plus

BILLBOARD'S famous BIG PLAY monthly merchandising kit will be specially designed for the Convention . . . to make your NAMM issue advertising work even harder, building sales right in the dealers' stores!

Here's the tie-in for advertisers in the NAMM issue:

For Talent—at the low, low price of 1 1/2¢ each, you get copies of your favorite fan photo included in the BIG PLAY Kit . . . mailed to 1,700 of the nation's top dealers . . . Stores by the hundreds have requested artists' photos! BILLBOARD pays the postage . . . and pays for the kit!

For Manufacturers—a reproduction of your NAMM issue ad on #70 glossy stock for use as store window or rack displays . . . or your own merchandising aids . . . will be included in the BIG PLAY Kit at nominal cost. Stores thruout the country regularly buy and use BILLBOARD'S point-of-sale merchandising materials . . . they're looking forward to this big special NAMM BIG PLAY package.

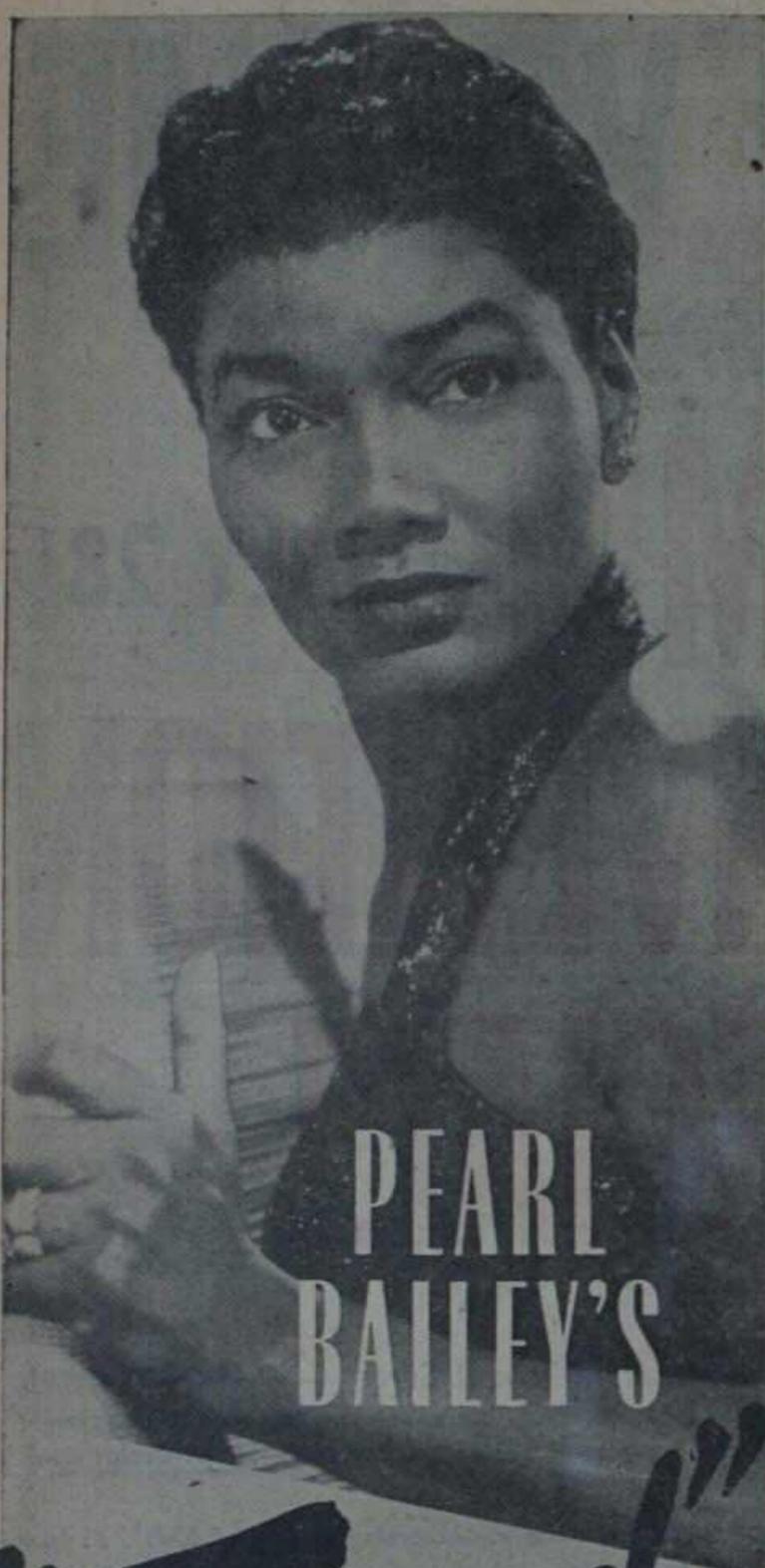
Get all the details. Be sure to reserve your space by phone today. Closing date for the NAMM issue is July 19.

Rush copy now!

BE SURE TO VISIT THE BILLBOARD'S BOOTH AT THE CONVENTION

There'll be an exciting contest to enter!

- | | | |
|---|---|--|
| Cincinnati 22, Ohio
2160 Patterson St.
DUinbar 1-6450 | New York 36, N. Y.
1564 Broadway
PLaza 7-2800 | Chicago 1, Ill.
188 W. Randolph St.
CEntrol 6-8761 |
| St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 1-0443 | Hollywood 28, Calif.
6000 Sunset Blvd.
HOLLYWOOD 9-5931 | |



PEARL
BAILEY'S

"Tired"

B/W

"Go Back Where You Stayed Last Night"

with

LOUIS BELLSON
and his orchestra

V-2013 V-2013X45

Special treat...special treatment of Pearl's best known special material — with great backing by Louis Bellson!!

Verve Records

451 NORTH CANON DRIVE • BEVERLY HILLS, CALIF.

• Review Spotlight on . . .

RECORDS

JONI JAMES . . . M-G-M 12288 GIVE US THIS DAY
(Valando, ASCAP)

The canary is in fine voice on this moving theme with an inspirational-type lyric. It could take off big. Flip is a sincere reading of a pretty ballad, "How Lucky You Are." (Kassner & Maurice, ASCAP)

LES BAXTER ORK. . . Capitol 3478 CONCERTO THEME FROM "FOREIGN INTRIGUE"

Baxter is riding high on the charts right now, and his new platter should grab off plenty of jockey play and counter action. It's a moving instrumental arrangement of an impressive theme (from Robert Mitchum's forthcoming movie) with haunting choral backing. Flip is another colorful instrumental, "Melodia Loca."

FONTANE SISTERS . . . Dot 15480 VOICES
(Porgie, BMI)

LONESOME LOVER BLUES (Randy-Smith, ASCAP)
The girls have a great two-sided disk here, which should chalk up an impressive spin-record with jocks and jukes. "Voices" is a plaintive ballad with effective lyrics and a sure-fire jockey conversation piece in a recitation gimmick at the beginning of the disk as Pat Boone reads a couple of lover-like lines. "Lonesome Lover Blues" is a lyrical waltz-tempo tune, sung by the sisters with expressive phrasing and sock emotion.

DISK JOCKEY PROGRAMMING

JIMMY YOUNG . . . London 1676 LONELY NIGHTINGALE
(Pickwick, ASCAP)

RICH MAN, POOR MAN (Kassner, ASCAP)
Jimmy Young sings with warmth and tenderness on a lovely ballad, "Lonely Nightingale," with poignant lyrics and unusually tasteful backing. Flip spotlights a sincere vocal treatment of another pleasant ballad. Both sides should prove valuable deejay programming additions for romantic show segs.

TRIO RAISNER . . . Decca 29915 LE RIFIPI
(BIEM, ASCAP)

THE TOUCH (Duchess, BMI)
Here's a standout instrumental waxing, featuring excellent harmonica work on two haunting instrumental themes. "Le Rififi" (tune featured in a French movie of the same title which is currently showing in U. S. art theaters) should be of particular interest to jockeys in search of off-beat programming.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 40-49, Poor

ALAN DALE
No One Home 85
CORAL 61666 — Dale's gentle, subtle reading of this cha-cha-cha tune follows the successful "Sweet and Gentle" formula. The singer pleads convincingly and with attention on this tune. This could be the big side. (Southern, ASCAP)

Me 'n' You 'n' the Moon 80
Here's a happy, gently swinging job and Dale's persuasive crooning tones do it full justice. At least two other versions are out, but this will get its share of spins.

DIAHANN CARROLL
I Didn't Know What Time It Was 79
VICTOR 8576 — The talented young thrush sells the standard in sock fashion against stirring double-time orking and assorted ad lib passages. A virtuoso effort that can become a deejay favorite. (Chappell, ASCAP)

Rebel in Town 70
Altho the thrush infuses everything with dramatic quality, this flick title-tune, with Western flavor, is not the happiest vehicle. (Saunders, ASCAP)

BERNADINE READ
My Guy 78
ABC-PARAMOUNT 9712 — A most appealing warble of a warm, intimate quality song with lasting flavor. Jocks should like this one. (Coliseum, BMI)

Would You? 77
Another top-notch job, this time on a light, rocking, rhythm novelty. Thrush shows rare versatility. (Roosevelt, BMI)

GADABOUTS
Stranded in the Jungle 78
MERCURY 70898 — A cover of a funny novelty now stirring excitement. Pop customers will find the words here easy to understand. The Mercury disk is sure to cut an important swath if the material continues to catch on. (Flash, BMI)

Blues Train 68
A weak take-off on some traditional blues. Routine as the performance is, it would seem to be little more than a "throw-away" side. (Pure, BMI)

MILLS BROTHERS
Ninety-Eight Cents 77
DECCA 29977 — Cute, different novelty based on the net worth of man's chemical content, which is all that's left without one's love. The brothers turn in their usual breezy rhythmic job. Fair possibilities. (Summit, ASCAP)

I'm the Guy 71
Ballad side has less to offer. (Stephens, ASCAP)

CHUCK NELSON
I Can't Be There 76
ERA 1015 — Expressive, warm vocal by Nelson on a poignant weeper. This could be a sleeper. (Thunderbird, ASCAP)

Not While I'm Young 73
A spirited rendition of a humorous novelty with enthusiastic choral work and a catchy beat. (Warman, BMI)

(Continued on page 48)

America's Fastest Selling Records



DECCA
RECORDS

*first release on DECCA
and already a smash...*



BILLY WARD

and the **DOMINOES**

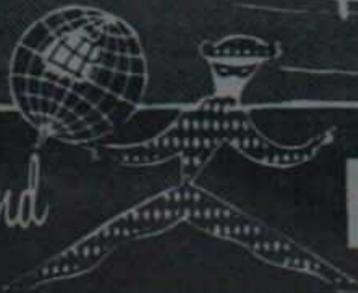


**ST.
THERESE
of the ROSES**

**HOME IS WHERE
YOU HANG
YOUR HEART**

DECCA
29933 9-29933

A New World of Sound



DECCA records

Cadence is HOT

THE CHORDETTES Born To Be With You

#1291



BILL HAYES

I Know An Old Lady
Das Ist Musik

#1294



ANDY WILLIAMS

Walk Hand in Hand

#1288



ARCHIE BLEYER

The Rockin' Ghost
Sleep Sleep Daughter

#1293



THE BARRY SISTERS

Intrigue
Till You Come Back to Me

#1295



MARION MARLOWE

The Hands of Time
Ring Phone, Ring

#1292

CADENCE LP's

DONALD SHIRLEY

Tonal Expressions—CLP 1001
Piano Perspectives—CLP 1004
Orpheus in the Underworld—
CLP 1009

JULIUS LA ROSA CLP 1007

THE CORDETTES

Close Harmony—CLP 1002

THE MARINERS

Sing Spirituals—CLP 1008

BILLY MAXTED

Hi-Fi Keyboard—CLP 1005

Jazz at Nicks—CLP 1012

Dixieland Manhattan Style—CLP 1013



VOX JOX

By JUNE BUNDY

GIMMIX: Bob Johnson, KICK, Springfield, Mo., last week made a bid for continuous broadcasting-deejay honors by stating his intent to broadcast continuously for 120 hours, thereby establishing "a new world's record." His marathon airing was conducted in the window of a local clothing store, altho final results were not in at the writing. Previous continuous broadcasting records, according to KICK's Jim Hilton, were held by three North-western jocks, who jointly set a record of 102 hours, two minutes and 20 seconds.

Another interesting promotional gimmick was utilized by KING, Seattle, which recently conducted an all-night remote (9 p.m., Friday to 6 a.m. Saturday) from a local supermarket. The stunt provided the store with the best weekend sales in its four-month operation. KING jock, Bill Chase, broadcast his regular "Night Owl Club" show from a special stand in the store, and free breakfasts were served to customers during the night. More than 1,800 customers visited the store that night, and the station has since received requests to conduct similar all-night remotes for other local markets and drug stores.

Hugh Cherry, recent emcee on NBC's "Midwestern Hayride" show, has signed an exclusive deejay contract with KTAR, Phoenix, Ariz., marking the first time the station has scheduled a disk jockey program. Cherry, one of the top 10 c.&w. jocks in the country according to a recent Billboard survey, will do both a pop and country show. . . . Don Sherman, formerly with WAFB, Baton Rouge, La., has joined WBOS, Boston. He has a two-and-a-half-hour morning show and an hour-and-a-half late afternoon airtel.

Ron Turner, WKMI, Kalamazoo, Mich., is now doing a special closed-circuit Monday morning show (11 a.m. to noon) for patients at the Southwestern Michigan Sanatorium. The show is piped into the ward, and Turner chats to and about the patients, while the disks are played on equipment in the hospital. However, Turner, reports that the ward can use more records, which may be sent either to him or the hospital.

Ken Collins, KXYZ, Houston, has started a new hour show, "The Balinese Presents," from the Balinese Room, a nitery in Galveston, Tex., on Saturdays. . . . Don Bhea has been named program director of KIOX, Bay City, Tex., while Chuck Arthur was named commercial manager, and John Nash, ex-WTVJ, Miami, has joined the station as an announcer-jockey. . . . Ken Scott, WAPI-WAFM, Birmingham, Ala., has started a new show from 10:30 midnight, in addition to his daily "Star Time" program.

CHANGE OF THEME: Lad Carleton, formerly with WFGM, Fitchburg, Mass., has joined WKOX, Framingham, Mass., with a 5-8 p.m. program. . . . Champion boxer Archie Moore also pilots a two-hour Saturday night deejay show over KFMB, San Diego, Calif. . . . Bob Crane, has resigned after five years

as program director and morning deejay at WICC, Bridgeport, Conn., to join KNX, Hollywood, effective August 11. Crane replaces Ralph Story at KNX.

YESTERYEAR'S TOPS—

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

JUNE 29, 1946

1. The Gypsy
2. They Say It's Wonderful
3. Laughing on the Outside (Crying on the Inside)
4. Prisoner of Love
5. Doin' What Comes Natur'lly
6. I Don't Know Enough About You
7. Sioux City Sue
8. All Through the Day
9. Do You Love Me?
10. In Love in Vain
11. Come Rain or Come Shine
12. One More Tomorrow
13. Full Moon and Empty Arms
14. I Don't Know Why (I Just Do)
15. Cement Mixer

JUNE 30, 1951

1. Too Young
2. How High the Moon
3. On Top of Old Smoky
4. Jezebel
5. My Truly, Truly Fair
6. Mister and Mississipp
7. Mockin' Bird Hill
8. Rose, Rose I Love You
9. Loveliest Night of the Year
10. Sound Off

Prowse-Millen

Continued from page 15

wrap up hanging fire pending an okay from the Bank of England. Bank's approval was required because of the necessity of exchange of British currency into American dollars.

At the same time, it was indicated that none of Mellin's American operations were involved in the deal.

Associated Rediffusion, a giant, vertically-operated communications combine, with newspaper, radio and TV holdings all over the world, made its initial move into the music field with the acquisition of Keith Prowse Music last year. Current deal was seen as having strong two-way benefits. It brings into the Associated Rediffusion empire a strong existing catalog. On the other hand, Mellin's corporate tie with the combine brings heavy financial backing within close reach for possible further expansion of operations here.

RIAA Elects

Continued from page 15

serve for two years. Walker has indicated he will serve as president for the remainder of 1956, but does not wish to continue beyond this year. He has been treasurer of the RIAA since its inception and will continue this function during his tenure as president.

Walker, general manager of M-G-M Records since that firm was organized, was recently elected a vice-president of Loew's, Inc. One of the pioneers of the record industry, he has served with both RCA Victor and Columbia prior to becoming general manager at M-G-M.

Goodard Lieberman, Columbia Records president, has been elected director of RIAA as successor to Conkling. Other board members are Sam Clark, Irving Green, Howard Letts, Leonard Schneider, John Stevenson and Glenn Wallich. Officers who will serve during 1956, in addition to Griffin, are Harry Kruse, Dario Soria and Randy Wood, vice-president.

Reviews of New Pop Records

Continued from page 46

TEDDY KING

Impossible 76
VICTOR 6575—Lovely, smart Steve Allen song is sung with her usual rich warmth by Miss King. Big commercial success is not "impossible," but improbable. (Rosemeadow, ASCAP)

I Can Honestly Say It's a Lie 70
The thrush has much less to work with here. (Remick, ASCAP)

SHORTY LONG

Vacation Rock 76
VICTOR 6572—Long, the one-time country warbler, voices the sentiment of today's teeners in these weeks, know that school's out. Could draw some interest. (Towse, ASCAP)

Burnt Toast and Black Coffee 68
Torch tune with a rolling blues beat, clefted by Long. Competent stuff. (Tannen, BMI)

KAY BROWN

What Do You Think It Does to Me? 76
DECCA 29975—Slow ballad, done adequately by Kay Brown. (Weiss & Barry, BMI)

Me 'n' You 'n' the Moon 76
From the Paramount film, "Pardners," comes the tune. Fair material, adequately done. (Paramount, ASCAP)

MITCH MILLER ORK

The President on the Dollar 75
COLUMBIA 40715—The lyrics here concern the cherry tree legend of George Washington. Musically, this material, with its military band sound and all, relates to "Yellow Rose of Texas." Fair programming material. (Shapiro-Bernstein, ASCAP)

Trapeze 74
An artful arranger has skillfully blended sounds to conjure up a vivid picture of circus life. It's glamorous, in a cinematic way, and is aided by its association with the Burt Lancaster pic of the same name. (Cromwell, ASCAP)

GUY LOMBARDO

Bistro 75
CAPITOL 3470—A waltz with Continental flavor. Nice programming, and will be relished by the blue saucer bottle set. Plenty gemuetlich-keit here. (Zodiac, BMI)

You Dance With Me 73
Lombardo has a skillfully written tune here. He does it in his usual, danceable style. (Harms, ASCAP)

EDDY MASON

Rebel in Town 75
EPIC 9173—Excellent harmonica solo by Mason on an appealing folksy film theme with a pleasantly leisurely pace and effective choral backing. Good jockey was. (Saunders, ASCAP)

The Runaway Star 72
A briskly paced instrumental version of a gay theme, with Mason's harmonica solo work a standout. (Republic, BMI)

JOAN WEBER

Goodbye Lollipops, Hello Lipstick 75
COLUMBIA 40709—A bright piece of material that paints a cute picture of a teen-age girl feeling the first magnetic attractions of the opposite sex. Miss Weber's vocal styling is a la Teresa Brewer. Original or not, she sells the material forcefully. (Joy, ASCAP)

What Should a Teen Heart Do? 71
The songstress explores a teen-ager's romantic impasse with sympathy here. It's slushy emotional, but has a message for the blue jeans set undoubtedly. (Joy, ASCAP)

VICTOR YOUNG ORK

To Love You 74
(I Only Live to Love You) 74
DECCA 29964—Young's unvaryingly lush strings run thru his own pretty, romantic theme music from "The Proud and Profane." Okay late hour listening. (Paramount, ASCAP)

Never-Come Sunday 73
Similar fare, with a little color added by Ray Turner's piano. (Young, ASCAP)

MAHALIA JACKSON

An Evening Prayer 74
COLUMBIA 40712—This is one of the most popular of all inspirational tunes and an inventory staple. Mahalia Jackson's version is so deeply felt and so sensitively vocalized that here is likely to be the preferred reading for many years. (Cromwell, ASCAP)

Round the Rainbow 69
This material is well served by Mahalia Jackson's wide-range voice and warmly projected personality. However, the artificiality of this music cannot be concealed, and her fans will be disappointed to find her singing something like this. (Caesar, ASCAP)

PAT PATTON ORK

Flip Kitten 73
KING 4942—Ben Curtis is the vocalist in this latest ode to a teen-age "juke box baby." The Patton band gives a solid, groovy backing that will get the desired response from the youngsters. (Lola, BMI)

Blue Jean Hop 73
Patton and his boys (with Curtis again piping the vocal choruses) stir up plenty of excitement a la Bill

Haley on this side. Both are tops for teen-age juke locations. (Lola, BMI)

FRANK DEVOL ORK

Toy Tiger 73
CAPITOL 3457—Both sides are mainly aimed at the kiddie market altho this tune should grab off some new pop attention, since it is featured in the new movie, "Toy Tiger," sequel to "The Private War of Major Benson," which originally introduced the catchy novelty. Devol sings it with bright simplicity. (Northern, ASCAP)

The Three Fishermen 70
A triple-threat job by Devol on a folk song with small-fry appeal. Backing, vocal and tune-adaptation all by Devol. Platter should move in the kiddie market, if packaged. (Parade, BMI)

Hate Me Later 69
More gimmicky, uninhibited styling on a hip bit of froth. (Meridian, BMI)

BETTE ANNE STEELE

Naive 72
ABC-PARAMOUNT 9708—Miss Steele's wild, unusual sound is put to intense use on this torchy ballad. Could get some spins, but heavy retail action is less likely. (Tee Pee, ASCAP)

Hate Me Later 69
More gimmicky, uninhibited styling on a hip bit of froth. (Meridian, BMI)

EILEEN RODGERS
Miracle of Love 73
COLUMBIA 40708—This has to do with the birds and bees, and the thrush sings the pretty tune with pleasingly sweet tones. Very appropriate for the time of year and jocks may see it that way.

Unwanted Heart 68
Miss Rodgers is wracked with heartaches on this tearful sentiment. It's country type material and there may be plays in the rural markets.

THE LANCERS
The First Traveling Saleslady 73
CORAL 61665—A bouncy, well-written piece of material, from the RKO film of the same title, gets a bright reading by the vocal group. (Mills, ASCAP)

Free 71
The ballad, already doing okay via the Tommy Leonetti version on Capitol, is chanted well. (Valando, ASCAP)

TEDDY PHILLIPS ORK
Laughin' Teddy 73
REGIS 3189—Novelty with old-time flavor and laughing horns and honky-tonk piano. For deejays. (Johnston-Montel, BMI)

Where? 60
This side is a vocal, with the chanting by Dick Beavers. Doesn't come off. (Windy City, ASCAP)

ROLAND TRIO
Das Ist Musik 72
DECCA 29980—This is the original German version of the happy novelty cut in this country by Bill Hayes. Jocks may find programming use here, and it's a cinch for German neighborhoods. (Oxford, ASCAP)

CRAZY OTTO
Alabama Bound 70
That man is back! Catcny styling on the mangled piano, but no more surprises. (Shapiro-Bernstein, ASCAP)

THE NATURALS
Get Me to the Church on Time 73
M-G-M 12283—Times from "My Fair Lady" gets a bright, happy reading by the mixed group. Band's martial sound with the ringing of church bells makes the side an attention-getter. (Chappell, ASCAP)

Me 'n' You 'n' the Moon 70
From the film, "Pardners," comes this light romantic opus. The mixed group gives it some pleasant harmonizing, but competition looms from Alan Dale and Kay Brown slicings. (Famous, ASCAP)

CLAIRE HOGAN
Johnny's On a Journey 72
M-G-M 12280—The gal sings joyfully of those great letters she gets from Johnny. The job has a wartime feel, but dated or not, it gets a solidly belted rendition. Leroy Holmes crew adds. Jocks may like it. (Chappell, ASCAP)

Sunday in Savannah 68
Miss Hogan paints a pretty picture as she sings in light, smiling style of church doings down south. Appealing vocalizing is pleasantly backed with plunking banjo tones. (Pastor, BMI)

DANNY LAMEGO AND HIS JUMPIN' JACKS
Chickenfeed 71
ANDREA 101—A slow rocker with enough bluster and pile-driving rhythm to cover up any other shortcomings. The high school kids have a seemingly insatiable taste for these Bill Haley-inspired noise feasts; so, if exposed, fair-to-good sales can be expected. (All Star, BMI)

Hickory Dickory Rock 70
Souped-up one-note rock and roll which will puncture a lot of parental ear drums, but will sound great to a lot of teen-agers, nevertheless. (All Star, BMI)

(Continued on page 49)

THOUSANDS OF BRAND NEW 45 AND 78 RPM PHONOGRAPH RECORDS \$15.00 per 100 assorted \$145.00 per 1000 assorted. These records are not juke box cast offs. Every one is brand new. Major labels. Popular, Western, Rhythm & Blues, etc. Mail your order and check to AUTOMATIC MUSIC COMPANY 443 Second Street San Bernardino, California

LITTLE AL'S PRICES ARE THE LOWEST

No clubs to join, no deals to worry about. It's just good business to try us—you're sure to repeat.

OUT OF TOWN OPERATORS 3¢ over

We carry the largest varied record inventory in America. OUR SERVICE WILL PLEASE YOU Little Al's Records 2210 W. Lawrence Ave., Chicago 25, Ill. (All Phones) IRving 2-6115

1st RELEASE SKYROCKETING TO THE TOP DOUBLE TALK CHA-CHA b/w CUBAN RANGERS CHA-CHA-CHA HERB ZANE ORCHESTRA #15605

CARAVAN RECORDS Route 24, Paramus, N. J. Some territories still available for distributors.

GALE'S GREAT TELL ME WHY b/w

DON'T BE THAT WAY GALE STORM Dot 15471

DOT RECORDS

Gallatin, Tenn. Phone: 1600

SO. CALIFORNIA'S NEWEST AND MOST COMPLETE

ONE STOP

45's 60c 78's 65c E.P.'s \$1.05 L.P.'s 2.98

NORTY'S MUSIC CENTER 3775 W. Pico Blvd., L. A., Calif. Phone: RE 1-7258, 1-7258, 1-7258 OPEN 7 DAYS A WEEK



LONDON RECORDS

JAMES DEAN (THE GREATEST OF ALL)

MAIL ORDER RECORD CO. 106 CROMWELL DRIVE SAN ANTONIO, TEXAS

RECORD PRESSINGS

SONG CRAFT, INC. 1638 Broadway New York 19, N. Y.

RECORD PRESSING PLANT FOREMAN

BOX 61 The Billboard 1564 Broadway New York 36, N. Y.

Reviews of New Pop Records

Continued from page 48

MARY ANGEL (I'm Happy When I'm Single) A Weepee and a Walle's Song 71 AMERICAN 1006—This side is a thumper ballad, with a rocking beat show-casing Mary Angel's vocal. (Mills, ASCAP) The Way That I Want You... 63 A tender ballad charmed with taste. (Mills, ASCAP)

JERRY SOUTHERN I Won't Be Around Anymore 71 DECCA 29977—Miss Southern herself is one of the writers of this ballad. It's strictly for the fans. (Simons, BMI) What to Do... 68 Even the presence of the Jerry Fielding orchestra on this side cannot make the material interesting enough for a broad market. (Whitman, BMI)

FRANK VERNA Believe in Love 70 DECCA 29966—Pretty, familiar melody, with Paul Francis Webster lyric, is warbled sincerely in a manner mildly reminiscent of David Whitfield. (Robbins, ASCAP) Wish I Knew... 68 Verna fails to sell this well-wrought ballad very effectively, altho Latin rhythm injects some life into the side. (Valadeo, ASCAP)

BOB HOPE That Certain Feeling 70 VICTOR 6577—The oldie is the title tune in Hope's new flick, and making this available for deejay play may help promote the pic, but heavy sales are not likely. (Harms, ASCAP) Zing Went the Strings of My Heart... 69 Another standard used in the film. Bing has nothing to fear from Hope in the vocal department. (Harms, ASCAP)

JACQUELINE FRANCOIS The Portuguese Washerwoman (La Lavandiere Du Portugal) 69 COLUMBIA 4171—The French thrush chirps vivaciously in French on the ditty currently moving sales-wise as an instrumental by Joe (Fingers) Carr. Should get some spins. (Remick, ASCAP) One Nearer Knows (On Ne Sait Jamais)... 65 Another French-language side, with the canary singing personally on an appealing theme with bouncy cafe-styled backing. (France, BMI)

CYRIL STAPLETON ORK More, More and More 68 M-G-M 12279—The British maestro does a loath instrumental with strings and accordions in the spotlight. A happy choice for late night jocks. (Leeds, ASCAP) I Wish You Lots (Que Rest-Tu) 68 De Nos Amours... 68 Here's a slow, sultry rhythm mixed with an attractive melody which makes for ideal dancing fare. (Leeds, ASCAP)

SHANNON SISTERS Willingly 68 JB 1003—A smartly produced record, with the gals belting across a swingy rhythm ditty with charm and precision. (ASCAP) Yak-a-Tak... 68 The sisters sell on a bouncy rhythm tune with a good beat. (Douglas, ASCAP)

CATHY CRAWFORD Te Amo 68 CRYSTALLETTE 702—Sweet, clear thrumming on a lulling Latin-American tune. (Frannan, BMI) Oh, Funny Love... 67 Poignant piping by Miss Crawford on a solemnly-paced ballad with a bolero backing. (Frannan, BMI)

ANNA VALENTINO I Wasn't Foolin' 68 VITA 132—Apart from the singer's smooth delivery, this is an interesting adaptation of typically r.&b. material to a Latin beat. On both counts, it is an attention-getter. (Spark, BMI) How You Lied When I Cried... 66 The bluesy quality in Miss Valentino's voice again makes an impression, tho the same can not be said for her material. A talent to watch. (Spark, BMI)

JACKIE KELSO ORK Encore 67 VITA 123—This moderate jump tune makes a bright dance instrumental that can be recommended to juke box operators. Its beat is carefully modeled after Basie's. (Spark, BMI) The Sleeper... 64 Another groovy jump instrumental in similar vein. Delicious tidbits are the piano and tenor exchanges. (Spark, BMI)

CAE CALA I Find Them All in You 65 VANITY 534—Latin-flavored ballad gets a pleasant vocal by Cala. (Vanity, BMI) Down in Brazil... 65 Similar to the flip. (Vanity, BMI)

RICHARD LYNN Soaring 64 ENQUIRE 1117—As okay warbling job by Lynn and a group on an attractive ballad with a strong r.&b. beat. (St. Nicholas, ASCAP) White Gold... 64 Lynn sings sincerely on an exotic tune with interesting jungle-type backing. (Dot, BMI)

DON LANE The Cha-Cha of Love 64 FORTUNE 520—Apart from the vigorous cha cha cha rhythm in the backing, the material here is weak. Lane has a bland voice and style that does not stand up well under repeated hearing. (Triton, BMI) Ooh! Ooh! Those Eyes... 62 Backed again by the Don Juans, the singer sails pell-mell into another rhythm side, creating sound and fury a-plenty but little memorable music. (Triton, BMI)

DORVCE BROWN Bolter and Bolter 63 M-G-M 12282—Miss Brown offers a medium tempo piece of romantic material. Commercial appeal is doubtful. (Eisex, ASCAP) A New Tomorrow... 62 A bit of philosophy is expounded here, with unconvincing results. (Lester, ASCAP)

Reviews of New Polka Records

WILLIE, WILLARD AND WILBUR Clumsy Polka 65 DANA 3229—Amusing side, with commentary by the clumsy one, with painful punctuation by his dancing victims. Excellent country novelty, and there's a good polka going thru-out for the dancers. Blue Polka... 63 The accordion group turns in an unusually intriguing hybrid that could register with deejays in pop and country idiom. Tempo is fine for several dance styles.

GENE WISNIEWSKI ORK Hip, Hip Hurray Polka 63 DANA 3230—Addicts of the snappy, fully-orked Polish brand of polka will flip for this melodious original played by one of the top bands in the field. Great Discovery Polka... 61 A very classy tune for the polkateers, with a nod in the direction of the "Anvil Chorus." Like the flip, it's an instrumental.

GEORGIE COOK ORK Floor Dusters' Polka 68 DECCA 29916—This instrumental is a true "good time" polka, with banjo, accordion and organ. Happy, moderate tempo and fresh, crisp sound make for a good dance bet. (Coda, BMI) Buggy Whip Polka... 78 Another rousing instrumental, with a bit more march flavor. (Coda, BMI)

FRANZ SCHERVANN AND THE ALPINEERS Heavenly Polka 78 BOWERY 209—Appealing Swiss-German style polka has a predominant flavor of accordion and tuba. Danceable instrumental should do fine in German and Scandinavian sectors. Fifth Avenue Waltz... 78 Nostalgic oom-pah waltz is loaded with Old World flavor. Can do box business in almost any spot with lychenated American trade.

Reviews of New Spiritual Records

THE HAPPYLAND SINGERS Living for My Jesus 64 SPECIALTY 894—This outstanding group, also known as the "Original Five Blind Boys of Alabama" present one of their happy, shouting sides here. It builds to an exciting climax, with solid, pounding rhythm all the way. (Vesice, BMI) Swingin' on the Golden Gate... 79 This side is only slightly more restrained, but it, too, is happy and dynamic in its impact. Two fine commercial sides. (Vesice, BMI)

THE SOULS STIRRERS Jesus, Wash Away My Troubles 61 SPECIALTY 896—This lovely spiritual is quietly and effectively harmonized by these superbly blended voices. The lead particularly impresses with the skillful way he embraces the melody. Should be a very good seller in the spiritual market. (Vesice, BMI) Touch the Heavens of His Garment... 68 Here the lead relates a familiar New Testament story of healing thru faith, and then gives it a modern application. Very tastefully handled. Another outstanding side. (Vesice, BMI)

MACEO WOODS SINGERS Signs of the Judgment 68 VEE-JAY 191—Thru sound effects

and thro' frenzied, prophetic shouts, the lead gives dramatic warning of the approaching Judgment. The production is ambitious, but puts across its point. Something as unusual as this will attract considerable attention. (Martin & Morris, BMI) No Time to Lose... 74 The message of this side is similar to the reverse, but the musical treatment is quite different, for this features a quiet, meditative solo by the lead which is attractively lyric. Also appealing. (Martin & Morris, BMI)

BROTHER JOE MAY Grow Closer 77 SPECIALTY 895—The singer builds this inspiring material slowly, but with knowing effect to a forceful close. He is in good voice and will be much appreciated by his many fans. (Simmons-Akers, BMI) Vacation in Heaven... 75 Sister May has a very unusual theme on this side, and she gives it highly original treatment. Her voice ranges freely over several octaves, and hits some sensational high notes. This is a treat for connoisseurs of the spiritual. (BMI)

Reviews of New Childrens Records

MISS FRANCES Our Baby Parts 1 and 2 67 VICTOR WHY 40—The Ding Dong School marm has made this to order for the supermarket set. The 49-cent price, and the simple little story are made for the young frau with one pre-schooler at home and a new baby en route. Fill a big need for mama, and also for dealers who feel the shortage of suitable nursery-age disks.

CAMARATA Railroadin' Man 65 DISNEYLAND F 37—From Disney's "The Great Locomotive Chase" pic comes this snappy swingin' choo-choo rhythm tune. Male group handles the vocal in bright style with a big full ork sound in the backing. Kiddie market should give it strong support. (Disney, ASCAP) Sons of Old Aunt Dinah... 65 Another rollicking tune from the same pic features wild and woolly rebel yells as the Southerners tell how they licked the Yanks. Lots of blood and thunder antics here make it a colorful job. (Disney, ASCAP)

FOR SALE \$850 DEAGAN VIBRAHARP selling for \$425, with \$150 cases selling for \$75. S/Sgt. Howell, 3322 Squadron Scot AFB, Illinois

"THE BLUE ROOM" by BUDDY GRECO KAPP 146 KAPP

ABC-PARAMOUNT Graduation Day THE ROVER BOYS 9700

TRI-STATE'S LARGEST AND BEST EQUIPPED RECORD ONE STOP Serving Juke Box Operators Everywhere 45 RPM ... @ \$.60 78 RPM ... @ .65 Single EP's .. @ 1.00 Free Title Strips MAIL ORDERS SHIPPED SAME DAY LARGEST COLLECTION OF POPS—R&B—C&W UNDER ONE ROOF—ALL LABELS DEALERS! Let us carry your inventory—Send for our listing ALL BRANDS DISTRIBUTING CO. ATLantic 1-0238 1903 Fifth Ave., Pittsburgh 19, Pa.

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$12 payment (saves \$1 on single copy rates). [] payment enclosed [] bill me 870 Name Occupation or title Company Address City Zone State

• This Week's C&W Best Buys

WE'LL FIND A WAY (Cedarwood, BMI) ANY OLD TIME (Peer, BMI)—Webb Pierce—Decca 29974—After all of Pierce's many hits, it is still impressive to watch how a new release of his takes off. Almost all Southern markets received the record during the past week and indicated immediate sales in depth. Chicago, Cincinnati, Buffalo, St. Louis and New England also reported another solid seller in the making. Side preference was not yet clearly marked, altho "We'll Find a Way" seemed to have an early lead. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

C & W RECORDS

THE PRETENDERS

I've Got to Have You, Baby (Rama, BMI)—Rama 198 —The new group scores a solid impression on this initial outing. The tune has a contagious folkish melody in the "Honey Love" groove and the male lead goes all out on those high soprano tones. Side has the qualities for hitdom in current markets. Flip is "Possessive Love," a moving ballad. (Planetary, ASCAP)

THE CADETS

Stranded in the Jungle (Peer, BMI)—Modern 994—The Jayhawks are already moving fast on this red hot novelty item, but the Cadets have an equally impressive waxing. The material shapes up as a winner and this dishing should show well when the foot is counted. Flip is "I Want You," a bright rhythm job. (Modern, BMI)

• C & W Territorial Best Sellers

For survey week ending June 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. Heartbreak Hotel, E. Presley, Vic.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Little Rosa, R. Sovine-W. Pierce, Dec.
4. My Lips Are Sealed, J. Reeves, Vic.
5. All Mama's Children, C. Perkins, Sun
6. Searching, K. Wells, Dec

Charlotte

- 1. I Want You, I Need You, I Love You E. Presley, Vic.
3. Sweet Dreams, F. Young, Cap.
4. I Take the Chance J. E. & M. Brown, Vic.
5. Hoping That You're Hoping Louvin Brothers, Cap.
6. You and Me, R. Foley & K. Wells, Dec.
7. So Doggone Lonesome, J. Cash, Sun
8. Crazy Arms, R. Price, Col.

WEB RECORDS—55c

HOT RHYTHM "JITTERBUG" DANCE INSTRUMENTALS Receiving FAST PLAYS in boxes! FAST RETAILERS! ALL 45 RPM Singles—Times: 3:00 to 1:20 Each.

"Woodchoppers Ball" b/w "Runnin' Wild," 1057-5; "Twelfth St. Rag" b/w "Limehouse Blues," 1057-6; "Dancing Tambourine" b/w "Dizzy Fingers," 1061-3; "Dead I Do" b/w "Jazz Picnic," 1071-2.

VOCALS—ALSO FAST PLAYERS & SELLERS: Ray Rivers, "Handle My Love With Care" b/w "Will I Be the One?," 1058-4; "Jill," the Teenagers' Thrill, with Her First! "S.O.S." b/w "Live! Laugh! Love," 1062-4.

55c per record if 25 per record ordered. Or 40c per record if 25 assorted ordered. Remit with order TO NEAREST OFFICE, plus postage per carton of 25 of 25c for zones 1 & 2; 39c for zone 3; 45c for zone 4. If 100 ordered—14 cartons of 25 per 100 cartons add 63c for zones 1 & 2; 75c for zone 3; 95c, zone 4. 90-day return (unused) credits! Title Strips.

WEB DISTRIBUTING CO. MAIN OFFICE: 149 W. 48th St., N. Y. 24. Tel. JUdon 6-9029. BRANCH OFFICE: Waterloo, Ind. Tel. 2131. Also at Gulf Record Co., 1904 Leeland, Houston, Tex.

SEMI-FLEX 10" or 45 RECORDS PRESSED-15c-INCLUDING labels, carton sleeves, etc. Write for full particulars BEST PRESSING DEAL ANYWHERE ROYAL PLASTICS CORP. 1540 Brewster Ave., Cincinnati 7, Ohio

SCENERY Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment. Schell Scenic Studio 581 S. High Columbus, O.

WANT JAZZ TAPES Cash or Advance, Reliable, Independent Record Company, BOX A182 4740 Billboard, 4000 Sunset Blvd. Hollywood 38, Calif.

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Despite the complaint of "not enough action" from some of the attendees, the Country Music Disk Jockeys' Association's first annual country music carnival, held in Springfield, Mo., June 14-16, proved thoroughly enjoyable from a social angle, as such gatherings usually do. Attendance suffered somewhat due to the close proximity in dates to the recent Jimmie Rodgers celebration in Meridian, Miss. The limited time employed in promoting the event also didn't help. There were a few mistakes in planning, which first-time events always bring, but the CMDJA board should eliminate those errors before the association's new music carnival rolls around in 1957. There's no reason why the CMDJA country music carnival shouldn't grow in importance to the trade as the years progress. The association's board is nurturing an idea for next year's event which promises to bowl over the industry with its impact and originality when announced.

Too much credit cannot be extended to the executives of Crossroads TV Productions and Top Talent, Inc., Springfield, for their role as hosts at the three-day event just ended. They not only picked up the tab on operating costs at the big Friday night show, thus permitting the deejay association to replenish its treasury to the tune of some \$1,200, but they went all out in making things pleasant and entertaining for all those who attended the conclave. It is rumored that the "Ozark Jamboree" people are anxious to make the country music carnival an annual event for Springfield. If it fails to interest the CMDJA members in the idea, Crossroads TV Productions may decide to sponsor a similar event on its own.

Bud Brixey, assistant producer of "Ozark Jubilee," and Mary Lou Sanchez, writer with KYTV, Springfield, Mo., will be married in that city July 8. . . . Chuck Fortune and the Chuck Wagon Ramblers hold forth each Saturday and Sunday night at Huttonville Park, Huttonville, Ont. . . . Terry Parker begins a two-week engagement at the Brass Rail, London, Ont., July 2, with Dave Folks and His Melody Men. . . . Larry Harvey, Toronto singer, cut his first four sides for Decca in Nashville last week.

Roy Acuff and his unit, with Johnny and Jack, and Kitty Wells, are set for a July 2 stand at Lincoln Park, New Bedford, Mass. On the same bill will be Eddie Zack and His Dude Ranchers, with Tex and Bill, of WHIM, Providence. Same show will repeat July 3 at Lake Mishnock, West Greenwich, R. I.

Dub Allbritten, c.&w. a.&c. man for ABC-Paramount Records, with headquarters in (Continued on page 51)

• C&W Best Sellers in Stores

For survey week ending June 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 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.

Table with 3 columns: This Week, Last Week, Chart. Lists top 15 C&W records including Heartbreak Hotel, I Was the One, I Want You, I Need You, I Love You, My Baby Left Me, Blue Suede Shoes, Crazy Arms, I Walk the Line, I Take the Chance, I've Got Five Dollars, You're Still Mine, You and Me, Blackboard of My Heart, Hoping That You're Hoping, So Doggone Lonesome, I Don't Believe You've Met My Baby, You Are the One, Little Rosa, Yes, I Know Why.

• Most Played C&W in Juke Boxes

For survey week ending June 20

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

Table with 3 columns: This Week, Last Week, Chart. Lists top 15 C&W records in juke boxes including Heartbreak Hotel, I Was the One, I Want You, I Need You, I Love You, My Baby Left Me, Blue Suede Shoes, I Walk the Line, Get Rhythm, Yes, I Know Why, Crazy Arms, Boppin' the Blues, You and Me, I've Got Five Dollars, Little Rosa, Hold Everything, Blackboard of My Heart.

• Most Played C&W by Jockeys

For survey week ending June 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.

Table with 3 columns: This Week, Last Week, Chart. Lists top 15 C&W records by jockeys including Crazy Arms, I Take the Chance, I Walk the Line, Yes, I Know Why, You and Me, Heartbreak Hotel, Sweet Dreams, You Done Me Wrong, I Want You, I Need You, I Love You, Hoping That Your Hoping, Honky Tonk Man, Blackboard of My Heart, Blue Suede Shoes, Little Rosa, Twenty Feet of Muddy Water.

HAIR GOODS by America's Leading Authority M.I. GOLDSTEIN wigs · toupees · falls · chignons · braids Transformations CHICAGO HAIR GOODS COMPANY 428 S. WABASH AVE. CHICAGO 5, ILL.

Reviews of New C & W Records

GEORGE JONES
You Gotta Be My Baby
STARDAY 247—Jones warns his girl that if she's going to be his, she has to stop playing the field.

It's OK... 82
A rhythmic weeper that also finds the singer pouring out energy and strains to claim his message home.

GOLDIE HILL
I'm Beginning to Feel Mistrusted... 83
DECCA 2997—The lyric is on the melancholy side, but it is set to a fast rambunctious rhythm that swings it along like a breeze.

BUCK GRIFFIN
Waahin' the 7:10 Roll By... 82
M-G-M 12284—Griffin uncorks a wonderfully effective train-rhythm blues job.

CHARLINE ARTHUR
What About Tomorrow?... 78
VICTOR 6370—With some of the tastiest steel guitar and bass backing heard in quite a spell.

CARSON ROBINSON
Hand Me Down My Walkin' Case... 72
M-G-M 12266—Robinson's arrangement of this oldie is attractively original.

Unsurpassed in Quality at any Price
Genuine 8" x 10" Glossy Photos
5 1/2¢ each
Copy Made \$1.30
Postcards \$12 per 1,000

CLOWN COSTUMES AND ACCESSORIES
Circulars Free
DANCE & CLOWN COSTUMES
For all other occasions
Get in touch with THE COSTUMER

PHOTOS for PUBLICITY
QUALITY PHOTOS IN QUANTITY
100 8x10... \$ 7.99
1,000 Postcards 19.00
BLOWUPS
All other sizes, write for FREE sample & list 88

WHEN IN BOSTON
It's the HOTEL AVERY
Avery & Washington Sts.
Radio in Every Room
The Home of Slow Folk

two up. The singer is forceful, as always, but she is miscast here. (Nash BMI)

BILL BEACH
Peg Feet... 77
KING 4940—Beach joins the Parade with a personality warbling wrap-up of a boogie little ditty with strong teen-age appeal.

BILLY AND MARY REID
Get Down on Your Knees and Pray... 74
COLUMBIA 21529—Moving performance by Bill and Mary Reid on an emotion-packed theme.

BILL BOWEN
Don't Shoot Me, Baby... 76
METEOR 5013—The wife means business in this lightening spot.

BILLY WORTH
My Heart Says... 74
M-G-M 12286—Here's a rambunctious rhythm styling with some fervent singing by Worth.

RUSTY COLE
Big Blue Diamond... 73
EMERALD 2009—With sincere feeling, Cole warbles the weeper-olde with the effective she-done-me-wrong lyric.

CARSON ROBINSON
Hand Me Down My Walkin' Case... 72
M-G-M 12266—Robinson's arrangement of this oldie is attractively original.

JIMMY EDWARDS
I Said Goodbye to My Heart (When I Kissed Her Hello)... 71
INTRASTATE 35—Wistful warbling job on a melodic ballad with attractive lyrics.

RUD HOBBS
Last Dance Tonight... 70
M-G-M 12283—Hobbs expresses his emotions, doing that last turn around the dance floor.

DENVER DUKE AND JEFFREY NULL
Heart Made Out of Roses... 69
BLUE HEN 222—The duo harmonizes on some material a little bit heavy in its philosophy and poetic imagery.

BORRY LILE
Don't You Believe It... 64
SAGE AND SAND 222—The light, smooth way in which Lile styles this upbeat material ought to perk up the ears of both pop and c.w. buyers.

ANDY MORRIS
Drums of My Heart... 65
FIRE 103—A tearful plea to a runaway sweetheart to return.

GRIZ GREEN'S ARIZONANS
Be Happy... 63
LIBERTY BELL 9007—The Arizonans do a turn with a tune that's happy, exuberant and would likely make a great theme song for a radio show.

THE SUNLINERS AND THE KNOTTY FOUR
KNOTTY 5642—A rock and roll type tune. Side is routine. (BMI)

ANDY MORRIS
Drums of My Heart... 65
FIRE 103—A tearful plea to a runaway sweetheart to return.

FOLK TALENT & TUNES

Continued from page 50

Nashville, chauffeured Jim Denny, WSM talent chief and head of Cedarwood Music, to the recent deejay country music carnival in Springfield, Mo., with Denny putting on the moose act in the big seat to and fro. . . . Representing "Louisiana Hayride," Shreveport, at the country deejay frolic in Springfield was Tillman Franks, who put in a busy three days greeting his many friends. . . . Silver Sage Stylis, Western dance and show group featuring Charley Phillips, guitar and voice; Mel Mills, bass and vibes, and Hal Clampitt, console steel guitar, are currently on a holdover engagement in Casper, Wyo.

With the Jockeys

Bob Filant has switched from KSPR, CBS affiliate in Casper, Wyo., to a new music-news indie, Station KATL, in the same city. "We program 19 hours of music daily," type-writes Bob, "three and a half hours of which is country. Already it looks as tho we may have to extend the country. As a result of the change, I am not receiving the indie labels I used to receive. We are in need of lots of records; the more the better. All labels receive equal treatment at KATL. We are buying service from the majors. . . . Georgie Riddle, of WRHC, Jacksonville, Fla., had as recent guests Big Jim Hess (M-G-M) and Johnny Masters, of the Johnny Masters Family (Columbia). Big Jim, who has a popular show on WIVK, Knoxville, was in town to plug

his new waxing, as well as other tunes for Valley Publishers, Knoxville.

Shel Horton, WKMC, Roaring Spring, Pa., types: "Had an unusual happen ing recently. I opened my program as usual at 5:30 a.m. and at 5:45 made an appeal for funds for an 18-year-old high school lad who had been afflicted with a rare type of disease that the local medical centers were unable to cope with and who was expected to die. Two hours later I had \$695 pledged, and by Monday morning the fund had grown to \$2,180, with more still coming in. We sent the boy to Jefferson Hospital, Philadelphia, and reports say he may come thru okay. We are now getting set to hit the airwaves with 1,000 watts about May 30, doubling our present 500 watts. We went on the air last June."

As the result of a revamping of its Saturday schedule by KTCB, Malden, Mo., Cousin Mack Howerton will soon kick off a new five-hour seg of country music. Howerton, who helms the "RFD Jamboree" ovv. KTCB three hours each day, reports that service from the record companies has been good except from King, Mercury and M-G-M. . . . "We need records!" are the cries from the following jockeys: William Baker, WMIK, Middlesboro, Ky.; Don Knouse, WKBI, St. Marys, Pa.; Dick Reddick, WFBC, Altoona, Pa.; Glenn Reeves, WQIK, Jacksonville, Fla.; Don Masters, WHIL, Medford, Mass.; Chuck Harkins, KTHE, Thermopolis, Wyo., and Pie-Plant Pete, WIIII, Warren, O.

Biff Collie, who spins out "Collie's Corner" daily, 4:30-5:30 p.m., over KPRC, Houston, says his listeners are going for Wade Ray's recording of "Any Old Time." Collie is also heard daily from 12:30-2 p.m. . . . Harmie Smith has left KENT, Shreveport, La., due to that station's switch to popular recordings and is now broadcasting over KDET, Center, Tex. Smith relays word that Country Dale, KWRD, Henderson, Tex., is in need of wax.

Jack Boone, WCJU, Columbia, Miss., recently picked up an additional 30 minutes of broadcasting time and is now twirling two and a half hours of c.&w. and sacred music daily. Boone says he has been receiving good record service from the indies and some artists. . . . Bill Johnson, WQIK, Jacksonville, Fla., recently did a guest shot on "Mr. Deejay, U. S. A." show over WSM, Nashville, when he interviewed Red Sovine and Benny Martin.

Tex Ferguson, with WNEB-TV, Bay City, Mich., the past two years, recently kicked off a two-hour deejay show over WBCM, Bay City. Ferguson could use releases from all of the labels. . . . Walter Bailes,

of the Bailes Brothers, whose songs "Dust on the Bible" and "I Want to Be Loved" have been recorded by Kitty Wells and Johnny and Jack, is now a gospel disk jockey at WKXV, Knoxville. He's on the air daily for two and a half hours and is also featured with the Bailes Family a half hour a day over WKXV. He needs gospel and sacred recordings, both old and new.

Gospel deejay Bob Manning, KPMC, Bakerfield, Calif., is doing an hour show each Saturday afternoon and three hours of gospel and sacred recordings on Sunday. Manning infos that Red Butler and Don, also of KPMC, hold forth with the "Kern County Country Time" from 10-12, six nights a week. Cousin Ebb is the early-morning man at KMPG, with an hour and a half of hillbilly and country music programming.

Ace Ball, recently with KDAV, Lubbock, Tex., is now spinning 'em over KERB, Kermit, Tex. Ball writes that his c.&w. library is rather bare and that he would appreciate records from the indies and majors as well as the artists. Ball handles 13 hours of country stuff a week, besides doing a live show five days a week with his wife, Dorothy. . . . Ozark (Red) Murrell (Cavalier) now turntabling the disks over KVSM, San Mateo, Calif. He's also a feature on "California Hayride" TV show, San Francisco.

Red Butler, heard over KMPG, Bakersfield, Calif., 10-12 p.m., six nights a week, needs Bill Monroe, Flatt and Scruggs, Johnny and Jack, Ernest Tubbs and Red Foley recordings to keep pace with his listeners' requests.

A STREAMLINE PIANO SPECIAL!
Floyd Cramer's "TENNESSEE CENTRAL NO.9"
MGM-12242

SONNY JAMES
TWENTY FEET OF MUDDY WATER
ALL MIXED UP
Capital 2441
CENTRAL SONGS, INC.
6308 Sunset Blvd., Hollywood 28, Calif.

watch for it . . . it's cool!!
it's cool - daddy
coming soon . . .
the latest release of the
"Queen of the singing Cowgirls"
IT'S A FLAME RECORD

• This Week's R&B Best Buys

CANDY (Feist, ASCAP)—Big Maybelle—Savoy 1195—The songstress is making an impressive comeback on her first Savoy waxing. Within the past week it has achieved the rating of the nation's No. 15 best seller, and now is well established in almost all major markets. Pop sales also are good and coming up. Flip is "That's a Pretty Good Love" (Crossroads, BMI). A previous Billboard "Spotlight" pick.

STRANDED IN THE JUNGLE (Peer, BMI)—The Jayhawks—Flash 109—This is a novelty that has caught on quickly. Currently it is as hot as a pistol in both pop and r.&b. markets, and is bringing on a rash of covers. At this point, the Jayhawks still are leading the competition by a comfortable margin and stand to make the national listings first. Flip is "My Only Darling" (BMI).

MY PRAYER (Shapiro-Bernstein, ASCAP)—The Platters—Mercury 70893—See this week's pop "Best Buy" selections.

• Review Spotlight on . . .

SPIRITUAL

HIGHWAY Q C'S

He Lifted My Burdens (Conrad, BMI)
I Dreamed of Heaven (Conrad, BMI)—Veejay 195—Chalk up two commercially potent sides for this top-notch crew. On top is a touchingly expressed song of gratitude to the Lord. Lead singer is tops on this as well as the flip, where the tempo is picked up to a surging climax.

• R & B Territorial Best Sellers

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.

For survey week ending June 20

Atlanta

1. Treasure of Love, C. McPhatter, Atl.
2. Fever, L. W. John, Kng.
3. Roll Over, Beethoven, C. Berry, Chs.
3. I'm In Love Again, F. Domino, Imp.
5. Love, Love, Love, Clovers, Atl.
6. Long, Tall Sally, Little Richard, Spe.
7. It's Too Late, C. Willis, Atl.
8. Rip It Up, Little Richard, Spe.
9. Ruby Baby, Drifters, Atl.

Charlotte

1. Fever, L. W. John, Kng.
2. Roll Over, Beethoven, C. Berry, Chs.
3. Treasure of Love, C. McPhatter, Atl.
4. Please, Please, Please, J. Brown, Atl.
5. Ready Teddy, Little Richard, Spe.
6. Rock 'n' Roll Ruby, W. Smith, Sun.

7. Rip It Up, Little Richard, Spe.
8. I Want You to Be My Girl, Teen-Agers, Gee
9. I'm In Love Again, F. Domino, Imp.
10. Love, Love, Love, Clovers, Atl.

Chicago

1. I'm In Love Again, F. Domino, Imp.
2. Fever, L. W. John, Kng.
3. Heartbreak Hotel, E. Presley, Vic.
4. Candy, Big Maybelle, Sav.
5. Roll Over, Beethoven, C. Berry, Chs.
6. Why Do Fools Fall in Love?, Teen-Agers, Gee

Cincinnati

1. Candy, Big Maybelle, Sav.

Rhythm & Blues Notes

By **BILL SIMON**

One veteran tradester, who knows from experience, warns his fellow magnates in the r.&b. world that an epidemic of hassles is imminent. These would revolve around the dozens of vocal groups the field has spawned. Every label has several under contract, but he questions just how much these contracts are worth. Practically every group includes at least one minor (under 21), and some consist entirely of teen-agers. In many cases, the minors themselves have signed the contracts. In others, their parents have signed for them, but, says the tradester, he has learned the hard way that a parent is not a "legal" guardian unless appointed so by a court.

Another problem with the teen groups is the raiding of personnel. This happens easily because so many group singers are related. Some times four brothers may be found singing with four different groups. To the agencies, these under-age warblers offer a special head-

(Continued on page 53)

2. Hallelujah, I Love Her So, R. Charles, Atl.
3. In the Still of the Night, Satins, Her.
4. Up On the Mountain, Magnificents, VJ
5. 'Tain't Whatcha Say, Little Esther, Sav.

Detroit

1. Fever, L. W. John, Kng.
2. I'm In Love Again, F. Domino, Imp.
3. Heartbreak Hotel, E. Presley, Vic.
4. Pleadin' for Love, L. Birdsong, Exc.
5. Ruby Baby, Drifters, Atl.
6. Old Ship Zion, Rev. C. L. Franklin, Chs.
7. I Want You to Be My Baby, Teen-Agers, Gee

Los Angeles

1. Casual Look, Six Teens, Flp.
2. I'm In Love Again, F. Domino, Imp.
3. Fever, L. W. John, Kng.
4. Blue Suede Shoes, C. Perkins, Sun
5. Heartbreak Hotel, E. Presley, Vic.
6. My Blue Heaven, F. Domino, Imp.
7. Shirley Jean, Big Walter, Pea.
8. Girl in My Dreams, Chiquita, Mod.
9. Hallelujah, I Love Her So, R. Charles, Atl.

New Orleans

1. Treasure of Love, C. McPhatter, Atl.
2. Fever, L. W. John, Kng.
3. Hallelujah, I Love Her So, R. Charles, Atl.
4. I'm In Love Again, F. Domino, Imp.
5. Pleadin' for Love, L. Birdsong, Exc.
6. Corrine, Corrina, J. Turner, Atl.
7. What Would I Do Without You?, R. Charles, Atl.
8. Shirley Jean, Big Walter, Pea.
9. Long, Tall Sally, Little Richard, Spe.

New York

1. Treasure of Love, C. McPhatter, Atl.
2. My Blue Heaven, F. Domino, Imp.
3. I'm In Love Again, F. Domino, Imp.
4. I Want You, I Need You, I Love You, E. Presley, Vic.
5. Blue Suede Shoes, C. Perkins, Sun

Philadelphia

1. Hallelujah, I Love Her So, R. Charles, Atl.
2. I'm In Love Again, F. Domino, Imp.
3. I Want You to Be My Girl, Teen-Agers, Gee
4. Treasure of Love, C. McPhatter, Atl.
5. Headin' Home, S. Gunter, Mod.
6. Casual Look, Six Teens, Flp.
7. Roll Over, Beethoven, C. Berry, Chs.

St. Louis

1. Fever, L. W. John, Kng.
2. Forty Days and Forty Nights, M. Waters, Chs.
3. Roll Over, Beethoven, C. Berry, Chs.
4. I'm In Love Again, F. Domino, Imp.
5. I Want You to Be My Girl, Teen-Agers, Gee
6. Ready Teddy, Little Richard, Spe.

Washington, D. C.

1. I'm In Love Again, F. Domino, Imp.
2. Long, Tall Sally, Little Richard, Spe.
3. Fever, L. W. John, Kng.
4. Hallelujah, I Love Her So, R. Charles, Atl.
5. Love, Love, Love, Clovers, Atl.
6. Treasure of Love, C. McPhatter, Atl.
7. I Want You to Be My Girl, Teen-Agers, Gee
8. My Blue Heaven, F. Domino, Imp.
9. Corrine, Corrina, J. Turner, Atl.
10. Please, Please, Please, J. Brown, Fed

• R&B Best Sellers in Stores

For survey week ending June 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 on top.

This Week	Last Week	Weeks on Chart
1. I'M IN LOVE AGAIN (BMI)—F. Domino	1	11
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
2. FEVER (BMI)—Little Willie John	2	7
Letter From My Darling (BMI)—King 4935		
3. TREASURE OF LOVE (BMI)—C. McPhatter	4	6
When You're Sincere (BMI)—Atlantic 1092		
4. LONG, TALL SALLY (BMI)—Little Richard	3	13
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
5. HALLELUJAH, I LOVE HER SO (BMI)—R. Charles	6	3
WHAT WOULD I DO WITHOUT YOU? (BMI)—Atlantic 1096		
6. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers	5	9
I'm Not a Know-It-All (ASCAP)—Gee 1012		
7. ROLL OVER BEETHOVEN (BMI)—C. Berry	9	2
Drifting Heart (BMI)—Chess 1626		
8. HEARTBREAK HOTEL (BMI)—E. Presley	7	12
I Was the One (BMI)—Vic 20-6420		
8. CORRINE, CORRINA (BMI)—J. Turner	8	9
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
10. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	13	1
Why Do You Do Me? (BMI)—Federal 12258		
10. LOVE, LOVE, LOVE (BMI)—Clovers	15	2
Your Tender Lips (BMI)—Atlantic 1094		
12. RIP IT UP (BMI)—Little Richard		1
READY TEDDY (BMI)—Specialty 579		
13. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	14	3
My Baby Left Me (BMI)—Vic 20-6540		
14. BLUE SUEDE SHOES (BMI)—C. Perkins	10	16
Honey, Don't (BMI)—Sun 234		
14. CANDY —Big Maybelle		1
That's a Pretty Good Love (BMI)—Savoy 1195		

• Most Played R&B in Juke Boxes

For survey week ending June 20

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

This Week	Last Week	Weeks on Chart
1. I'M IN LOVE AGAIN (BMI)—F. Domino	1	9
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
2. FEVER (BMI)—Little Willie John	5	4
Letter From My Darling (BMI)—King 4935		
3. TREASURE OF LOVE (BMI)—C. McPhatter	6	4
When You're Sincere (BMI)—Atlantic 1092		
4. ROLL OVER BEETHOVEN (BMI)—C. Berry	2	3
Drifting Heart (BMI)—Chess 1626		
5. LONG, TALL SALLY (BMI)—Little Richard	7	12
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
6. CORRINE, CORRINA (BMI)—J. Turner	4	9
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
7. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	3	3
My Baby Left Me (BMI)—Vic 20-6540		
8. LITTLE GIRL OF MINE (BMI)—Cleftones	9	2
You're Driving Me Mad (BMI)—Gee 1011		
9. FORTY DAYS AND FORTY NIGHTS (BMI)—M. Waters		1
All Aboard (BMI)—Chess 1620		
10. HALLELUJAH, I LOVE HER SO (BMI)—R. Charles		1
What Would I Do Without You? (BMI)—Atlantic 1096		

• Most Played R&B by Jockeys

For survey week ending June 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. I'M IN LOVE AGAIN —F. Domino	1	11
Imperial 5386—BMI		
2. FEVER —Little Willie John	2	7
King 4935—BMI		
3. TREASURE OF LOVE —C. McPhatter	3	4
Atlantic 1092—BMI		
4. I WANT YOU TO BE MY GIRL —Teen-Agers	5	7
Gee 1012—BMI		
5. LONG, TALL SALLY —Little Richard	4	13
Specialty 572—BMI		
5. MY BLUE HEAVEN —F. Domino	7	9
Imperial 5386—ASCAP		
7. PLEASE, PLEASE, PLEASE —J. Brown	6	11
Federal 12258—BMI		
8. IVORY TOWER —O. Williams	14	12
De Luxe 6093—ASCAP		
9. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley		2
Vic 20-6540—BMI		
10. LOVE, LOVE, LOVE —Clovers	9	2
Atlantic 1094—BMI		
11. ROLL OVER BEETHOVEN —C. Berry	8	3
Chess 1626—BMI		
12. PLEASE LISTEN TO ME —S. Lewis		2
Imperial 5389—BMI		
13. MAGIC TOUCH —Platters		11
Mercury 70819—ASCAP		
14. SLIPPIN' AND SLIDIN' —Little Richard		11
Specialty 572—BMI		
15. CAN'T STAND TO SEE YOU GO —J. Reed	10	3
Vee Jay 186—BMI		

IT'S GREAT . . .

VEE-JAY #183

"UP ON THE MOUNTAIN"

with

THE MAGNIFICENTS

• This Week's Best Buys

UP ON THE MOUNTAIN (Tollie, BMI)—The Magnificents—V-J 183—Quietly this record has been moving up in various territories, and now is a chart threat. It has been on the Cincinnati territorial chart, and is now reported a very good seller in New York, New England, Philadelphia, Chicago, St. Louis, Durham and Pittsburgh. Flip is "Why Did She Go?" (Tollie, BMI).

VEE-JAY RECORDS, INC. 2129 S. Michigan Ave., Chicago
 Phone: CAIumet 5-6141

HITS A POPPIN'

"CANDY"

"PRETTY GOOD LOVE"
BIG MAYBELLE
 Savoy 1195

"TAIN'T WHATCHA SAY"

"YOU CAN BET YOUR LIFE"
LITTLE ESTHER
 Savoy 1193

"LOVE, BABY"

"AM I"
NAPPY BROWN
 Savoy 1196

"MOVIN' & GROOVIN'"

"CROSSROADS"
HAL SINGER
 Savoy 1194

SAVOY

RECORD CO., Inc.
 NEWARK, N. J.

BREAKING BIG IN NEW YORK, BOSTON AND PHILADELPHIA

THE PRETENDERS
 featuring
JIMMY JONES

I'VE GOT TO HAVE YOU BABY

b/w
POSSESSIVE LOVE
 Rama #198

RAMA RECORDS
 220 W. 42 St. N. Y. C.

HEADED FOR THE TOP
The Cadillacs

WOE IS ME
 b/w BETTY MY LOVE
 Josie #798

Jimmy Ricks and his Rickateers

SHE'S MINE—SHE'S FINE
 b/w THE UNBELIEVER
 Josie #794

Josie RECORD
 1650 Broadway, New York City

Reviews of New R & B Records

JACK DUPREE
Mail Order Woman 82
 KING 4938—Another of Jack Dupree's vignettes of the female of the species. He got this chick from Sears, Roebuck, and the telling is worth every laugh. Watch it. (Philadelphia, BMI)

Big Leg Emma's 77
 The law walked in before he got a

drink of gin, and it's a low-down shame. Jack Dupree chants this blues in his usual fine style. His fans will like it. (Jay & Cee, BMI)

THE VALENTINES
Twenty Minutes (Before the Hour) 79
 KAMA 201—Lead singer romanticizes persistently about the midnight hour of parting. Subject matter is close to the teen-age heart and the effective treatment is bound to win spins, also has pop potential. (Kalm, BMI)

I'll Never Let You Go 73
 Here's a slick swinger that kicks up plenty of excitement. Rhythm is of the pounding kind which could mean jubilation spins. (Kalm, BMI)

RICHARD BERRY
Angel of My Life 78
 RPM 463—Eschobarant warbling on a catchy theme with a powerful beat. Berry has made it big in the past and this could step out briskly. (Modern, BMI)

Yama Yama Pretty Mama 75
 Another spirited side by Berry on a bouncy novelty with an exciting beat. (Modern, BMI)

BURBER JOHNSON
My Lonely Heart 77
 KING 4939—A tender ballad, and Barber Johnson does it with fine diction, reminiscent of Cole. A harp gives a fancy-schmancy touch. Will have above-average appeal for pop customers, too. (Jay & Cee, BMI)

Have a Little Faith in Me 74
 Another of similar type—slow in tempo and very sentimental. Another tasty vocal. (Jay & Cee, BMI)

VOCALTONES
Darling (You Know I Love You) 76
 APOLLO 492—Good Latin beat sparks this spirited reading of some very ordinary material. (Bess, BMI)

Three Kinds of People 73
 "A thinker, a doer and a fool in love" are the three kinds. Fancy philosophical fol-de-rol is sung with touching sincerity by the group. Can do okay if it gets a strong push. (Bess, BMI)

MEMPHIS SLIM
Got to Find My Baby 76
 UNITED 201—Memphis Slim chants this blues with real feeling, and he's backed by an ork with a good funky sound. (Pamlee, BMI)

Blue and Lonesome 71
 A slow blues, done nicely by Slim—with a touch of church sound. (Pamlee, BMI)

TINY GRIMES
Tiny's Boogie 75
 UNITED 170—An instrumental with a boogie beat. A catchy, swing side that makes for good deejay programming. (Pamlee, BMI)

Blues Round-Up 75
 While essentially an instrumental, a chorus chants an occasional phrase to good effect here. The boys churn up considerable excitement working over the well-known blues phrases. (Pamlee, BMI)

EDDIE BO
Please Forgive Me 74
 APOLLO 496—Alternating Latin and rock beats give this side its only distinctive touches, altho Bo sings appealingly. (Bess, BMI)

I'll Be Satisfied 71
 This slower blues-type plaint has little to say, altho Bo says it well enough. (Bess, BMI)

THE NITCAPS
Bamboo Rock and Roll 74
 GROOVE 0158—The Nitcaps appear in a Far Eastern mood in this Oriental-flavored rock and roller. It's a commercial idea and there's enough happening to get jockey and juke box spins. (Sunbeam, BMI)

You May Not Know 68

"LIFE PROBLEM"
 Guitar Gable &
 The Musical Kings
 b/w

"CONGO MOMBO"
 Exelle 2082

"WONDERIN' AND GOIN'"
 Lightnin' Slim
 Exelle 2050

"RUN, UNCLE JOHN! RUN"
 Jerry McCain
 and the Upstarts
 Exelle 2081

WRITE WIRE PHONE

Nashboro Record Company, Inc.

177 3rd Ave., Nashville, Tenn.
 (Phone: Chapel 2-2215)

Shipments Also Made From
PLASTIC PRODUCTS
 Memphis, Tenn.

Rhythm & Blues Notes

Continued from page 52

aches. They can't work in clubs, or any other place where liquor is sold. Even if they could, most of their following is among teenagers, who don't spend. Fortunately, the package-concert business has continued to keep the best of the young groups working.

There's a strong rumor around to the effect that the Cadets, who are bidding to grab the action on "Stranded in the Jungle," are actually the Jacks. As the latter, they cut for RPM label, while the Cadets are on Modern. Both labels belong to the Bihari boys, so everything is kosher. Lloyd McGraw, who used to manage the Jacks, has a new group on Modern—the Rockets. McGraw picked up the boys in New York when they cut for several small labels as the Rhythm Aces, he restyled them, took 'em to California and signed his disk deal there.

The Original Five Blind Boys, the great spiritual group who once sang as the Jackson Harmonizers, have left Peacock and are now record-

The group shows a pleasing harmony sound on this side in a traditional style, akin to the old Ink Spots. No fireworks going off, but the listening is easy to take. (Scope, BMI)

THE ROCKERS
Down in the Bottom 73
 FEDERAL 12273—The Rockers do a routine blues competently. (Arno, BMI)

Why Don't You Believe? 73
 She treats him wrong. The Rockers wall out this blues adequately. (Arno, BMI)

DR. CLAYTON
Hold That Train, Conductor 73
 GROOVE 5006—A slow blues chanted with great heart by the Doctor. *Lovers of oldtime*, flavo-some blues will get a boot out of this re-issue. (Wahash, ASCAP)

Honey Stealin' Blues 72
 Another authentic old style blues. Piano and trombone accompaniment is very attractive. (Melrose, ASCAP)

BRAD SUGGS
Bop, Baby, Bop 72
 METEOR 5034—This baby's boppin' and rock and rollin'. Suggs sets the hand-clapping mood in happy, rhythmic style. Terpers could reap coin chutes active on this. (Meteor, BMI)

Charcoal Suit 72
 He's got a black Cadillac and a charcoal suit, which add up to a ball. Suggs swings on this up-beat opus for another potential juke entry. (Meteor, BMI)

REBECCA LEA
The Devil Hates You 72
 GROOVE 0157—Rebecca Lea chants this blues with an interesting vocal quality. Chick has a high-pitched intense style, which carries excitement. (Lynd, BMI)

Willie 71
 A change of pace on this side. She apologizes for "putting him down." Interesting material for deejays. (Lynd, BMI)

BILLY FORD
Old Age 71
 UNITED 167—"Make haste while you're young!" he tells the girls. It's a blues, done adequately. (Pamlee, BMI)

Confessing 69
 Instrumental—original by Ford. Of passing interest.

THE TEARS
Until the Day I Die 78
 DIG 112—This one has a strong beat and the gal lead vocalizes in the style that calls for many notes per spoken word and hiccup-type phrasing. Some jocks may spin it. (Dig, BMI)

Nothing But Love 67
 Gal lead with this male group handles this tribute to her guy attractively. A rhythmic opus with enough pop ingredients to have appeal in both markets. (Dig, BMI)

BILLY MANN
Last Angel 66
 DIG 111—Mann grinds out the romantic ballad in slow and slower tones. Heavenly overtones creep in; this may have appeal in some circles. (Dig, BMI)

Find Yourself Another Guy 62
 Here's a warning expressed in sorrowful "it's all over now" style. This backing keeps the job from being convincing. (Dig, BMI)

ing for Vee-Jay. The deal was set by their manager, Lucky Hollins. Last week the Boys signed an exclusive booking pact with Shaw Artists. . . . Savoy Records bounded back in the charts last week with Big Maybelle Smith's tremen-

dous disk of "Candy." For the diskery and for the thrush, it's the first smash in some months. This week Savoy is jumpin' with rehearsals, with Maybelle, Little Esther and Wilbur Harrison all readying dates.

HEADING FOR THE TOP!
CHERRY BLOSSOM
 VARETTA DILLARD
 G/4G-0152

NEW ON GROOVE!
THE DEVIL HATES YOU
 b/w
 WILLIE
 REBECCA LEE
 G/4G-0157

YOU MAY NOT KNOW
 b/w
 BAMBOO ROCK 'N' ROLL
 THE NITE CAPS
 G/4G-0158

HOLD THAT TRAIN, CONDUCTOR
 b/w
 STRANGE FEELING BLUES
 DR. CLAYTON
 G/4G-50006

GROOVE
 A PRODUCT OF RADIO CORPORATION OF AMERICA
 MADE IN U.S.A.

A SMASH!
THE SPIDERS
SHE'S A-1 IN MY HEART
 #5393

Imperial Records
 4425 Hollywood Blvd. Hollywood 28, Calif.

HEADED FOR THE TOP
Della Reese
HEADIN' HOME
 b/w DAYBREAK SERENADE
 Jubilee #5247

The Four Tones
DANCING WITH TEARS IN MY EYES
 b/w FAR AWAY PLACES
 Jubilee #5245

JUBILEE RECORDS
 1650 Broadway New York City

Breaking Big!
IT'S TOO LATE
 and
KANSAS CITY WOMAN
 CHUCK WILLIS
 Atlantic 1098

ATLANTIC RECORDING CORP.
 157 West 57 St., N.Y.C.

BREAKING BIG!
PLEASE LOVE A FOOL
 b/w OOP BOOPY OOP

DOM JULIAN'S MEADOWLARKS #394

CRY SOME BABY
ROY MILTON #398

DOOTONE RECORDS
 1714 SOUTH STANLEY, NEW YORK, N.Y.

THE BIG HITS ARE ON CHESS-CHECKER

BOBBY CHARLES
 of "See You Later, Alligator"
 Fame, does it again with . . .

CHESS #1628

"TIME WILL TELL"



CHESS #1627
"KNOCK ON WOOD"
 b/w
"GOT TO LET YOU GO"
 By Willie Mabon

CHESS #1626
"Roll Over, Beethoven"
 By Chuck Berry

CHESS #843
"See You Soon, Baboon"
 By Dale Hawkins

CHESS #841
"TOLLIN' BELLS"
 b/w
"IT'S YOUR FAULT, BABY"
 By Lowell Fulson

CHESS-CHECKER RECORDS
 4750 S. COTTAGE GROVE AVE. CHICAGO 15, ILL.
 Phone: KENwood 8-4342

DUKE RECORDS
 2809 Erastus St. Houston 26, Texas

The "SCREAMING"

Bobby Blue BLAND
 With Another SURE HIT (Both Sides)

"YOU'VE GOT BAD INTENTIONS"
 b/w "I CAN'T PUT YOU DOWN, BABY"
 Duke #153

• • •

Sung with feeling

"WAY UP ON HIGH"
 b/w "TROUBLES WILL BE OVER"
 featuring
THE GREAT DIXIE HUMMINGBIRDS
 on Peacock #1763

• • •

THE PEACOCK ROCK 'N' ROLLER
"ROCK AND ROLL BELLS"
 LOUIS JONES #1663

Hitting in Chicago and Northern Territories

PEACOCK RECORDS, Inc.
 2809 Erastus St. Houston 26, Tex.

BUSINESS PROSPECTS

Summer, Fall Months To Match or Top 1955

• Continued from page 1

population was merely so much statistics to the outdoor operators, but by now the soaring number of youngsters has aged into customers and opened up a bigger potential for operators.

The sale of kiddie rides has been brisk. Kiddielands continue to go up. Fairs give added attention to kids' day, tacking on promotions designed to build that feature. Some fairs are adding more kids' days. Carnivals are going stronger for giveaways, hyping their kiddie matinees with an increasing number of bike, pony and miniature auto giveaways.

Amusement parks have upped the number of their kiddie rides. Circuses, particularly the indoor, sponsored shows, have felt the impact of the soaring number of small fry. The touring circuses also have noted the larger number of youngsters who turn out to see them under canvas.

Public Eye

The touring circus has been going thru trying times with the nation's public prints speculating over the ultimate fate of the big tops. Circuses, however, come rugged and die hard. Their success now more than ever before hinges largely upon the capability of management.

There are as many touring circuses as there were last year. Their prospects for the months ahead are about as good as they were at the same point last year. If anything,

there will be more money-winners at the season's end than there were in 1955.

Carnivals, now trading water awaiting the opening of the fairs and celebration season, face glowing prospects. Fairs look into an equally bright future. Expectations are that carnival rides will turn in higher grosses than last year, carnival shows will hold to about the same levels, and concessionaires will do slightly better than 1955. Inasmuch as 1955 was an extremely good year for rides, satisfactory for shows and fairly good for concessionaires it is understandable why carnival owners are pleased over what they see ahead.

Amusement park operators already have had an average of four weeks of operation. When they were given weather, they experienced business least as good as last year. In the eyes of amusement park ops, the weeks ahead will be even better than the corresponding weeks last year.

Echoing observations by owners-operators and executives in other branches of the business, park operators cite high employment, mounting population, and the confidence of Joe and the missus that the economy will continue high and that Joe and his wife therefore will spend more freely than last year for outdoor amusements.

INTO 17 STATES

130-Date Schedule Set for Kochman Unit

NEW YORK — About 130 dates, one-third of which will involve day-and-night shows, have been set for Jack Kochman's Hell Drivers. The season opens Wednesday (28) at the Lancaster, O., Fair.

The dates, all fairs with only a couple of exceptions, will take the automobile 'hull unit into Illinois, Michigan, Pennsylvania, Indiana, Missouri, New York, Connecticut,

Vermont, Massachusetts, New Jersey, Maryland, Virginia, Delaware, North and South Carolina, Georgia and Alabama, a total of 17 States. The season will extend to the end of October.

Kochman and his general manager, Bob Conto, left their Paterson, N. J., headquarters this week for Indianapolis, where the all-new show equipment had been stored and lettered with the show title and slogans.

Three-Tone Autos

The equipment, furnished by the Dodge Division of the Chrysler Corporation, is three-toned with yellow bodies, white tops and a chocolate band which includes the hood. The Dodge ad agency designed the lettering layout and colors.

An expanded publicity kit, developed last year, has been revised and sent to all contracted dates. Show advance personnel will follow up initial fair selling efforts (Continued on page 74)

Holiday Toy Sale New Gotham Arena Occupant

NEW YORK—A retail toy sale will be offered in the Madison Square Garden basement this winter for the first time. Promoters are World-Wide Expositions Corporation, a two-year-old outfit of local businessmen.

World-Wide has used the Garden's below-ground exposition floor on three previous occasions, for successful furniture sales. For the toy event they have charted 217 booths, averaging 10 feet wide by 10 feet deep. There will be a half-dozen aisles running from 10 to 12 feet in width.

Dates of the event, expected to be the first of an annual series of Toy and Gift Sales, are December 5-22.

Special set-ups for toy and gift sales have been taking hold in recent years during the winter holiday season. Considerable success was enjoyed in 1955 at beachside resort areas in Connecticut, and

Massachusetts, where arcade and park people used their premises for discount toy outlets. With a multi-million-dollar business in toys being experienced in New York, the promoters feel Madison Square Garden can be built up synonymously with toys and gifts, as has been the case with New York department stores.

12 Kiddie Rides To Operate at St. Louis Jub

ST. LOUIS—The World's Fair Kiddieland of this city has closed to operate 12 kiddie rides at the month-long Mid-America Jubilee to be held on the St. Louis river front in September.

Harry Blue, manager of World's Fair Kiddieland, disclosed after signing with Alfred Stern, Jubilee managing director, that his ride line-up will include a Merry-Go-Round, one large and one small Ferris Wheel, two miniature railroads, an Octopus, Scooter, Boat Ride, Hot Rod, Comet and Airplane Ride. All of the units, Blue said, will be repainted to conform to the Jubilee's color and decorative plans.

Combination ride tickets will be sold prior to the Jubilee's opening thru promotional tie-ups with St. Louis area food, soft drink, and dairy companies, Blue said.

Inclemency Slows Hagen at Madison

MADISON, Wis.—This circus-hop city failed to produce full houses for Hagen Bros.' Circus Tuesday (19). Taking the blame was the broadcast of heavy storm warnings and hot, humid weather.

The show did, however, win two three-quarter houses with Sertoma auspices.

At Janesville, the day before, Hagen had a near-full afternoon and a full house at night. Roman Catholic Church was the auspices. Elephants ballyed downtown at noon.

PLAN FRONTIER VILLAGE, GHOST TOWN IN B. C.

KELOWNA, B. C.—William Baddley, veteran Canadian showman, has turned promoter and is heading a group that is seeking incorporation of "Ghost Town and Frontier Village, Inc.," an amusement center similar to Knotts Berry Farm in California. The planned center will be located on a 250-acre site overlooking the city of Kelowna, which is built on highway 97 which leads from the U. S. border and joins the Alaska Highway.

Many of the buildings will be moved bodily from the ancient ghost towns which still stand in B. C., relics of the gold rush days. Baddley has been preparing for this venture for many years and has 40 trunks filled with articles collected from towns along the Cariboo trail to the Yukon.

Three lakes on the property are stocked with trout, each lake having different sized fish so the fishing enthusiasts can have their choice. At the present time roads are being cut thru the property and

blacktopped. The opening is scheduled for 1958, the year of British Columbia's Centennial.

Baddley has operated shows in British Columbia and the prairie provinces for 47 years, all carnivals, with the exception of Baddley Bros., three-ring circus in 1939, on which venture he says "I lost my shirt," recalling "it rained from the opening day till the circus was forced to close in the middle of the season."

Rain Hits St. Vital; Red River Debuts

WINNIPEG, Man.—The weatherman put a crimp in Greater Winnipeg Exhibition which closed a six-day run Saturday (23) in suburban St. Vital. Heavy rain Tuesday washed out the night rodeo, produced by Cliff Claggett, and the weather was showery and threatening all day Saturday. The Claggett show, in every night, did fairly good business during the remainder of the week. Business was reported light for Jimmie Sullivan's World's Finest Shows on the midway.

Saturday (23) at 1 p.m., the Red River Exhibition kicked off its eight-day run in Winnipeg proper with the Royal American Shows on the midway. The Harry James orchestra is the major attraction in the Winnipeg Arena.

The Sullivan and Royal American swapped dates this year. Last year RAS played the St. Vital date and Sullivan the Winnipeg fair.

Preliminary Action Taken On Los Angeles Auditorium

LOS ANGELES — Immediate steps were taken to get the \$50,000,000 civic auditorium and music center under way here when the Board of Supervisors here unanimously approved the project Tuesday (19).

The following day the projected non-profit corporation that will have charge of the financing and constructing of the center was formed. It is the Civic Auditorium and Music Center Association of Los Angeles County and will be referred to as CAMCALAC.

Announcement of the name was made by Mrs. Norman Chandler, general chairman, and Charles S. Jones, chairman of the executive committee of the Citizens Civic Auditorium and Music Center Advisory Committee, originally named

by the supervisors last August. The committee will continue in existence.

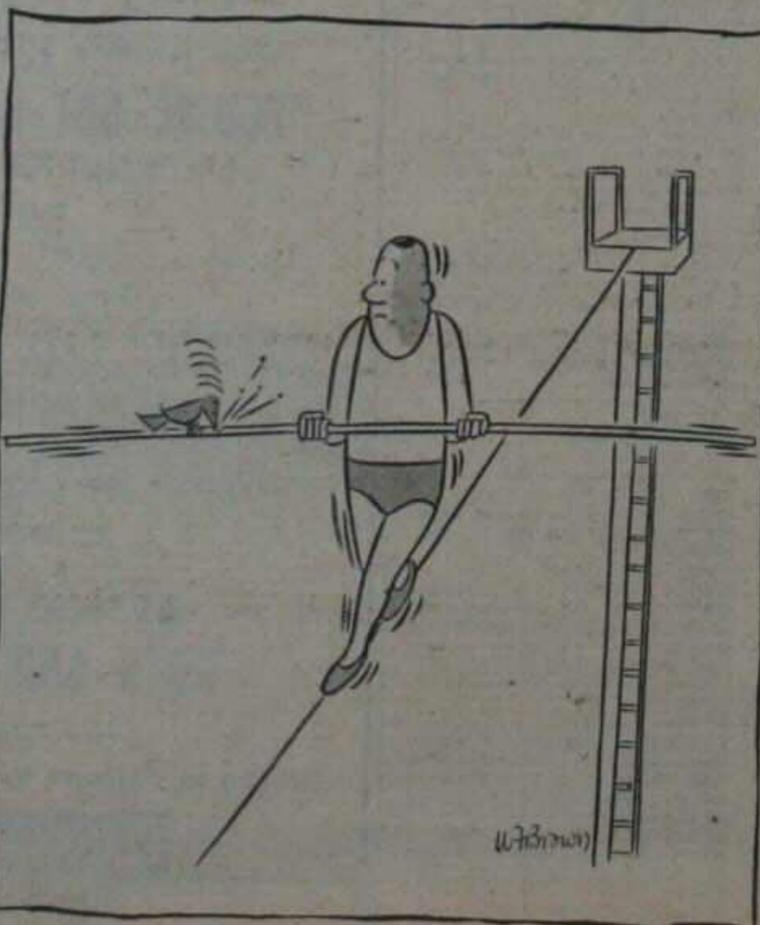
At the meeting when the Board of Supervisors approved the project, attention was given by the officials on the speeding up of moves for acquiring the property and (Continued on page 74)

Talent Show To Open New Texas Arena

LUBBOCK, Tex.—A large variety show, with Jane Powell heading the cast, will open Lubbock's new Coliseum here on July 3.

The Wier Brothers, Gil Lamb, Paul Nabors and his orchestra and the Sportsmen quartet will also be on the bill. The Coliseum will seat 7,508 persons on regular occasions, with facilities to expand to 8,700. It is a companion to the new Lubbock Auditorium, managed by David Blackburn.

Ticket prices for the opening performance range from \$4.40 to \$12.00.



Mexico's Biggest Show Enters U. S.

EL PASO, Tex.—The Atayde Circus, biggest in Mexico, crossed into the United States recently in order to by-pass impassable territory in Mexico and reach Juarez.

Albert Spiller, seal trainer, who is with the show, assisted in the border work and in leading the convoy along the 280-mile jump. Show moved 40 trucks and trailers, three buses, eight house trailers and a Greyhound bus.

The show is owned by Andre and Aurilio Atayde.



The Yuma (Ariz.) County Fairs ranks among those fairs which have shown the fastest and soundest growth in recent years. Within four years, under the full-time management of Frank M. Deason, the 120-acre plant, shown above as it now looks, has undergone vast improvements and the fair's attendance has grown and the fair's assets have soared.

RAPID, SOLID RISE IN ARIZONA

Yuma Annual, Under Frank Deason, Comes Long Way Within Four Years

ONE Saturday night during the second annual Yuma County Fair, at Yuma, Ariz., in April, 1954, a portion of the exposition's staff sat up and took notice when a long, black snake slithered thru the door and behind some packing boxes against the wall of an old grain house that was being used as an office.

That this incident, which came to a quick end when a snake show operator came and took the snake away, would be repeated today is highly problematical. For the Yuma County Fair has come a long way in four years. This year, also in April, the fair was operated by its first full-time manager, Frank M. Deason.

Erects Buildings

Under the direction of Deason, a tall, quiet spoken Texan, the fair now has its own exhibit and poultry buildings, concrete block rest rooms, and a plan for a horse racing schedule in November following the Arizona State Fair.

The year that the snake crawled thru the door of the grain house, this was the only structure on the

grounds other than the rest rooms. The grain house was, of course, temporary, as was the fair staff. The house had holes in the sides so that rods could be inserted to



FRANK M. DEASON

keep the walls from spreading under the load. And the tin roof extended only three-quarters of the way. Fortunately, there was no rain, for the earthen floor would have mired up.

Assets Climb

Improvements during the four years of organization, the office has been moved into part of the 70x240-foot steel-trussed aluminum exhibit structure. Money-wise, the fair lists \$109,000 in assets with an estimated \$20,000 to have been added from the 1956 run earlier this year.

The fair, located on Highway 80 just east of Yuma and across from the Yuma Air Force Base, comprises 120 acres with nine acres fenced. The unused space is being held for the time when the racing program is started.

The attendance at the fair has moved up along with its building. Altho there are an estimated 30,000 people in the trade area, the 1956 event pulled a total attendance—by actual count—of 45,000.

Prior to this year, the attendance had been estimated.

The fair has featured the Pan American Amusement Corporation rides with its representatives—Ken

(Continued on page 61)

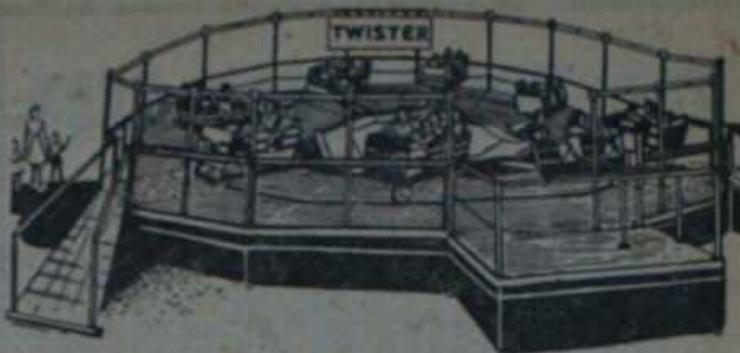
SATISFIED OWNERS RECOMMEND BIG ELI WHEELS

Pleasureland Amusement Co., Pocatello, Idaho, received their BIG ELI WHEEL in April. Manager Theo Saden wrote: "The BIG ELI Wheel arrived eleventh, four of us erected it in six hours. Everything went together in fine shape and the Wheel really looks wonderful. Thank you for prompt, fine service."

R & S Amusement Co., Birmingham, Alabama, installed a 1956, No. 16 BIG ELI WHEEL in Fair Park. Ride Supt. Jim Glaze wrote: "We have not had the least bit of trouble with our new No. 16 Wheel and I know it is the biggest improvement that could have been made in our Park. I have heard many people comment on it."

You, too, can own a money-getting BIG ELI WHEEL. Join hundreds of satisfied users of lifetime BIG ELI's. Ask for information including PRICE LIST A-70 TODAY.

ELI BRIDGE COMPANY
Builders of Reliable Rides since 1900
800 Case Avenue, Jacksonville, Ill.



"I'm glad we bought a Twister"

That's what Carl J. Sedmayr, owner of Royal American Shows, says about his new Twister. Writing to Allan Herschell regarding his Twister's performance at the 1956 Florida State Fair at Tampa, Mr. Sedmayr adds:

"I feel confident that it will wind up the season as one of our top money rides. The repeat rides were big which proves the customers enjoyed the thrill. . . . Whoever purchases one will be more than pleased with its operation and earning power."

Mr. Sedmayr said the Twister was one of his top rides at Tampa, beating every major single ride except one.



Throughout the 1955 season, the story was the same. The Twister did well everywhere. Order one now for the 1956 season. This year's model will have fluorescent cresting around outside of ride.

- MERRY-CO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • 18-CAR CAT • RECORD PLAYERS • MERRY-CO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.

ALLAN HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"
104 OLIVER ST. PHONE: LUDLOW 4300
NORTH TONAWANDA, NEW YORK

TUBS-O-FUN RIDE

48-passenger, kiddie-adult ride. Your biggest value in rides today. We carry these rides in stock and crated for immediate shipment. Can ship same day order is received. Only \$2,750.00.

STAGE COACHES

For mechanical or live pony drawn operation. Cast aluminum bodies with all the details of the finest stages of the Old West. Mechanical—\$2,750.00; pony drawn, \$1,595.00.

HAMPTON AMUSEMENT CO.

PORTAGE DES SIOUX, MO. (Phone: Skyline 3-2381)

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL OF FOLDED TICKETS

CASH WITH ORDER PRICES --- 10M \$15.00 - ADDITIONAL 10M'S SAME ORDER, \$2.00
Above prices for any wording. Each change of wording and color add \$4.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

GROSS OVER **\$100.00** PER HOUR WITH

"THE HEBELER"
"THE FINEST COTTON CANDY MACHINES ON EARTH"

—is precise, silent and so free from vibration as a fine watch—

3 Models 3 prices
Junior \$295.00
Standard ... 375.00
Senior 475.00

Write for complete literature.

THE HEBELER SHOPS
P. O. Box 491 Sarasota, Fla.
Phones: Bilingual 3-7991-4-2775-7-1955

5 POPULAR. PROFITABLE. PREFERRED

MINIATURE TRAINS

For Parks and Kiddielands — Capacities 14 Children to 240 Adults!

Write for FREE details

MINIATURE TRAIN CO. Rensselaer 1, Indiana

The ROUND-UP



Ride Men, Take Note....

Floyd Gooding says of his Round-Up: "We are very much pleased with the ride. It is flashy and enjoys good patronage."

FOR FULL INFORMATION CALL

FRANK HRUBETZ & CO. 2880 South 25th Street
Salem, Oregon
Phone 3-7417

TICKETS

SPECIAL PRINTED ROLL TICKETS 10,000 \$12.95
OR FOLDED MACHINE TICKETS 100,000 \$39.50

Subject to Change Without Notice

RESERVED SEAT COUPON TICKETS
GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES

STOCK TICKETS FOR IMMEDIATE SHIPMENT

WRITE FOR SAMPLES AND PRICES

New York Office—1564 Broadway, Palace Theatre Bldg.
Plaza 7-1426 (Shamokin—Phone: 8-6803)

NATIONAL TICKET CO.
SHAMOKIN, PA.

WORLD'S FASTEST THRILL RIDE



THE SPINAROO

Sensational new adult ride requiring space 30x42, eight tubes have a total capacity of 48, requires only one man to operate. This large, elaborate portable ride suitable for either park or carnival operation. Write today for complete information.

KING AMUSEMENT CO. Mt. Clemens
Michigan

The TLT-A-WHIRL Ride

Standard Equipment Features for 1956

★ FLUORESCENT LIGHTING

★ Fiberglass Car Tops
★ Enclosed Reduction Gears
★ Steel Fence Rails



P. O. Box 304
Phone: 4-4362

SELLNER MFG. CO.

Faribault,
Minnesota

TRAILERS ON FLAT CARS

Piggyback Combination Seen For Railways, Show Business

By TOM PARKINSON

IT ISN'T likely to be long before some show gets together with a railroad to create a new way of transporting circuses, carnivals, ice shows and nearly any other kind of entertainment outfit. The method will use piggyback railroad cars and show-owned semi-trailers.

That this sort of combination should come off is a natural progression—the next step after wagon, railroad and motorized shows. It's logical for the shows and it's another potent opportunity in the railroads' efforts to recapture business that was lost to highways. More than 5,000 show trailers could become involved.

34 Use Trailer Flats

Piggyback is the system by which standard semi-trailers are rolled up on special railroad flat cars. They are hauled quickly and surely to distant destinations at special rates that make the set-up attractive to not only the railroad but also to truckers and shippers. More than 34 major railroads

now are active with piggyback freight moves. The idea has caught their fancy like Diesels and streamliners. While the railroads are experimenting and expanding this service, shows have their best opportunity to enter the picture, observers believe.

No Equipment Changes

There are several points to be noted at the outset.

One is that piggyback doesn't mean shows would go out and buy railroad cars. The rail lines would supply the cars as needed.

Another point is that the shows still would be motorized. The idea doesn't involve any expenditure or switch-over in preparation. Any truck show could be piggybacked tomorrow so far as equipment is concerned.

Cost is the third point. There are several ways the rails use to calculate piggyback rates. But the ones that count are those based on the theory that it is cheaper to haul a trailer great distances by rail than to tow it overland. Every

motor showman knows, too, that the twin problems of driver shortages and damage or loss of trucks in accidents makes truck touring of a sometimes questionable economy.

Reaches Show Towns

Piggyback service is spreading thru the nation now just as rail service itself did a century ago. More equipment is being built. More cities and towns are being added to the hundreds already on piggyback routes. More railroads are entering the field.

Today the set-up that originally was available only between such major cities as New York, Cleveland and Chicago, is a daily operation in the Roanokes, Evansvilles, Eau Claires, Council Bluffs and Fremos. It has reached a point where enough cities are served to make it interesting to showmen.

More Stops Added

Policies vary from railroad to railroad. In some cases, expansion takes in more big cities or allows for interchanging loaded piggyback cars with connecting railroads. In other cases, more and more medium-sized towns are being equipped and scheduled for piggyback freight.

That means they are supplied with tariffs and other necessary paper-work, but also that they are equipped with ramps for loading and unloading. Ramps usually are permanent; portable "runs" are rare.

Piggyback cars are loaded one at a time. Trailers simply are backed onto the flat cars and guyed down. There is no equivalent of pull-up and pull-over units. Nor can one trailer be rolled over a string of flats until the truck on the previous trailer is disconnected and driven off.

Flat cars in piggyback service vary from 40 to 75 feet in length. Some haul one, some carry two trailers. Each has a device to which the trailer's fifth wheel is attached. This holds the trailer level and helps to hold it firmly on the flat. Most railroads now have additional tie-down equipment which does not require special fixtures on the trailers.

Rails Furnish Trailers

Most of the railroads offering piggyback service to routine customers are supplying the trailers as well as the railroad cars. Thus the Burlington Railroad picks up freight in a Burlington trailer and this is loaded on a Burlington flat car.

The freight rates in most cases are intended to compete with those of over-the-road truckers. Whether they charge a flat fee per trailer or figure some other special way, the result is almost certain to be less than the standard freight rate for the same commodity.

Some railroads accept trailers from regular truck lines, and charge at so much per trailer. This is described as common carrier traffic at truck-competitive rates.

A third type of service is that by which privately owned trailers are carried by the railroad. This arrangement is the least used, but the one most likely to be applied to shows. In one of the current examples of this type, the Armour packing company ships meats in its own trailers on flat cars of the Texas & Pacific Railroad.

There are other variations, particularly one in which trailers are used to carry less-than-carload lots, but they are not likely to be adapted to show use.

Piggyback show moves are en-
(Continued on page 77)

Piggyback Operations

PIGGYBACK operations by 34 railroads are detailed here. The table shows what types of equipment are used, where it is offered, what railroads each co-operates with and what rate plan is in use.

In some cases the cities named as terminals are the only ones on the line equipped for piggyback, but in many instances numerous additional cities also could be added to the list. Certain ones are named here to illustrate what area the railroad serves with piggyback. The same is true of interchange agreements with other railroads. Locations of interchanges and other details are changing and expanding daily.

Information is adapted from that prepared by the Association of American Railroads.

BALTIMORE & OHIO

Service—RR's trailer-loads at truck-competitive rates.

Cars—85 53-foot flats, including some on order.

Terminals—Baltimore, Philadelphia, Washington, Pittsburgh, Cincinnati, Indianapolis, Chicago, St. Louis, Louisville, Wheeling, Toledo, Youngstown, Cleveland and others comprising 88 city-to-city services.

Interchange—At Chicago with the North Western.

BURLINGTON

Service—Per-trailer fee for trailers of its subsidiary truck line; also hauling of common-carrier truck lines at per-trailer rates. Truck-competitive rates on rail-billed trailers at certain points.

Cars—180 45-foot flats; 10 75-foot flats.

Terminals—Truck-competitive rates between Chicago and Omaha, Denver, St. Paul or Kansas City and Kansas City-St. Louis. Service to almost all major cities on the road.

Interchange—Being planned with Great Northern and Northern Pacific for Minnesota and Dakotas, with B&O, Pennsylvania, Lackawanna and Nickel Plate at Chicago, and with roads at Kansas City for the Southwest.

CANADIAN NATIONAL

Service—RR's trailer-loads at truck-competitive prices.

Cars—22 52½-foot flats.

Terminals—Montreal, London, Toronto, Hamilton.

CANADIAN PACIFIC

Rates—Less-than-carload freight at rail rates in RR's trailers in Eastern Canada; common carrier freight of subsidiary truck company in Western Canada.

Cars—15 46-foot flats in the East; 55 flats of 41 and 46-foot lengths in the West.

Terminals—Montreal, Toronto, Hamilton and London; numerous points between Winnipeg and Vancouver.

CHICAGO & EASTERN ILLINOIS

Rates—RR's trailer-loads at truck-competitive rates.

Cars—91 42-foot flat cars.

Terminals—Chicago, St. Louis, Evansville.

Interchange—At St. Louis with MKT; at Chicago with North Western.

CHICAGO GREAT WESTERN

Service—Trailers of common-carrier truckers at per-trailer fee. Truck-competitive rates.

Cars—155 53-foot flats.

Terminals—Chicago, St. Paul, Kansas City, Des Moines, others.

(Continued on page 78)



King Arthur's Castle is gaudily colored and sports gay pennants and a costumed attendant complete with spear. Kids climb up ladder inside the castle, and exit is down sliding pond over the moat. In the background is Wonderland's large food installation which can feed up to 10,000 people daily.

SURE-FIRE WINNER!

Yonkers Kid Village Has What It Takes

A sure winner, based on opening business, is Wonderland, the new kiddie village in Yonkers, N. Y. In addition to interesting structures of exaggerated style designed to appeal to youngsters, the spot has the advantage of one of the nation's richest locations. It is the closest location to New York City for a type of park which has become increasingly popular in recent years.

Jack in the Beanstalk, Noah's Ark, King Arthur's Castle, and other children's lore elements are masterfully executed at the park, situated at Cross-Country Center, the \$30,000,000 shopping area which has been open now for two seasons. Wonderland takes up six acres, some four of which are for paved parking and part of the remainder is occupied by a de luxe refreshment eatery. It features glassed walls, patio for some 50 umbrellaed tables, another 50 tables indoors, and a cuisine which serves a full range of soda fountain and delicatessen items.

Fish Tanks in Whale

Wonderland's attractions contain several which are bound to stimulate similar offerings in the East. A standout is the 30-foot whale. This piece, one of those built for the park by Tracy Parade and Display Company, is a caricature with gaping mouth, upraised tail, and inside walls lined with aquarium tanks. Set in a pool of water, its access is by wooden walkway over which patrons go in order to enter the mouth. Atop the body is a nozzle sending a continuous spout of water cascading onto the whale's back. From behind gills two machines send streams of bubbles floating skyward. Each bulbous, plastic eye contains a balloon eyeball which bounces around within the eye as it crosses an air jet. Over-all color is blue, with orange polka dots.

Admission price of 25 cents for all ages has worked out satisfactorily. On Decoration Day, when weather was overcast with scattered showers, the park did better than 7,000 attendance. Publicity has been self-generating, since there is no comparable amusement place in the city or anywhere else in New York or Westchester County, and the sprawling center's

patrons have been watching Wonderland's construction progress over the months. For some time, until Decoration Day, there was no admission price charged, as the operators felt they had not advanced far enough to exact a fee from interested spectators.

Likewise fascinating from the animation angle is the rendition of Jack's Giant, towering some 15 feet and smilingly holding a harp. Alongside the statue is a conception of a beanstalk flower. When a coin is deposited (pennies, for now) a hydraulic arrangement shoots the beanstalk some 35 feet into the air and back to its nesting place. It telescopes like an automobile antenna.

Defend the Alamo

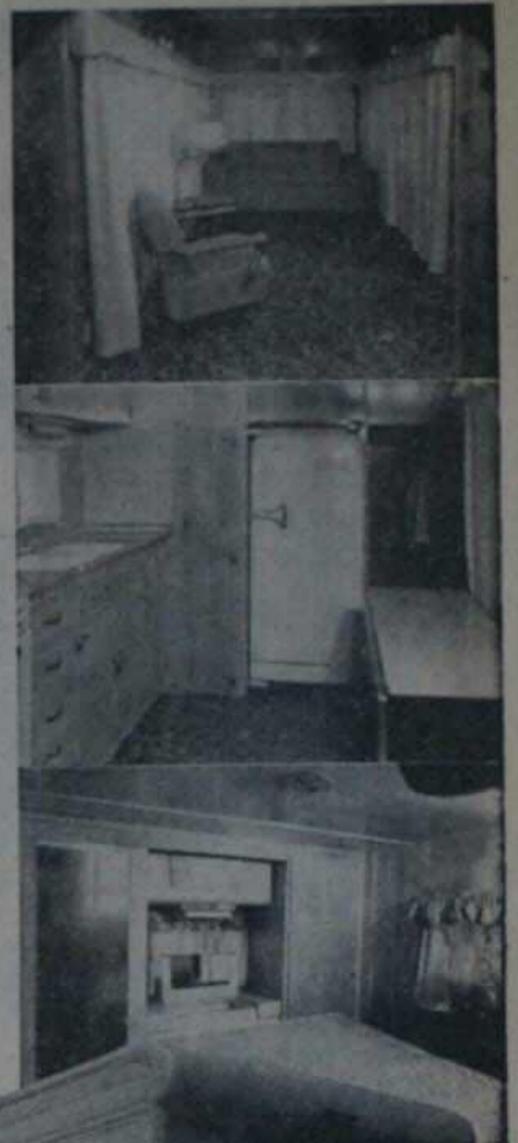
Revenue also comes from the Alamo. Kids can ascend to the ramparts and fire authentic-looking cannons from the walls. Also a penny device, this produces a loud report by the puncture of adding machine tape. Inside the Alamo the walls are lined with novelty concession stands. The building itself has Indian and tepee figures
(Continued on page 58)

A new concept in
comfort, convenience
and livability!

Stewart

TWO-STORY MOBILE HOMES

Just one glance at this practical, modern mobile home and you'll be convinced it's the finest mobile home for your money anywhere. Three spacious bedrooms, complete bath downstairs, half-bath upstairs in the 40' and 45' models, gleaming and efficient kitchen with full-size Kelvinator refrigerator, and a living room area to accommodate the largest family are waiting for you in these great new Stewarts.



Stewart two-story models are available in 35', 40', and 45' lengths.

Choose also from 8 lengths in conventional models... 34', 38', 40', 42', 45'.

STEWART COACH INDUSTRIES, INC.
DEPT. BB • BRISTOL, INDIANA

Your American Red Cross Is Always There After Disaster Strikes



Now!

TINKERTOWN'S GAY 90's TROLLEY RIDE



SAYS: JOHN VICTOR of Westwood California: "The sensational response, by young and old alike, to the Tinkertown Trolley Ride has been phenomenal. It's been a terrific money maker for me."

See Why This Ride Is the Best Buy in the Outdoor Amusement Field Today!

Complete with
Car—Track—Power Supply
READY TO GO

ONLY \$795⁰⁰

RUSH TODAY COMPLETE INFORMATION
TINKERTOWN COMPANY

6039 W. 76th Street
Los Angeles 45, Calif.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

ARROWFLITE FREEWAY AUTO RIDE

COMPARE WITH OTHER RIDES

1. All wheels run on own roadway —no train type track.
2. Safe low voltage—24 volts.
3. Quality fibre glass bodies.
4. Heavy chrome trim throughout.
5. Operating lights and horns.
6. Heavy duty chassis with chrome spring steel bumpers.
7. Ball bearing wheels with 12"x3" rubber tires.



**STREAMLINER
TRAINS**
Adult
Capacity

**AUTO RIDES
BOAT RIDES
ARROW PLANE RIDES
DARK CARS and TRACK
MODERN DRIVE UNITS
for OLD CARROUSELS
STERN WHEEL RIVER BOATS**



The Original All-Steel
MERRY-GO-ROUND
Adult & Kiddie Size

Arrow equipment can be used for permanent or portable amusements. Custom design and manufacture. Send today for our complete catalogue.

ARROW DEVELOPMENT CO.

243 Moffett Blvd.
Mountain View, California

Associated in Building of Special Rides for Disneyland



Noah's Ark has quaint renditions of animals protruding from the boat windows. Patrons walk up a ramp over the miniature pool, and view monkey cages inside the boat. Park's final landscaping and once-over will result in grassed lawns and schools of goldfish in the ponds. Kangaroo in foreground has a pouch used as waste basket. A flock of ducks squats next to the pool.

SURE-FIRE WINNER!

Yonkers Kid Village Has What It Takes

Continued from page 57

outside, and has a realistic bombed-out appearance.

Certain to find favor in outdoor endeavors are the unique waste basket and lighting fixtures. The skets are worked into comic wooden figures which dot the walkways. One basket is the open drum of a drum major, another is the pouch of a kangaroo, and a third is the open tom-tom of an Indian. Hanging from light poles are renditions of fireflies some two feet in length and gaily colored. A fluorescent tube protrudes from the rear of each, to light the park.

Other structures include a novel post office which sells souvenir cards shaped like the various park attractions, Noah's Ark, set in a pool and containing monkey cages, and King Arthur's Castle. The last has access over a moat, and kiddies leave by riding a sliding pond over the water. There is also a modest zoo on the grounds, and a fully-equipped playground featuring green, Fiberglas roofing. This is being offered as a nursery where shoppers can drop kids off for an hourly fee, and take a trackless train to the main store buildings.

A feature which President-Manager Irwin Rothenberg particularly likes is the uniformed attendants of Wonderland, hired on a daily basis. On busy days the place will likely need from seven to 10 workers. The various structures have attendants costumed in such a way as to harmonize with the attractions. For instance, there is a lad in a French sailor-type suit at the whale, a Davy Crockett at the Alamo, knight with full cape, head covering and long stockings at the castle, and so on.

Wonderland's balloon concession unit makes a startling appearance. It is a life-sized cutout of a cartoon clown, mobile on large tired wheels. Mounted behind the figure are the air or gas tanks, with the nozzle coming out thru the clown's mouth. Attendant places the balloon to the mouth and appearance is that of the clown inflating the balloon. Mobility allows the unit to be wheeled quickly to any spot around the park or restaurant.

Licensing being what it is in Westchester, there are no units present which can be classed as mechanical rides, and the beanstalk and Alamo cannons are so styled that it would take a severe stretch of the imagination to term

them Arcade pieces. There never were two more lavish or expensive coin gadgets, the operators maintain. In fact, cost sticks out all over Wonderland. Its restaurant has a broad, flagstone patio. The park is metal storm-fenced, and metal fencing borders the paved pathways.

Wonderland, as befits its appearance and location, was bid for prior to its complete construction. More than one offer has been made for the place, cost of which runs well into six figures. There is no intention of selling what looks like a good thing, however, Rothenberg points out. The kiddie village, in combination with its large eatery, will produce a gross business that will grow in conjunction with the shopping center's revenue. Still more money will accrue from the birthday party plan to be instituted shortly. While parties can be easily catered to at present, the intention is to put up a suitable structure for the purpose.

Associated with Rothenberg is George Piantadosi, vice-president. R. S. Krinsky Associates of Yonkers designed the installation. There is a percentage worked into Wonderland's arrangement with Cross-County Center.



Novel wastebasket is one of the many at Wonderland, Yonkers, N. Y. This one has as its receptacle the open tom-tom of an Indian brave. Other containers are the pouch of a kangaroo and the drum of a drum major. All are of exaggerated design calculated to appeal to kiddies.

"NATIONAL" RIDES ACCLAIMED FOR REPEAT BUSINESS

Rides built by National over 40 years ago are still in operation and considered too good to replace.

National Is Famous for...

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trail (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Requires Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars

NATIONAL AMUSEMENT DEVICE CO.

BOX 488, YAF Phone MEIrose 2646 DAYTON 7, OHIO

TURN TO THESE RIDES FOR 1956

- ADULT FERRIS WHEEL
- ADULT CHAIRPLANE
- KIDDIE SPACE PLANE
- TRAILER-MOUNTED AUTO RIDE
- ATOMIC JET FIGHTER
- SPEED BOAT RIDE
- KIDDIE CHAIRPLANE

WRITE FOR CATALOG

SMITH AND SMITH, INC.
SPRINGVILLE, BRIS CO., NEW YORK

PRETZEL—THE ORIGINAL DARK RIDE



- Pretzel Rides—Park or Portable
- New Dark Ride Rotating Cars
- Whirlo Ride
- Circus Ride
- Toonerville Trolley
- Jeep Ride

PRETZEL AMUSEMENT RIDE CO.

Bridgeton, N. J.



Curly Mane Cast Aluminum HORSES

and patterns for Major and Kiddie Carousels. 4 \$54 styles & sizes and up. Our newest Building Plans. 37 Money making Concessions. \$10 Electric Chair, \$5 Buzz Saw Illusion, \$5. Big catalog free. 33-pcs. Kid Ride, \$1,400. BRILL, Box 873, Peoria, Illinois.

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co.

SHAMOKIN, PA. DEPT. B

100,000	\$37.50
10,000	\$11.85
20,000	14.70
50,000	23.25

Send Cash With Order. Stock Tickets—\$28.00 per 100,000

NEW! KIDDIE RIDES

- * Merry-Go-Rounds
- * Choo Choo Ride
- * Speed Boat Ride
- * Kiddie Auto Ride
- * Rocket Ride
- * Pony Cart Ride
- * Army Tank Ride
- * Miniature Trains
- * Roller Coasters

SHOOTING GALLERIES
KING AMUSEMENT CO.
Mt. Clemens, Mich.

MAKE \$48.00 DAILY

Complete investment only \$245. A Whirlies-Go-Round rides 4 adults or youngsters a full 5 minutes for only a dime—that's \$48.00 daily or \$4.80 hourly. Operate anywhere at Parks, Carnivals, Celebrations, Yea! On empty lots anywhere. Ride is self-propelled. All steel construction, red and yellow, 18 1/2 ft. diameter, 41 ft. circumference. The season's sensation. Very low left for '56. All brand new. Only \$245 for 4 passenger ride or \$450 for 8 passenger ride. The 8 passenger doubles the above income. Rush \$15 deposit, balance collect plus freight. 8"x10" glossy Photos \$1, refundable upon purchase.

R. F. BURNS COMPANY

743 Luzerne St. Johnstown, Pa.



The New GARBRICK WHEEL

All-steel construction, stands an impressive 42 feet high with 12 seats. Easily portable, three hours' set-up time. All parts interchangeable with our original 36-foot 10-seat wheel. Raising loading platform, one lever control, folding seats. Powered by Ford Industrial Motor, mounted on 60003 tires. Also manufacturers of trailer-mounted Kiddie Fire Truck Ride and other Major Rides. Financing can be arranged for reliable people.

GARBRICK ENGINEERING
LEWIS H. & LEWIS A. GARBRICK
Centre Hall, Penna.
Phone: 8Mpire 6-1433

TRUCK TRAILER RIDES

- Ferris Wheel
- Merry-Go-Round
- Whisp, Swing

- Boat, Jet, 2 Horse Merry-Go-Round

COIN RIDES

KIDDIE PARK RIDES

- Boat, Whisp
- 7 Engine Locomotive

WELD BUILT BODY CO., INC.
5903 PRESTON COURT, BROOKLYN 34, N. Y.

- * MERRY-GO-ROUND 3 stories—children & adults
 - * ROLLER COASTER
 - * WATER BOAT RIDE
 - * WHIRL-A-ROUND
 - * FERRIS WHEEL
 - * LOCOMOTIVE TRAIN
 - * ROCKY FIGHTER
 - * 5-IN-ONE RIDE
 - * JET AIRPLANE
 - * CHAIR-O-PLANE
 - * ELEPHANT RIDE
 - * TAIL RIDE
 - * BUCKY-PONY RIDE
- All rides complete, including fences, electric signs, ready to operate. Terms arranged. 11000 st. - 11000 st. - 11000 st.

STANDARD KIDDIE RIDES MANUFACTURING CO.
201 E. Broadway, Long Beach, Calif., N. Y.
Phone: General 2-7261, 9463

Herb Dotten

They'll Go Out to Sell

THIS is the year when fairs and carnivals can be counted upon to do a more intensive selling job on their attractions than ever before. In the case of fairs, greater concentration of effort will be put into selling the night grandstand shows. Such a shift is dictated by the declining grosses for such shows in recent years.

Bill Masterson, manager of the Wisconsin State Fair, Milwaukee, last year tried to offset the sagging night receipts by putting up a theater-type marquee in front of the main grandstand entrance. That wasn't enough, so Bill this year is aiming his advertising and publicity fire upon the night show.



OLSON

Bert Powell, press chief for the Canadian National Exhibition, Toronto, last year tried something new. He introduced endorsements by Toronto's top newsmen and radio commentators to fire interest in the big show. Bert used the utterances of newsmen on radio, using transcriptions. And, in newspapers, he used the endorsements of radio men. He figured that thus he would capitalize on the strength of the top men in both mediums and do a stronger selling job. Moreover, he calculated, the endorsements would prove more effective than the usual exhibition copy because of the standing of the radio and newsmen. To obtain the endorsements, Bert offered nominal payments to the radio and news men but he made it clear that they could say or write anything they choose. Inasmuch as the CNE show was outstanding, the result was laudatory expressions. And they sold! So much so that Bert is repeating the endorsement advertisements this year.

Top Book in Carnival Field

George A. Hamid Sr., the veteran New York booker, had tried to sell fair men on the idea that the job of selling the night revues properly was the function of the fairs. Some of the fairs GAC-Hamid, Inc., serves didn't agree. And, partly as a result of this—and the fact that some of the GAC-Hamid shows play grandstands on percentage—the booking office recently closed with a New York public-relations agency to head up the job.

In the carnival field Paul Olson, manager and co-owner of the Olson Shows, has recognized that fairs are entitled to good publicity material. The press book, prepared by the show's press agent, Virgil Pierson, has just been released—and it stands as the best book of its kind put out by a carnival.

Always alert for new ways to build business, the Royal American Shows, thru its able press agent, Frank Morrissey, misses few bets. The Royal American Shows has taken a cue from the smashing success, Clyde Byrd, manager of the Arkansas Livestock Show at Little Rock, scored the past two years with "Dancing Waters." The Royal is supplying Byrd with the necessary material to repeat his success this year with "Watercade," the featured revue on the Royal American.

Byrd, it will be recalled, achieved phenomenal results with "Dancing Waters." The first year the show, then with the Royal, played Little Rock, Byrd was credited with whipping up interest in the water unit to such an extent that it registered a whopping gross of more than \$11,000. Last year he did even better, building a \$13,687 take for the water show's six days on the midway... a remarkably large gross for Little Rock.

Thought for Ride-Makers

Byrd turned the trick by mailing out many thousands of multi-colored envelope stuffers to customers of Arkansas banks, gas, electric and water companies, and other outlets with large mailing lists, inserting the mailing pieces in the regular mailings of those companies and institutions.

This year, the Royal is providing Byrd with 100,000 eye-catching mailing pieces that pack powerful selling force. These pieces carry excerpts from rave notices by New York City newspapers to Lottie Mayer's Disappearing Water Ballet—the feature of Watercade. And, Byrd should build a thumping gross for that show, too.

Oddly, most carnivals fail to put much selling effort behind their rides. To be sure, many have photos of such devices, but few shows fail to capitalize on the appeal of their rides. Yet, rides, like shows, can well be the subject of interesting news stories or the basis for equally interesting treatment by radio and TV commentators.

Perhaps the American Recreation Equipment Association—the trade group for ride manufacturers—might see fit to undertake the worthwhile project of having research done on the colorful background of some of the major standard rides and on the mounting number of kiddie rides. Too, the AREA might consider the preparation of interesting news releases which could help not only carnivals, but amusement parks and Kiddielands as well.

AMERICA'S QUALITY FIREWORKS

FIREWORKS FOR ALL OCCASIONS

Best prices, best quality of Fireworks and Service, for your Celebration, Park, Fair or Drive-in Theater. Established in 1922. Write for free catalog.

VITALE FIREWORKS MFG. CO., INC.

P. O. Box 3 Phone Oliver 4-9841 New Castle, Pa.



You, too, can sell from the Sky...



Only KYTOON in-the-Sky DISPLAYS

- bring prospects in from miles around right to your door.
- tie-in with your National Advertising.
- pre-sell the buyer on his way to your showrooms.
- reach buyers concentrated right in your trade area.
- can be flown at low cost, when and where you need to focus sales action.

FLY-IT-YOURSELF KYTOON-KIT

K8000 KYTOON, a HELIUM inflated captive blimp, soars up to 200 feet above location. Inflation and mooring equipment comes with KIT. Size inflated: 10 1/2 feet long; 51 inch diameter; 80 cubic feet HELIUM capacity.

Complete with your Trade Name, hand lettered on two six feet long detachable side panels; with your Sales Slogan, on one side of the 7' x 6' x 9' display banner, and with an instruction folder showing 9 easy to follow Photo-Steps, for assembly and operation.

For Free Kytoon Brochure Write, Wire or Phone
Tel.: Trowbridge 6-1400



DEWEY AND ALMY
CHEMICAL COMPANY
DIVISION OF W. R. GRACE & CO.
Cambridge 40, Massachusetts



EXTRA! EXTRA! SEE THE NEW
VALUE LEADER
UNDERWOOD "Leader"



America's Favorite Portable Typewriter Priced at **Only \$72.50** PLUS TAX
CARRYING CASE INCLUDED

The smoothest operating portable you've ever tried! And, think of it! A standard keyboard plus arithmetic signal! Truly, a sensational value!

DESIGNED FOR THE WHOLE FAMILY
 Perfect for Dad's business, Mom's, Mother's, child, even teacher's homework!

Underwood Corporation
 One Park Avenue
 New York 16, N. Y.

ARENAS & AUDITORIUMS

El Paso County Creating New Fair Around Coliseum

By TOM PARKINSON

IN MANY cases, State and county fairs have expanded their operations to include an auditorium or arena. At El Paso, Tex., C. W. Swan, general manager of the El Paso County Coliseum, is starting with the building to create a fair.

More than 30 years ago there was a farmers' fair in El Paso, but nothing like it has been tried since. For the past 19 years, a kids' rodeo has been produced in the Coliseum; however, that is being discontinued because of the withdrawal of a sponsoring organization.

To fill the resulting blank in booking for Labor Day, Swan drew on his earlier experience and came up with the idea for a fair. He believes that the same sort of event could be adapted to many other buildings, particularly those in localities without fairs.

EXHIBITS WILL BE in the Coliseum itself. The general superintendent has built 50 portable booths, which they plan to keep for future events, too.

The booths will be used by Red Cross, Scouts and many other groups. Working thru the county extension agents and home economics agents, Swan has set up strong participation by the 4-H Clubs and Future Farmers. Vocational teachers in the county schools also are taking part in setting up a youth department.

While El Paso will place displays of poultry, rabbits, pigeons, ponies, antique autos and a hobby show in an adjacent building. Swan points out that if such a building were not available these could be located in the Coliseum, too. Box seat space would be used for an additional 40 booth spaces.

THERE IS NO LIVESTOCK exhibit in this because it would conflict with the Southwestern Livestock Show and Rodeo, a February event. Proximity of Mexico gives El Paso the opportunity for including a section of international displays.

There will be entertainment at the El Paso Fair. Swan tells that there will be a 25-cent gate. In the Coliseum nightly will be a talent contest, a stage show, dancing and the appearance of the air force's WAF Band.

Of course, the Coliseum parking lot will be included in the outdoor space incorporated into the fair plans. There Swan will have a midway with a dozen rides, four shows and 20 concession stands. He points out that any arenas have parking lots and other adjacent space which could be utilized this way. Even city streets could be used for the event in many towns.

SWAN HAS PRODUCED a premium book listing the various classes of competition that the fair will provide. Included are field crops, horticulture and fruits, art, photography and a baby contest, as well as other events mentioned earlier. In each case, ribbons and trophies will be awarded.

Swan's idea, the reversal of the fair-to-arena procedure, will be put to the test August 29-September 3. But he points out that if advance interest and work by organizations and early entries in many of the classes are a test, success is in the bag.

Burge ICE RINKS "BIG" MONEY MAKERS



PUBLIC INTEREST IS TREMENDOUS

Burge Ice Rinks now operating have proved to be good, profit-producing businesses. We have facts and figures on cost of installation, receipts from admissions, concessions, checking, etc.

Let us tell you how you, too, can make a sound and income producing investment in a Burge Ice Rink — Write Dept. B.

BURGE ICE MACHINE CO.
 654 W. Washington Blvd., Chicago 6, Ill.

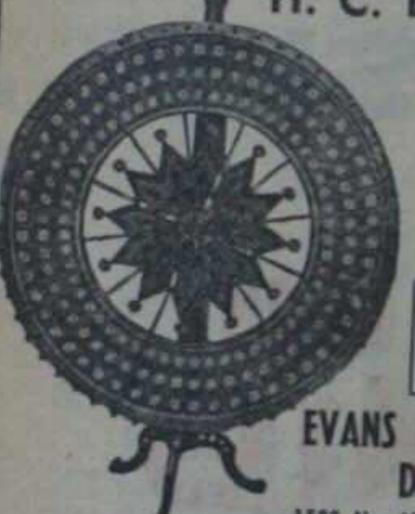
AFRICAN DIP GET TOP Money

This is the original Cooley "African Dip" as formerly mid. by Cooley of Chicago.



FAIRS—PARKS—CARNIVALS
 \$40 per hour or more possible. Small expense to operate; easy to put up and take down. Only \$295 complete. With 2 nets, 12 balls and choice of steel tank, or canvas tank with frame, OR \$320 WITHOUT TANK. \$150 cash with order. balance C.O.D. F.O.B. shipping point.
A. M. COOLEY
 23 S.W. 10th Ave., Miami, Fla.

The Successors to H. C. EVANS & CO.



Are Now in Full PRODUCTION

- WHEELS
- HIGH STRIKERS
- SET SPINDLES
- BIG TOM
- INDICATORS

Write for FREE Fully Illustrated Catalog

EVANS PARK & CARNIVAL DEVICE CORP.
 1509 No. Halsted St., Chicago 22, Ill.

SEARCHLIGHT CARBONS
2c A PAIR

Give-away price—to close out! Minimum shipment 1,000 pair. Send check or money order. No C.O.D.

ALSO SEARCHLIGHTS AND PARTS.
 COMPLETE LAMP ASSEMBLIES \$100 EA.

NORWOOD APPLIANCE COMPANY
 921 Providence Highway Norwood, Mass.
 Phone Norwood 7-2620—C. W. Swanson

OARC... WHAT DOES IT MEAN FOR YOU?

Get the facts today on the trend to planned one-stop fun spots—Outdoor Amusement-Recreation Centers—to help fill the amusement needs of America... Attach this ad to your company letterhead for your free copy of Billboard's special reprint booklet on OARC potential.

Send to:
 The Billboard, OARC Reprint
 2160 Patterson Street
 Cincinnati 22, Ohio

CAROUSELS—ORGANS KIDDIE RIDES—TRAINS
 Complete line. Write for catalog and terms.
H. E. Ewart Company
 707 East Greenleaf Street
 Compton, California

ILLINOIS FIREWORKS
 World's Largest Manufacturers and Exhibitors
 "Known Everywhere"
 Catalogue mailed upon request. Write or Call
 Box 792, Danville, Ill. Phone 1716

Jay Gould Show Opens in Iowa; Uses 45 Units

PERRY, Ia.—Jay Gould Circus jumped from Minnesota quarters to Perry to start its 33d season with a two-day stand. Show drew about 4,500 persons in that time and then moved to Garner, Ia., to draw 2,000 in three days.

Show is moving on 45 units, including six semi-trailers. Circus set-up includes 450 chairs, for which no charge is made, and a portable stage plus one circus ring. Acts include single elephant, Flying Willars, Guy Biting, Chuckles Facer, Sonny Conroy, Tex Allen, Max McCall, Dot Burdette, Eagen's Palominos, Renee Raiber, Robin Raiber's Appaloosa, and musicians.

Rides are Ferris Wheel, Merry-Go-Round, Train, Autos, Barrel of Fun, Flying Saucer, Helicopter, and live ponies. There are five side shows, including Albert Nelson, one-man band, Fun House, Mouse Circus and Last Supper.

Staff includes Jay Gould, owner-manager; Douglas Reed, secretary; Ernest Stibal, lot superintendent and musical director; Ormand Raiber; Patricia Raiber, vocalist; Emil Schultz, transportation; Glen Rowley, electrician; Tex Allen, parade marshal, and Gloria Gould and Bob Green, calliope players.

ARENA RECAP

Seaway Boom Helps Ogdensburg Expo.

OGDENSBURG, N. Y.—International Seaway Farm and Home Show operates at the New York State Armory here June 27-July 2. Show is directed by the National Home Shows, Inc., of Dallas, with John W. Daly in charge. City is booming because of the St. Lawrence Seaway project. In addition to the armory, the show will require two large tents for heavy exhibits of machinery. William Schilling is booking acts.

Dawson Creek Plans New 3,200-Seater

DAWSON CREEK, B. C.—The Dawson Creek Athletic Association has started a drive to raise at least \$100,000 for a proposed 3,200-seat arena. Bonds are being sold. Target of the drive is \$150,000 but if \$100,000 can be raised a limited program will be undertaken this year.

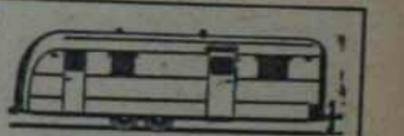
38 Years Since Wreck

CHICAGO—Friday (22) was the 38th anniversary of the Hagenbeck-Wallace train wreck at Ivanhoe, Ind.

Vin Carey, Baltimore magician, caught Benson, Ring, Ringling and Cristian. . . Dick Lewis, who is recovering nicely from a fractured leg received in his table rock number some time ago, expects to be working again, starting at Disneyland July 1.

INSURE A CROWD WITH BRILLIANT BUMPER STRIPS

Fairs, Rodeos, Drive-In Theaters, Amusement Parks, Kiddielands, circuses, festivals, homecomings, celebrations, shows, use adv r'ing bumper strips. Also sharp advertising for political candidates, revivals, conventions, sales events, window and counter displays. Two color—fluorescent—self-sticking—finest quality—low price—we furnish art work FREE. Write for FREE samples today.
SCREEN PROCESS PRINTING CO.
 P. O. Box 948 - Wichita 1, Kansas



SHOWMAN'S SPECIALS

28', '34 Vagabond, Twin Beds, Bath. 30' Spartanette, clean. New 27' Pathfinder or Silver Dome, all tandems, your choice \$2984, \$900 down and your hotel bills will pay for it. New 27' 2 BR Spartan. Many others in Michigan and Florida or can deliver direct from factories.

SELLHORN'S FOR MOBILE HOMES

T. W. KELLY or FRANK CUMMINGS
 P. O. BOX 790 Tampa, Fla. Phone 355231
 P. O. BOX 1950 Sarasota, Fla. Phone 51131



Pitchin' Pete... \$250

BASEBALL PITCHING MACHINES FOR PARKS, MIDWAYS & BATTING RANGES
CARL KESTY
 NORTHUMBERLAND, PA.

STANDARD METAL TYPER

Uses Only 18"x18" Space

- Brings in Dimes Instead of Pennies or Nickels
- Practically Service Free



Aluminum Discs

DISCS

FOR PRICES, WRITE

Standard Metal Typer, Inc.
1818 N. Western Ave., Chicago 22, Ill.

BULLETIN

HARVARD CUSTOMERS—We have purchased from Harvard Automatic Machine Co., of Lorain, Ohio, the Harvard Typers, Parts and Discs. These will be manufactured and sold exclusively by us, effective immediately.

Arizona Rise

Continued from page 55

Baker the first two years and Roy Kabat the third year—serving as co-ordinators. With Deason assuming the management, Pan American was used but did not supply the co-ordinators this year.

This year the record attendance was attained primarily, according to Merle Simpkins, publisher of The Yuma County Farmer and a board member, because of the strong promotion and the featuring of "Dancing Waters." As water is most precious element to the Yuma Valley, the attraction claimed top attention. "Dancing Waters" was supplied by Pan American under its 30-week contract to play the attraction.

Supplies Big Top

Pan American also supplied the 480x80-foot big top that was used

to display more than 125 commercial exhibits. Deason declared that about 25 per cent of the booth space was donated to schools and community service organizations. For the deal, Pan American charged no rental on the big top and the fair waived its percentage on the rides. Deason estimates that the canvas would have cost the board upward of \$3,500.

The fair this year offered season tickets good for the five days at \$1.25. Daily admission was 50 cents with children under 12 admitted free. Those buying tickets to the queen contest were allowed 25 cents off of the gate charge upon presentation of the coupon to the contest dural.

Push Year-Round Use

Deason moved into the fair picture after working for the Bureau of Reclamation in the land management division. Born in Big Springs, Tex., he was stationed at

the Air Force Base here in 1944 and worked as a civilian employee, too, for the Air Force.

During the time that he served with the Air Force, his B-17 was shot down over Germany on its seventh mission. He evaded capture with the underground in Holland and Belgium for five months. After D-Day he contacted the American forces in Belgium and was returned first to Paris and then London and home.

Under Deason's direction, the Yuma County Fair is pushing its off-fair program. The grounds and facilities are available to any civic or service groups and the annual 4-H Barbecue and 4-H and Future Farmers of America field days are well on the way to becoming annual events—all on grass-covered lawns or in air-conditioned buildings, both far removed from the day when the snake sought shelter in a shanty.

SAVE MONEY

on Low Cost Folding Chairs

DIRECT FROM FACTORY

Made from selected seasoned Apple-
thorn hardwood with steel rods and
rivet reinforcing for trouble-free ser-
vice. Smooth clear varnish finish. Other
colors on request. Will not tip.



No. 11 \$2.15 each*

No. 12 \$2.80 each*

*Prices are F.O.B. Louisville, Ky.

BENTWOOD CHAIR CO.
1551 So. 10th St. • Louisville 10, Ky.

ATTENTION

CARNIVAL OWNERS AND OPERATORS

Write Today for the New 1956 Brochure, Featuring

"CARNIVALITES"

Extra heavy duty rough service and street railway lamp. All electrical requirements.

FLUORESCENT STRIPS

NEW "LAMP-LOK"

Shake proof, vibration proof. Designed to hold the lamp fast under any conditions. A must for motion equipment. Lamp cannot fall out.

ELECTRICAL WHOLESALERS, INC.
2027 S. Michigan Ave.
Chicago 16, Illinois
Phone: DAnube 6-6960

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publication and literally every periodical on your schedule.

Write or phone for complete details

LUCE PRESS CLIPPING BUREAU

157 Chambers Street
New York 7, N. Y.
BArley 7-2096

406 West 34th Street
Kansas City 11, Mo.

715 Harrison Street
Topeka, Kansas

Attractive Fluorescent BUMPER SIGNS

AT LOWEST PRICES!

SUPER-AD SERVICE
124 N. 35th St. Camden, N. J.

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING
187-189 Marine St., Oceans Park, Calif.

Now there's a great automatic transmission for whichever Chevy truck you choose

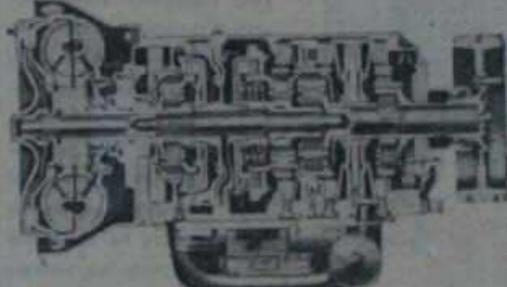
Famous Chevrolet *Hydra-Matic*, or all-new *Powermatic*, provides easy, safe automatic driving that's tailored for your truck!

Pick any Chevrolet truck . . . and you'll find there's a modern automatic transmission to make your hauling easier, safer, and more profitable!

If your choice is a Series 3000 or 4000 model, there's *Hydra-Matic*. This modern automatic transmission not only gives you the ease of no-shift hauling . . . it also *saves you maintenance money* because the hydraulic coupling protects drive-line parts from shock loads. Or, if your job calls for a 5000 through 10000 Series Chevy, there's exclusive *Powermatic*—the first automatic transmission designed especially for big



Hydra-Matic—optional in Series 3000 and 4000 models at extra cost—brings new ease to tough jobs, cuts hauling time and maintenance expense.



Powermatic—optional in Series 5000-10000 models at extra cost—assures the easiest, safest big-truck operation ever known! It's a Chevrolet "first."

trucks! Six fully automatic forward speeds and a torque converter virtually eliminate manual gear shifting on hills or in traffic! A revolutionary "retarder" assures safer down-hill hauling, less brake wear. And you make better time through traffic because all shifts are "power-on" shifts!

Now automatic driving, available throughout the Chevrolet truck line, gives you one more reason to see your Chevy dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Chevrolet truck manual transmissions are great performers, too!

For extra pulling power, there are big, rugged heavy-duty 4-speed Synchro-Mesh transmissions, or brand-new "New Process" 5-speed transmissions!

*Optional at extra cost in 5000 through 8000 Series models, standard in 9000-10000 Series models.

CHEVROLET

NEW CHEVROLET TASK-FORCE TRUCKS

Anything less is an old-fashioned truck!

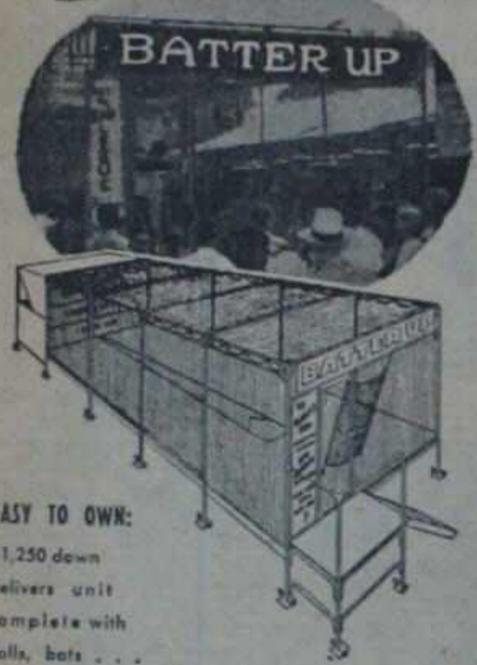
**"I took in \$254
... in ONE day!"**

Never less than \$175
and better than \$2000
for 10 Michigan
State Fair Days



"I have been in show business for the past nine years running concessions on various park locations and I will say here that 'Batter Up' is the finest, cleanest game that I have ever seen and I think it is without question one of the best money-makers."
Ellen Pearsall.

The New BATTER-UP
CAN EARN \$20,000 A YEAR FOR YOU!
EVERYBODY plays it! EVERYBODY 8 to 80



NOW IN PRODUCTION:

15-day delivery anywhere. "BATTER UP" has all the features of any Baseball Driving Range and many more! Will earn \$20.00 an hour! Completely automatic pitching and return of balls! One-person operation! Sturdy, all metal construction. Built to last a lifetime! Pitching machine is compact, light weight, foolproof, accurate and fully guaranteed! Pitches regulation baseball! Travels on and assembles from 15-ft. trailer that pulls behind any car! Requires only 12x40-ft. space! No lost time between games! Only 12 balls used in play! Tremendous profits, no overhead! Can be completely assembled, ready for business in 1 hour's time! Neither assembly or operation requires any mechanical knowledge!

EASY TO OWN:
\$1,250 down
delivers unit
complete with
balls, bats . . .
everything. Balance
in payments out of
profits.



Kiddielands in the New York metropolitan area are charted here, with 37 of more than 50 such installations spotted. Four of the junior parks are in large parks, the remainder being built purely for moppet amusement. Additional parks exist in the New Jersey and Long Island areas outside the map boundaries. In many of the locations, Kiddielands are elements in Outdoor Amusement Recreation Centers which also feature miniature golf courses, golf driving ranges, baseball batting units, archery, and other amusements. Growth of the Kiddieland business has paralleled growth of the nation's economy and the tendency of Americans to "go some place" for leisure time fun.

NUMBER LEVELS OFF

**55 Kiddielands in New York Area;
Gross, Investment Top Million Mark**

By IRWIN KIRBY

THE kiddie park industry in New York's sprawling metropolitan area is better than a million-dollar business by virtually any yardstick. It tops a million in dollar value of the rides alone. The units themselves gross in the neighborhood of \$1,000,000 annually. And when consideration is given to property costs, installations, and investments in companion pieces such as food equipment and coin-operated devices, the moppet amusement parks represent an impressive figure in operator expenditures and income.

Encompassing neighboring counties in New York and on the New Jersey side of the Hudson River, the district contains spots which are purely Kiddielands, others which are Kiddielands incorporated in major parks, and still others which are parts of children's zoos.

There are about 55 Kiddielands in the area. Average number of rides in each is eight, with the number varying from five to more than 15. Averaging the price of individual rides at a low \$3,000 exclusive of installation, this brings the total of dollars invested in ride purchases to \$1,320,000 for the metropolitan area.

page, and Fun Fair, soon to open on Whitestone Parkway. Most surprising is Joyland on upper Broadway.

Fairyland's 18 kiddie rides are supplemented by four adult units. Kiddie City has 14 kiddie rides and also eight of the intermediate or adult variety. Both parks contain miniature golf courses, have golf driving ranges nearby, and offer patrons restaurant food in a building also containing Arcade units.

Indoor Spot Unique

Nunley's uniqueness is that without venturing outdoors, the customer and children can eat a meal, play at coin devices, and ride a Carousel, Boat ride, Pony Cart ride, Sky Fighter, and Fire Engines. On the relatively small lot of Joyland, operated by Mort Speicher, Ferris Wheel riders can almost shake hands with passengers on the elevated transit line passing next to the park. The nine-ride Kiddieland is so compact that train riders scarcely see it from the windows before it is obscured by apartment buildings.

Fun Fair will be practically the only kiddie park of its kind when it opens, probably before the summer ends. The operating corporation, headed by John Ursini, functions solely in a landlord's capacity, and all rides are operated by independent owners who pay percentage rentals to the landlord. He, in turn, is obligated to provide promotional work and advertising.

Covers 50 Years

The history of the Kiddieland business goes back several generations, altho the general public views it as a relatively new type of operation. In the many beach resort areas, for instance, children's riding devices were in existence at the turn of the century.

The metropolitan area knows a host of kiddie ride pioneers who

remember the old days, when a family group had to journey to the beach to locate outdoor amusement units. Today the city and its environs are dotted with miniature funspots. Several retain their old flavor, particularly those operated by the Nunley interests headed by Mrs. Miriam Nunley. A few years ago there were five Nunley locations—at Rockaway Beach, Broad Channel, Yonkers, Baldwin, and Bethpage—but there have been changes. State thruway work took the Yonkers location and those ride, were shifted to a Long Island zoo. The Broad Channel installation was sold. Still, the firm has more than 30 kiddie rides in operation, making it the largest operator in this sense, in these environs.

The Old Flavor

The old flavor is the dated Carousel building and hand-carved wooden horses. Over the years, modern methods have made it more practical to cast the horses in a variety of materials, and the changing labor picture has seen the departure of the patient craftsmen who carved figures for Carousels. The old ones which remain are meticulously cared for since they present a face of the outdoor amusement world which has the fascinating appeal of old times. Of the 20-odd major-sized Merry-Go-Rounds in use both in and around New York City, only a handful are of the wooden horse variety, and those horses are becoming as extinct as the wooden cigar store Indian.

The kiddie park business has grown by leaps and bounds since World War II, with New York's populous sections reaping the benefits of neighborhood parks. Full-scale amusement parks have intensified their advertising in the belief that a portion of their traditional patronage has been nibbled away by small enterprises

E. B. WILSON & ASSOCIATES
Detroit-Leland Hotel • Woodward 2-2300 • Detroit 26, Mich.

FIREWORKS
FOR ALL OCCASIONS
FAIRS — PARKS — CELEBRATIONS
Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond
WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

Available at all times to serve the public

ALEX ZARRILLO Highest type and superb quality
MEMBER N.S.A.
Manufacturer of
NEPTUNE FIREWORKS
Established 1890
181 Heckel St. Plymouth 9-3733
Belleville 7, N. J.

CASEY HOFELLER CORP.
Now Located At
1132 S. Wabash Ave., Chicago, Illinois
Largest Manufacturer of Novelty Gift Condy Packages to the Circus, Medicine Shows, Tent Shows, Show Booths, Carnivals and Theatres.
Large assortment of all priced packages—one to suit your needs.
All New Flash Units. Write for Candy and Flash Price Lists.
We also carry a complete stock of:
• Circus Novelties • General Merchandise • Bingo Items

CASEY HOFELLER CORP. 1132 So. Wabash Ave. Chicago, Illinois

GIVE TO DAMON RUNYON CANCER FUND

within walking distance of apartment houses.

Field Levels Off

For the first years following 1946, groupings of kiddie rides appeared at the rate of four or five a year, until a plateau was reached two seasons ago. At that time mammoth Kiddie City appeared and observers held that good locations had become virtually extinct.

In fact, development of this industry stopped short then, aided by a set of restrictions imposed by the New York City Planning Com-

mission. Commission members said they were concerned with the growth of kiddie rides and golf ranges in commercial sections in the city's outer fringes.

Since January there had been little action on the Kiddieland scene until Ursini started work on his Fun Fair in Queens. It was the result of considerable persistence that necessary permits were obtained, and the Whitestone Parkway location may be the last available one for a good-sized Kiddieland.

It is a toss-up whether Brooklyn

or Queens has the most Kiddielands since both have clusters of them at their beaches. Of the nine such operations known in Brooklyn, the dominant number are spotted at the Coney Island area. Steeplechase has a kiddie park, as has New Wonderland, where the Gar-to brothers hold forth, the McCulloughs have a pair of parks, and Max Siskin operates at nearby Brighton. Elsewhere in the borough are Dominic Agovino's Susan Park on Flatlands Avenue, Kiddie Wonderland on Kings Highway, Peter Pan Kiddieland at Sheepshead Bay, the Nellie Bly at the foot of Bay Parkway, and Leo Davis and Irving Mill's park, Fairyland, on Utica Avenue.

The Rockaway area had four parks, of which one has been sold by William Auer and moved to New Jersey. A kiddie park operates as part of Rockaways' Playland, and there is a Nunley's across the street. Mort Speicher and Harry Lubin have moppet rides in Arverne on the beach in addition to their Joyland in Manhattan. Mammoth Kiddie City operates on Northern Boulevard in the Douglastown section, and Fairyland, also huge, fronts on heavily trafficked Queens Boulevard. On Cross-Bay Boulevard leading to Rockaway is Playland Center, owned by Irving Greenfield and Gabriel DiFillio. On Horace Harding Boulevard is Dreamland, operated by Albert Seyman and Frank Sadowski.

Near Bronx Zoo

Elsewhere in New York City is Pal-Land, the Palmieri brothers' park on Southern Boulevard near Bronx Park's zoo entrance. Two Kiddielands operate at the Bruckner Boulevard recreation center which also offers golf driving, batting, miniature golf, archery, concession games, Arcades and other amusement elements. Rounding out the New York picture is Bunny's Kiddieland, Bunny and Mack Kassow's place on Eastchester Road, the Bronx, and a half-dozen groupings of rides on Staten Island.

Long Island, which has boomed population-wise since World War II, has its amusement needs catered to by at least 10 Kiddielands. The Nunley interests are active with parks at Baldwin, Bethpage and Middle Island. The Grimaldi

brothers have rides at their Massapequa Zoo. Two farmers' markets in Hicksville and Copiague owned by George Spolner have adjoining Kiddielands on a concession basis. Other such parks on the Island are run by Max Gruberg in Long Beach, the Finkle brothers in Oceanside, the Goldstein brothers in Sayville, Nate Feldman in Garden City, and Bernard Sternback in Commack.

Jersey Included

Not the least of New Jersey's Kiddielands in the Gotham area are those in Palisades Amusement Park and Olympic Park. In conjunction with Route 46 Drive-In in Rutherford, owned by Phil Smith, there is a 13-ride park and an 18-hole miniature golf. Up in Fair Lawn, a concession Kiddieland fronts the highway outside Bob Deitch's Zoo.

When you have seen one Kiddieland, some observers say, you have seen them all. While the belief is inaccurate since there are wide differences in equipment, layout, and other elements, there is some truth in the statement in this regard: Kiddielands in general are here to stay as a vital segment of the amusement industry and a similarity exists in that they offer safe, wholesome entertainment for the nation's youngsters.

IN THE BAG

Nifty Grosses Continue for Hunt Bros.

WALDEN, N. Y.—Let the weather hold for the next couple of weeks with business matching the earnings for the same period a year ago and Hunt Bros. Circus will have bagged and stashed a season's earnings.

The achievement will come a little later than a year ago but, and especially in view of the unhappy business experiences of some of the tented fraternity, the Hunt family is well pleased with the prospect. More than half a season will remain to add to the earnings or, at worst, preserve the gains.

The show will head into Connecticut for a couple of dates and circle back thru this territory before beginning its annual trek thru Long Island the second week in July.

While some dates naturally have been better than others the good business has been consistent. The concert, featuring strongman Jack Walsh, has drawn big crowds everywhere, Harry Hunt, show manager, said.

Polack Western Goes Outdoors; New Act Starts

FRESNO, Calif.—Andre Pahin and Francesco Rinetti made their first appearance here at the Aerial Andros, acrobatic act on a cradle. They were in the Rose Gold Trio and framed the new act to fill in while Rose Gold recovers from injuries sustained in a recent fall.

In another change, Polack Western has replaced the Sciplini chimp act.

Fresno was the show's first outdoor date, and it played the County Fairgrounds grandstand. Attendance built from 700 on the first afternoon to 2,700 on the third afternoon, and from 2,000 the first night to 3,000 the third night.

GLOBE POSTER CORPORATION

Stock LITHOGRAPHS for CARNIVALS-CIRCUSES RODEOS-FAIRS AUTO RACES!

DATES Our Specialty

1501 W. CONGRESS ST., Chicago-7-111.

1531 WASHINGTON AV., St. Louis, 3-Mo.



RENT-A-RINK

NOW you can prove to yourself that ice skating rinks earn high profits

We will install on your property a complete ice skating rink on a rental basis.

If you have questioned the advisability of installing an ice rink, now you may install a perfectly engineered, full size ice rink on your premises on a rental basis. All rentals will be applied toward purchase price should you decide to buy after the rink has proven successful.

Without any risk, you can prove to yourself that ice skating rinks will gross thousands a week.

MINIMUM RENTAL PERIOD- 5 MONTHS

For full and complete information, Wire-Write-Phone

PETER CARVER CO.

175 Christopher Street New York 14, N. Y. WAtkins 9-5215



MEAN MORE MONEY FOR EVERY RACETRACK OR FAIR!



Scott Stadium Seats will bring added profits to Fairs, Expositions, Rodeos and spectator events with low initial investment. They convert hard board seats into comfortable upholstered seats with backrests, quickly, economically. May be used as a permanent installation or on a performance-rental basis. Fold compactly when not in use, present no storage problem. Here is what one fair manager writes:

"The purchase of Scott Post-a-Fold Seats proved to be a very fine investment. Each seat provided \$16.00 additional revenue during 8 nights of rodeo."

—Leon H. Harms, Secy.-Mgr. New Mexico State Fair

SIX ALL METAL MODELS

Write, wire or phone for literature and quotations today.



JOHN BUNDY

President & General Manager YOUNG-BUNDY MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY 806 St. Louis Ave., East St. Louis, Ill. Phone: Bridge 5313

ED MURPHY

Showmen's Representative Several Makes and Models of NEW AND USED TRUCKS AND TRAILERS "Special Finance Plan for Showmen" See Us for a Good Deal on a NEW OR USED CAR



GIVE TO DAMON RUNYON CANCER FUND

"TOPS" AGAIN

Floss Machines—Ice Shavers



Buy the Whirlwind Floss machine and get the machine that is vibration-free, trouble-free and so easy to run that a youngster can handle it. Designed to give years of service with practically no maintenance. It's better to buy a Whirlwind than wish you had—it costs you less to buy and less to run. It's guaranteed to give you complete satisfaction or you get your money back.

PRICE, complete with pan,
\$275.00

The SnoKonette is the ice shaver that made the Sno-Kone business. All-aluminum construction, cannot rust; modern, attractive lines that bring in the customers. Lighted case, three-color silk-screened sign, handy cup dispenser. Can be furnished with folding aluminum door that acts as a shelf when opened. Be sure that the shaver you buy is a SnoKonette and get those EXTRA profits.

Price, complete with doors..... **\$142.50**
Price without doors... **135.00**



You can either buy direct from us or from any of our selected dealers from coast to coast. Our 1956 Catalog listing these items in addition to many other money-saving products will be sent on request. Write for your copy and ask for special circulars on the SnoKonette or the Whirlwind.

GOLD MEDAL PRODUCTS CO.

318 E. Third St.

Cincinnati 2, Ohio



Self-service lunch counters such as the one above have upped food and drink concession grosses by 40% at the LeSourdsville Lake Amusement Park, Middletown, O. Help costs meanwhile have been cut by 20%. The park operates three self-service lunch counters, a cafeteria and a dining room in addition to a number of stands at which popcorn, waffles, snow cones and frozen custard are sold.

THEY REALLY EAT AT THIS SPOT!

35c Out of Every Patrons' Dollar Go for Food, Drinks at Ohio Park

ALTHO LeSourdsville Lake primarily caters to amusement appetites, close to a million patrons that annually visit the amusement park spend 35 cents of each dollar on food and refreshments.

To satisfy this huge hunger and thirst the Middletown, O., fun-spot has built up an eat and drink system that's rated among the best in the outdoor amusement field.

It's built on a foundation of quality, cleanliness and good service and includes a variety of refreshments designed to please any palate or pocketbook.

amusement zone after dinner, Dazey reports.

Equally important to the system is the 125-seat cafeteria. Originally a coffee shop that did just fair business, Dazey converted it to a cafeteria several years ago and business immediately doubled. Two gleaming, stainless steel counters are operated. From one is served hot dinners, salads, etc., while the other dispenses toasted sandwiches, milk shakes, soft drinks, sundaes and other fountain refreshments.

Self-Service Clicks

The self-service lunch counters have proved to be one of the most successful innovations at the busy park and serve as the model for similar set-ups in other parts of the country. They proved their worth the first year. Dazey found that thru the accelerated service, they out-grossed the counter-style food stands by 40 per cent and cut help costs a hefty 20 per cent. The counters not only speed up service but also provide a tighter money and food control, he points out.

The customer enters thru a turnstile and helps himself to canned beer, half pints of milk in cartons or ice cream novelties all displayed in open, mechanically-refrigerated cases. Also in the open are such items as candy bars, cigars, potato chips, pretzels, packages of cake and cookies. Near the end of the line is a counter where attendants serve sandwiches and soft drinks. The customer then passes the cashier where his bill is totaled and paid. In front of the counters are long tables where he can stand and eat his food if he desires.

Three of these lines are operated in the park proper and a fourth, located in the ballroom, is used to dispense canned beer, pretzels, potato chips and soft drinks.

Another facet of the food operation at the Dazey park is the catering service in the picnic grove. Many of the industrial firms that annually hold outings there also request that picnic lunches or chicken dinners be served in the shelter houses. As many as 1,500 people can be fed in this fashion. Fast service is stressed because nothing aggravates these people more than waiting Dazey points out.

LeSourdsville Lake has built its food reputation, particularly, its dining room, to a point where it now competes directly with many top-grade eating places in the area. This has brought people,

normally not interested in amusements, to the park. And many of these patrons are converted to fun zone visitors, Dazey says.

BIG PROFITS

with SOFT ICE CREAM



Sani-Serv DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1346 STADIUM DRIVE - INDIANAPOLIS, IND.

SNOW BALL

Ice Shaver



A Style and Size for Every Need
Write for full particulars

CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

Multiplex Faucet Co. Serving the Trade Over 50 Years

SELF-CONTAINED DISPENSER

Draws two different mixed drinks--

COKE or PEPSI and ROOT BEER

Draft arm draws PLAIN CARBONATED WATER (includes electric carbonator and mechanical refrigeration).

COMPLETE, READY TO USE!

WRITE FOR INFORMATION

MULTIPLEX FAUCET CO.

1400 Ferguson Ave., Dept. 88, St. Louis 14, Mo.



DON DAZEY

Complete meals are served in the dining room, a cafeteria is available for meals or snacks and three self-service lunch counters operate for the casual eater. In addition, there is a fourth self-service counter in the ballroom, catering service in the picnic grove and a number of stands that sell popcorn, waffles, snow cones and frozen custard.

Don Dazey, progressive manager of LeSourdsville, admits that the food operation, altho vast, isn't the most profitable part of his business. He has found, however, that it's invaluable in promoting the park and builds grosses on the fun zone.

Top eating spot on the grounds is the 275-seat dining room, which not only caters to park patrons but does a whopping banquet, luncheon and party business. The majority of the service clubs in the area eat in the park during the summer and in 1955, 22 tons of fried chicken, the specialty of the house, was served, most of it to the special party trade. And many of these groups pay a visit to the

HEY! MR. CONCESSIONAIRE

IT'S
"SNOW MAGIC"
THE REVOLUTIONARY NEW
SNOW CONE MACHINE

Fully automatic, 20x27, three door, cast aluminum cabinet with built-in 1/2 h.p. C.E. power unit. Produces over 1,500 lbs. of snow per hour (enough for 6,000 snow cones).

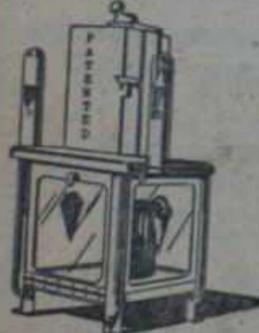
AMERICA'S FASTEST—MOST ECONOMICAL—EFFICIENT

ONLY **\$285.00** F.O.B. Dallas

AND
"SNOW MAGIC JR."

ONLY **\$150.00** F.O.B. Dallas

A smaller version of the "Snow Magic." Incorporating all the features of its big brother.
Both Machines. PATENTED. GUARANTEED
FULLY AUTOMATIC — SAMUEL BERT MANUFACTURING CO. — DALLAS, TEXAS
FAIR PARK STATION
BOX 7803



CONCESSION TRAILERS
OF ALL TYPES
STATE YOUR NEEDS

CALUMET COACH CO.

11575 S. Wabash Chicago 28, Ill.
Phone: WAterfall 8-2212

Catalogs available on request

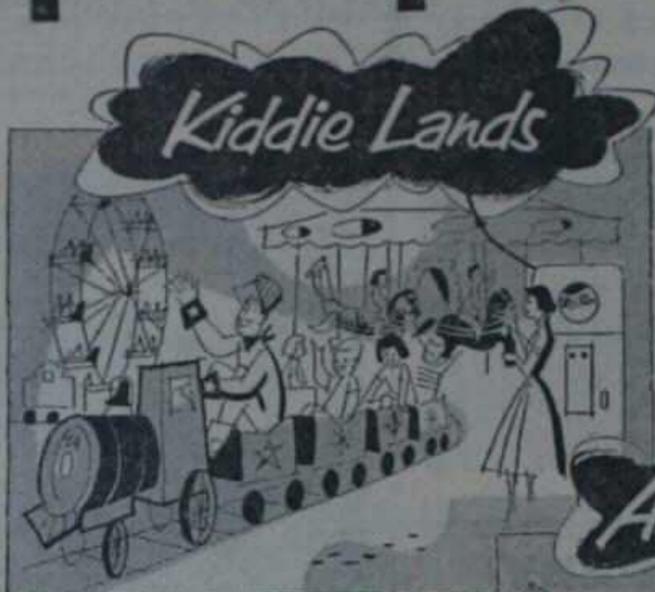


- POPCORN •
 - SNO-CONES •
 - COTTON CANDY •
 - CANDY APPLES •
- and other
Equipment & Supplies

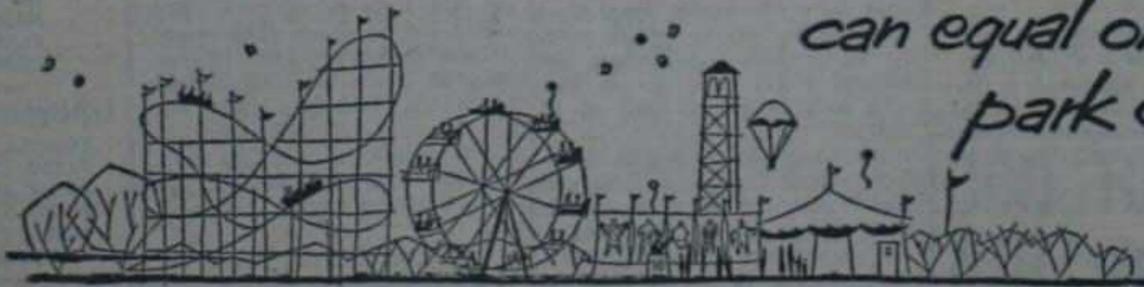
SEND FOR FREE CATALOG

VICTOR POPCORN SUPPLY CO.
311 W. Seventh St. Richmond, Va.
Phone 83-4806

REFRESHMENT CONCESSIONS MINT NEW PROFITS -for play park operators



*-on any
outdoor show lot—
net profit from refreshment
can equal or exceed
park operation profit*



Wherever people look for recreation, they look for refreshment, too. For refreshment and amusements go hand in hand.

Movie theatre operators learned it long ago. And across the country, refreshment profits are topping their box office net.

Make refreshment available, and your patrons will welcome it. Give them what they want—popcorn, candy, ice cream, Pepsi-Cola—they'll buy and enjoy them all, on your location.

Remember, too, that Pepsi-Cola is an old friend.

More people, in more places, are asking for Pepsi than ever before in history. It is the fastest growing beverage in the world.

Tie in with this money-making trend. Let refreshment concessions work for you. Pepsi's small concession bottle or bulk syrup will mint new profits for you.

Your local Pepsi-Cola bottler will be glad to give you valuable information and assistance. Call or write him today. Let your refreshment concessions grow with Pepsi-Cola, the fastest growing beverage in the world.



The Light refreshment

National Sales, Pepsi-Cola Company, 3 West 57 St., New York 19, N. Y.



FOOD CONCESSIONAIRES— SELL PRONTO PUPS

20,000 Pronto Pups sold per day at Minnesota State Fair!—1955

50,000 Pups in week at Oregon Fair!—1955

- Big Profits—Big Volume
- 15 years of dependable service
- Scientifically blended mix
- Three mills to serve you
- America's ORIGINAL "Hot Dog on a Stick"
- "PRONTO PUPS" and "PUPS" are registered trademarks

PRONTO PUP COMPANY
2014 N.E. SANDY
PORTLAND 13, OREGON

WRITE TO

PORTABLE CONCESSION STANDS!

Made in heavy lumber sections — bolted together. Quickly assembled or disassembled. Deliver or ship anywhere.

Concession Stand Illustrated. Walls 7' high by 7' long, 12' by 14' overall.

\$386.00 F.O.B.

All sizes of other Concession Stands available from \$189.00 to \$1,334.00.

Write for FREE Literature



Extension can be added to all models.

WRIGHT COMPANY

ECONOMY PRE-FABRICATED BUILDINGS FOR ALL USES
9317 Cottage Grove Ave. RAcliffe 3-0212 Chicago 19, Illinois

Concession Supplies for All Events

POPCORN SYRUP PEANUTS SNO KONE
COTTON CANDY
SCOTSMAN ICE MACHINES
SUPPLIES and EQUIPMENT

WRITE FOR 1956 SPRING CATALOG

LOGAN CONCESSION SUPPLY

PHONE: CHERRY 2-1416

330 EAST 1st, TULSA 20, OKLA.

COTTON CANDY • SNO KONES • POPCORN

Our 1956 catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please ask for it.

The new catalogue offers for the first time many new items that you have wanted, all at money-saving prices. You always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.

GOLD MEDAL PRODUCTS CO.

318 E. Third Street

Cincinnati 2, Ohio

KERNEL PRUNTY SAYS:

"When you buy Popcorn, be particular. Four varieties to choose from—Pop King Hulled, Golden Hulled, Silver Hulled and 'Rush Hour' Mammoth Yellow.

POPCORN

Send for my price list of Jumbo Peanuts in the shell, Echols Snow Cone Machines, Star Popcorn Machines, Roasters and Food Serving Equipment. Also bags, cartons, snow cone machines, etc."

Prunty Seed & Grain Co.

620 North 2nd St., St. Louis 2, Mo.
Popcorn Processors—In Our 22d Year

**SAVE MORE MONEY—
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

HOT DOG on a STICK

WAREHOUSES: St. Louis, Mo. & Hollywood, Calif.
100 lbs. ... \$25.00 cwt.
300 lbs. ... 23.00 cwt.
1,000 lbs. ... 22.00 cwt.
Revolutionary new Cooker produces 4 hot dogs per minute—\$84.67. Send for detailed information.

PARTY BATTER CO.

8749 Arlene Terrace, Hollywood 44, Calif.

**Make DORE Your
MIDWEST HEADQUARTERS**

for all your
CONCESSION SUPPLIES & EQUIPMENT
POPCORN • SNO KONES
COTTON CANDY • CUSTARD

Top Quality and Prompt Shipments

DORE POPCORN CO.

3912 W. North Ave. Chicago 28, Ill.

DOOLAN'S FINDINGS:

Eats, Drinks Gross Sixth of Total Take

WHEN a Kiddieland's eat and drink business accounts for one-sixth of a six-figure gross that's big business.

M. J. (Mickey) Doolan's food stands at his highly successful Green Oaks Kiddieland in Chicago's suburban Oaklawn consistently grosses* that much thru satisfying the appetites and thirsts of its patrons—both young and old.

Doolan attributes this success to a simple formula—serve a limited number of high profit food and drink items of top quality. As he puts it, "I don't serve anything that I wouldn't eat myself."

Altho limited, the Green Oaks' menu is designed to provide popular refreshments under any

ed. In addition to a daily general clean-up and waste cans spotted in prominent places, the help is pick-up conscious. As a result, even on the busiest days—and the spot has drawn as many as 15,000 on some of them—it is rare to see any waste paper or discarded cups cluttering up the scene.

On the quality kick, the veteran ride and Kiddieland operator says he can't take chances on serving an inferior product. If you don't satisfy the customer's appetite, you'll lose his ride business, is the way he figures.

Boston Arena Skeds Rodeo For Holiday

NEW YORK—The Lighting J. Ranch Rodeo, owned by Harry Jockers and managed by Joe Daly, is set for the Boston Arena July 1-8. A benefit performance, with the reported backing of the lieutenant governor, is set for July 2. Good press, television and radio coverage is anticipated as a result of the tie in.

Daly said rough stock numbered 48, with competitive stock likely to double the number of animals. Features will be Joe Phillips, Smokey the Horse and Shep the Dog.

The show headquarters at Theil, N. Y.

20,000 View Beach Fiesta

NEW SMYRNA BEACH, Fla.—The annual Seaside Fiesta was climaxed with the selection of Frances Layton, of Callahan, Fla., as Miss Seaside Fiesta of 1956. Miss Layton, who performs as an Aquamaid in the Cypress Gardens show, topped a field of 24 entrants before a good crowd at the Boardwalk arena.

Chamber of Commerce manager W. J. Cozens Jr. estimated attendance at close to 20,000, more than one third from out of town. Preceding the Saturday (16) events, Margarethe Sawyer, local 16-year-old, had won the Miss Smyrna Beach title. Other attractions during the four-day celebration included parades, a water ski show, a kiddie beauty competition, fireworks and the annual coronation ball.

'Waters' Set At Dog Races

DAYTONA BEACH, Fla.—A "Dancing Water" unit is booked at the Volusia County Kennel Club for a two-week period for two nightly showings in the dog track infield. First performance is a pre-race attraction; second is designed to hold the crowds for the late runnings.

Publicity director Bill Powers states that while attendance figures compare favorably with last season's, the pari-mutuel handle is slightly off. This confirms the opinion of other Florida outdoor amusement operators that per capita spending is down from 1955, and that increased volume is necessary to maintain an equal net.



MICKEY DOOLAN

weather conditions. When the temperature rises, ice cream sandwiches and three flavors of soft drinks go fast. On cooler days and evenings, when appetites sharpen, hot dogs, popcorn and floss are the big sellers.

Accommodates Customers
The only other items handled are cigarettes, gum, peanuts and jelly beans, are sold thru coin-operated vending machines as an accommodation to customers.

Quality wise, Doolan believes he buys the best frankfurters available in the Chicago area. He also pays a premium for his buns. A name-brand soft drink, served from nine electrically cooled pumps and limited to orange, lemonade and grape flavors, are served at a dime a cup.

He has found that serving popcorn in a box rather than in a bag enables him to get 15 cents for the product. Candy floss, the highest profit item in the line, sells well almost all year at 15 cents.

After experimenting with chocolate-covered ice cream bars and factory prepared cones, Doolan this year shifted to ice cream sandwiches. The ice cream is delivered pre-cut in bricks and the sandwiches are made up as they are sold with two fresh wafers. He also handles dime cups of ice cream but the sandwiches, which bring a nickel more, are featured.

Drops Ice Cream Bars
Doolan believes that chocolate-covered ice cream bars are too messy for youngsters and pre-prepared ice cream cones become tough and unpalatable if held over for even one night.

Altho a limited menu keys his operations, Doolan dispenses the refreshments from two separate buildings, both located in the center of the rides. One building is devoted solely to popcorn and floss. The other one the hot dogs, soft drinks, ice cream and vending machines for the cigarettes, peanuts and gum.

Cleanliness is continually stress-

Bordens Takes Elsie Exhibit Off Fair Trek

NEW YORK—Elsie will not be going to the fair this year, despite being housed in a striking trailer display which has drawn wide comment since its unveiling in 1955.

The Borden dairy symbol in past years has been a popular element at many fairgrounds. The only outdoor event it will be shown at in 1956, however, will be the July Fourth Barnum Festival in Bridgeport, Conn., the company says. Its last fair date was at the Florida State Fair in Tampa.

Elsie will be used now almost exclusively in local market focal points such as dairy plants. The truck-mounted exhibit, being more mobile than previous displays hauled by train, makes short dates down to one-day stands easily feasible. The exhibit is booked thru October, with no fairs on the list.

Chet and Dot Morris, who had a tent show, are at Keene, Va., where Chet is recovering from a broken back. He once was a trick and fancy rider with Buffalo Bill and 101 Ranch shows. . . . Gordon and Mickie Spangler are at St. George, S. C., after playing schools recently with a Western act. Spangler was in vaude at the Great St. Billman, and his father was a well-known med showman.

SNOWBALL Flavors and Supplies

STILL DRINK COMPOUND
ROOT BEER COMPOUNDS

POWDER COLORS
ACID SOLUTIONS
CITRIC CRYSTALS

AMICO TIN SPOONS
WOODEN SPOONS

PAPER GOODS

STRAWS
SNOW YEE CUPS
COLD DRINK CUPS
HOT COFFEE CUPS
NAPKINS
PLATES
BAGS

EQUIPMENT

ECHOLS SNOW MACHINES
SYRUP DISPENSERS
DRINK DISPENSERS
SNOW BALL CARRIERS
ELECTRIC CANDY FLOSS
MACHINES

SEND FOR PRICE LIST

DERR BROS.

711 S. 5TH ST., BOONVILLE, IND.
Phone: 12

MAKE MONEY FASTER

with a

"SNO-MASTER"

the only sanitary automatic snow-cone machine to meet all health laws.

Only

\$65.00 Down

2 year guarantee

Sno-Master Mfg. Co.

124 N. Hopkins Pl., Baltimore 3, Md.



1956 Fair Dates

Copyrighted 1956, The Billboard Publishing Co.

Alabama

Anniston—Calhoun Co. Fair Assn. Oct. 8-15. A. S. Matthews.
 Athens—Limestone Co. Fair Assn. Sept. 19-25. D. U. Patton.
 Athens—Limestone Co. Negro Fair Assn. Sept. 24-29. Obed Smith.
 Avon—Etowah Co. Fair Assn. Oct. 1-4. Ralph S. Burgess.
 Albert—AlaFlora Fair Assn. Oct. 1-4. Fred Curtis.
 Birmingham—Alabama State Fair. Oct. 1-8. R. H. Mcintosh.
 Childersburg—Talladega Co. Fair Assn. Oct. 1-4. J. D. Warren.
 Canton—Chilton Co. Fair Assn. Sept. 2-8. W. L. Smith.
 Cullman—Cullman Co. Fair Assn. Sept. 24-30. Powell Blair.
 Decatur—Jayce Morgan Co. Fair. Inc. Sept. 17-23. Darns Kester.
 Decatur—Hall Peanut Festival. Oct. 15-28. Henry Humby.
 Dothan—Houston Co. Fair Assn. Oct. 22-27. L. J. Lamford.
 Florence—North Alabama State Fair. Sept. 19-23. C. H. Jackson.
 Greenville—Butler Co. Fair Assn. Oct. 8-13. Edward O. Harrison.
 Heflin—Cleburne Co. Fair Assn. Aug. 20-25. R. S. Campbell.
 Hartselle—Madison Co. Fair & Tennessee Expo. Sept. 24-29. Marie Dickson.
 Jasper—Northwest Alabama Fair. Sept. 24-28. Christie W. Summers.
 Lexington—Lexington Fair Assn. Sept. 24-29. Jeanette Newton.
 Mableton—Greater Gulf State Fair. Oct. 22-27. Edward J. Kahalley.
 Montgomery—S. Alabama Fair. Oct. 8-13. George Fris Jr.
 Moulton—Lawrence Co. Agril. Fair. Oct. 1-4. J. F. Ruberson.
 Oneonta—Blount Co. Fair Assn. Sept. 24-29. James Thomas.
 Opelika—E. Alabama Fair. Oct. 15-20. Wilcox Galloway.
 Oost—Dale Co. Agril. Fair Assn. Oct. 1-4. Charlie Baker.
 Robertsdale—Baldwin Co. Fair Assn. Oct. 8-12. J. D. Bellars.
 Safford—Jackson Co. Fair Assn. Oct. 1-4. J. E. Reid.
 Troy—Pike Co. Fair Assn. Oct. 15-20. Riley W. Kelly.
 Tuscaloosa—Tuscaloosa Co. Fair Assn. Sept. 24-29. Bill Dutton.

Arizona

Douglas—Cochise Co. Fair Assn. Sept. 24-29. Herb Skinner.
 Holbrook—Navajo Co. Fair Commission. Sept. 14-18. J. H. Miller.
 Kingman—Mohave Co. Fair Assn. Sept. 1-3. Harry R. Phillips.
 Phoenix—Arizona State Fair. Nov. 3-12. Mrs. G. C. Quirk.
 Prescott—Yavapai Co. Fair Assn. Sept. 14-18. Alice Townsend.
 Yuma—Yuma Co. Fair. Inc. April 18-22.

Arkansas

Arkadelphia—Clark Co. Fair. Sept. 20-22. George E. Dews.
 Augusta—Woodruff Co. Fair Assn. Sept. 26-29. Elton McMahan.
 Batesville—Independence Co. Fair Assn. Sept. 11-14. Mrs. Bessie Gray.
 Benton—Saline Co. Fair Assn. Sept. 3-8. Milton W. Scott.
 Bentonville—Benton Co. Fair. Sept. 11-14. C. M. Burger.
 Berryville—Carroll Co. Fair. Sept. 4-8. H. E. Tabor.
 Blytheville—Northeast Ark. Dist. Fair. Sept. 18-23. Raleigh Sylvester.
 Camden—Ouachita Co. Fair & Livestock Show. Sept. 19-23. M. C. Reynolds.
 Clarksville—Johnson Co. Fair Assn. Sept. 19-22. P. J. Haynes.
 Conway—Faulkner Co. Fair. Sept. 24-29. Homer Jones.
 Clinton—Van Buren Co. Fair. Sept. 13-15. C. C. Tomlinson.
 Danville—Yell Co. Free Fair. Sept. 24-29. J. E. Chambers.
 DeQueen—Sevier Co. Fair & Livestock Show. Sept. 10-13. Velma Ivy.
 El Dorado—Union Co. Livestock & Poultry Assn. Sept. 24-29. Guy O. Dunn.
 Elders—Crittton Co. Fair Assn. Sept. 18-22. A. O. Roeschter.
 Fayetteville—Washington Co. Fair. Sept. 18-21. L. O. Graham.
 Foreman—Little River Co. Fair. Sept. 27-29. Claude E. Hawkins.
 Forrest City—St. Francis Co. Fair & Livestock Show. Sept. 24-29. W. W. Draper Jr.
 Fort Smith—Ark. Ochs. Livestock Expo. Sept. 24-29. Paul Latture.
 Greenwood—Pike Co. Fair Assn. Sept. 27-29. Robert Cassidy.
 Hot Springs—Garland Co. Fair. Sept. 17-21. Sherman Mann.
 Hamburg—Ashley Co. Fair. Sept. 13-15. Martin Bankston.
 Harrison—Polkett Co. Fair Assn. Sept. 25-29. Maiba Lee Moore.
 Harrison—Northwest Ark. Dist. Fair. Sept. 19-23. Seiden Harris.
 Hope Springs—Cleburne Co. Fair. Sept. 20-22. Watson Taylor.
 Huntsville—Madison Co. Fair & Livestock Show. Sept. 20-22. Mrs. George Brown.
 Imboden—Lawrence Co. Fair. Sept. 13-15. J. W. Best.
 Jasper—Newton Co. Fair Assn. Sept. 20-22. M. Phillips.
 Jonesboro—Craighead Co. Fair. Sept. 10-15. J. B. Dyer.
 Little Rock—Ark. Livestock Show. Oct. 1-4. Clyde E. Byrd. Box 907.
 Lonoke—Lonoke Co. Fair Assn. Sept. 13-15. Mrs. W. J. Trickey.
 Magnolia—Columbia Co. Fair. Sept. 24-29. W. E. Williamson.
 Malvern—Des Moines Co. Fair Assn. Sept. 3-8. Travis T. Arnold.
 Marietta—Phillips Co. Fair. Sept. 17-23. Iva Van Meter.
 McGehee—David Co. Fair Assn. Sept. 20-22. Mrs. Beat Mitchell.
 Meza—Pulaski Co. Free Fair & Livestock Show. Sept. 8-8. R. W. St. John.

Merrill—Cherokee Co. Fair Assn. Sept. 19-23. Garland Davis.
 Moulton—Drew Co. Fair Assn. Sept. 13-15. Jack Shelton.
 Mountain Home—Baxter Co. Fair Assn. Sept. 2-11. Mrs. E. H. Carter.
 Mount Ida—Montgomery Co. Fair. Sept. 19-23. Fred Standridge.
 Mountain View—Stone Co. Free Fair Assn. Sept. 13-15. J. E. Cash.
 Mulberry—Crawford Co. Fair Assn. Sept. 20-22. C. D. Chastain.
 Nashville—Howard Co. Fair. Sept. 18-21. Mrs. Edgar Branch.
 Newport—Jackson Co. Fair & Livestock Show. Sept. 13-15. Mollie Hinkle.
 Ozark—Franklin Co. Fair. Sept. 28. Ralph Johnson.
 Paris—North Logan Co. Fair Assn. Sept. 17-21. Van Pennington.
 Perryville—Perry Co. Fair Assn. Sept. 27-29. G. M. Wallace.
 Piggott—Clay Co. Fair Assn. Sept. 20-22. Iva Hartness.
 Potehooks—Randolph Co. Fair Assn. Sept. 3-8. A. C. DeClerk. Box 411.
 Prescott—Nevada Co. Fair. Sept. 18-21. Geo. Wylie.
 Paragould—Greene Co. Fair. Sept. 18-22. J. T. Brown.
 Russellville—Pope Co. Fair Assn. Sept. 17-22. Robert F. Hines.
 Searcy—White Co. Fair. Sept. 26-29. Floyd E. Bradberry.
 Stamps—Lafayette Co. Fair & Livestock Show. Oct. 1-4. Briner Thomas.
 Star City—Lincoln Co. Fair. Sept. 13-18. C. E. Fish.
 Warren—Bradley Co. Fair & Rodeo. Sept. 8-8. John M. Nelson.
 Wynne—Cross Co. Fair. Sept. 18-22. Boots Roberts.
 Yellville—Marion Co. Fair Assn. Sept. 13-15. Mrs. Burl King.

California

Anderson—Shasta District Fair. Aug. 23-28. Joseph J. Speer.
 Angels Camp—Calaveras Co. Fair. May 17-20. Carl T. Mills.
 Antioch—Contra Costa Co. Fair. Aug. 3-8. Norman D. Sundberg.
 Auburn—Suth. Dist. Fair. Sept. 21-23. R. W. Towers.
 Bakerfield—Kern Co. Fair Assn. Sept. 24-28. William A. Straub.
 Bishop—Eastern Sierra Tri-Co. Fair. Aug. 31-Sept. 2. O. P. Davis.
 Bonville—Mendocino Co. Fair & Apple Show. Sept. 28-30. H. J. June.
 Calistoga—Napa Co. Fair. June 29-July 1. Roy P. Schoepf.
 Cedarville—Modoc Co. Fair. Aug. 24-26. Roland J. Christiansen.
 Chico—Silver Dollar Fair. May 24-27. Ed Warren.
 Chowchilla—Chowchilla Junior Fair. May 16-20. Edward H. Clendennen.
 Colusa—Colusa Co. Fair. June 14-17. Robert M. King.
 Coala Mesa—Orange Co. Fair. Aug. 19-19. R. M. C. Fullenwider.
 Crescent City—Del Norte Co. Fair. Aug. 24-26. C. W. Glover.
 Del Mar—Southern Calif. Exposition. June 29-July 8. Paul T. Mannen.
 Dixon—Dixon May Fair. May 11-13. Bob McClure.
 Eureka—Redwood Acres Fair. June 27-July 1. Ralph H. Barnes.
 Ferndale—Humboldt Co. Fair. Aug. 10-16. Dr. Joseph N. D. Hindley.
 Fresno—Fresno Dist. Fair. Oct. 5-14. T. A. Dodge. 1121 Chance Ave.
 Grass Valley—17th Dist. Agril. Fair. Aug. 23-24. Edith H. Scott.
 Gridley—Butte Co. Golden Feather Fair. Aug. 31-Sept. 2. Joseph E. Whitaker.
 Hanford—Kings Co. Fair. Sept. 13-14. Jim King.
 Hayfork—Trinity Co. Fair. Aug. 17-19. J. D. Barry.
 Hemet—49th Dist. Agril. Assn. Aug. 22-28. Bud Nelson.
 King City—Salinas Valley Fair. May 16-13. L. H. Burns.
 Lakeport—Lake Co. Dist. Fair. Aug. 31-Sept. 2. Phil Lewis.
 Lancaster—Antelope Valley Fair & Alfalfa Festival. Sept. 6-9. A. O. Marquardt.
 Lodi—Lodi Grape Festival & Nat'l Wine Show. Sept. 14-18. C. B. Jackson.
 Los Angeles—Great Western Livestock Show. Nov. 24-29. A. M. Matthews. 2129 S. Eastern Ave.
 Los Banos—Merced Co. Spring Fair & Livestock Show. May 9-12. Sam Spina.
 McArthur—Inter-Mountain Fair of Shasta Co. Sept. 1-3. George Ingram.
 Madera—Madera Dist. Fair. Sept. 30-28. E. W. Dixon.
 Mantiposa—Mariposa Co. Fair. Sept. 1-3. Dale Campbell.
 Merced—Merced Co. Fair. Aug. 22-28. W. C. Wuxberg.
 Monterey—Monterey Co. Fair. Aug. 22-28. George T. Wist.
 Napa—Napa Dist. Fair. Aug. 9-12. Lowell Edgington.
 Northridge—San Fernando Valley Fair. Aug. 28-Sept. 3. Max P. Schenfeld.
 Orland—Glenn Co. Fair. Sept. 12-14. R. E. Walker.
 Paso Robles—San Luis Obispo Co. Fair. Aug. 13-18. Lawrence W. Levin.
 Petaluma—Fourth Dist. Fair. Aug. 23-28. Don Futaro.
 Placerville—El Dorado Co. Fair. Aug. 17-19. Guy Davenport.
 Pittsburg—Alameda Co. Fair. July 2-5. Wray L. Bergstrom.
 Plymouth—Amador Co. Fair. Aug. 24-28. Goula M. Wall.
 Pomona—Los Angeles Co. Fair. Sept. 14-20. C. H. Alderbaugh.
 Quincy—Plumas Co. Fair. Aug. 9-12. Tulsa E. Scott.
 Red Bluff—Tehama Co. Fair. Aug. 2-4. Joseph A. Soares.
 Roseville—Placer Co. Fair. Aug. 9-12. L. W. McClure.
 Sacramento—Sacramento Co. Fair. July 5-8. Robert M. Baker. P. O. Box 229, Oak Park Sta.
 Sacramento—Calli. State Fair & Exposit.

San August 28-Sept. 3. Dudley T. Perita. P. O. Box 2088.
 San Francisco—Grand Nat'l Livestock Expo. & Horse Show. Nov. 3-11. Eys Wilson.
 San Jose—Santa Clara Co. Fair. Sept. 18-18. Russell E. Pritch.
 San Mateo—San Mateo Co. Fair. Assn. Aug. 3-11. William M. Wilson.
 Santa Barbara—Santa Barbara Nat'l Horse Show & Fair. July 17-20. Edward O. Van Clava.
 Santa Maria—Santa Barbara Co. Fair. July 20-28. Reuben Douglas.
 Santa Rosa—Santa Rosa Fair. July 20-28. Ken Carter. P. O. Box 1481.
 Sonoma—Mother Lode Fair. Aug. 3-8. C. B. Matthews.
 Stockton—San Joaquin Co. Fair. Aug. 17-20. R. E. Walker.
 Susanville—Lassen Co. Fair & Livestock Show. Aug. 13-18. A. A. Jensen.
 Tulare—Tulare Co. Fair. Sept. 18-22. A. J. Kibick.
 Tulare — Tulare-Butte Valley Fair. Sept. 3-4. William C. Whitaker.
 Turlock—Stanislaus Dist. Fair. Aug. 8-11. C. A. Higbee.
 Ukiah—11th Dist. Fair. Aug. 9-12. F. Pierre Shipp.
 Vallejo—Solano Co. Fair. July 8-13. Fred M. Brudner.
 Ventura—Ventura Co. Fair. Oct. 3-7. L. E. Ver Nosen.
 Victorville—San Bernardino Co. Fair. Oct. 2-7. Orin Robertson.
 Watsonville—Santa Cruz Co. Fair. Sept. 20-22. E. P. Johnson.
 Woodland—Yuba Co. Fair. Aug. 18-18. Stuart B. Wolfe.
 Yreka—Siskiyou Co. Fair. Aug. 17-18. Edward R. Malberry.
 Yuba City—Yuba-Butler Fair. July 23-28. Roy L. Welch.
 Yuma—Yuma Co. Fair. April 18-22. Frank M. Deason.

Colorado

Akron—Washington Co. Fair Assn. Aug. 18-18. Alfred H. Gebauer, Brook.
 Arvada—Arvada Harvest Festival. Sept. 7-8.
 Arvada—Jefferson Co. Fair Assn. Aug. 13-18. Stanley H. Smith.
 Brighton—Adams Co. Fair & Rodeo. Aug. 9-12. Sam Schwab.

Broom—Morgan Co. Jr. Fair. Aug. 9-11.
 Buena Vista—Copper Ark. Valley Fair & Rodeo. July 28-29. Hubert Turber.
 Burlington—Elk Canon Co. Fair & Rodeo. Aug. 18-18. Melvin D. Butterfield.
 Canon—El Paso Co. Fair Assn. Aug. 17-18. Fred O. Wagner.
 Canon City—Fremont Co. 4-H Fair. Aug. 8-8. James H. Doyle.
 Castle Rock—Douglas Co. Fair. Sept. 8-8. Charles E. Kirk.
 Cheyenne Wells—Cheyenne Co. Fair & Rodeo. Sept. 8-8. H. P. Davis.
 Del Norte—San Luis Valley Pure Breed Show & Jr. Livestock Fair. Oct. 25-27. John Reaman.
 Denver—Denver Co. 4-H Fair. Aug. 15-16.
 Durango—La Plata Co. Fair Assn. Sept. 21-22. Beverly Flanagan.
 Edwards—Kearny Co. Free Fair. Sept. 13-13. T. T. Robinson.
 Grand Junction—Intermountain Fair Stock Show & Jr. Fair. Aug. 3-8. R. O. Woodfin.
 Greeley—Weld Co. Jr. Fair. Aug. 8-8. Mark Good.
 Hayden—Bent Co. Fair & Rodeo. Aug. 17-18. Geo. A. Sisson.
 Holly—Holly Community Fair. Sept. 20-23. William Pettie.
 Hotchkiss—Phillips Co. Fair. Aug. 18-18. R. E. Knorringer.
 Hotchkiss—Della Co. Fair & Race Meet. Sept. 4-7. Jerome LePiat.
 Hugo—Lincoln Co. Free Fair Assn. Aug. 20-20. I. Bob Igon.
 Julesburg—Weld Co. Fair Assn. Aug. 9-11. Carl J. Hoffman.
 Kiowa—Kiowa Co. Fair & Horse Show. Aug. 10-11. Frances I. Jessup. Ebert.
 Lamar—Prowers Co. Free Fair. Aug. 20-20. I. Allan H. Pett.
 Las Animas—Bent Co. Fair & Rodeo. Aug. 9-11.
 Littleton—Arapahoe Co. Fair Assn. Aug. 9-11. Forrest F. Hammes.
 Longmont—Boulder Co. Fair Assn. Aug. 16-18. Reed Walker.
 Loveland—Larimer Co. Fair & Rodeo. Aug. 12-12. E. R. Palmer.
 Manitou—Conjoe Co. Fair Assn. Aug. 15-17. Clatus Gilleland.
 Meeker—Rio Blanco Co. Fair. Aug. 21-21. I. William Murray.
 Meola—Costilla Co. Fair Assn. Aug. 13-14.

Montrose—Montrose Co. Fair Assn. Sept. 14-14. A. J. Gray.
 Pagosa Springs—Archuleta Co. Fair & 4-H Show. Sept. 1-4. R. C. Connelley.
 Pueblo—Colorado State Fair. Aug. 21-24. W. E. Kittle.
 Ridgway—Cory Co. Fair Assn. Sept. 2-2. Victor Zadra.
 Rifle—Garfield Co. Fair & Rodeo. Aug. 21-21. Sept. 2.
 Rocky Ford—Ark. Valley Fair & Watermelon Day. Sept. 4-4. Ted H. Ryan.
 Springfield—Baca Co. Fair Assn. Aug. 19-11. Chester R. Fishian.
 Sterling—Logan Co. Fair & Overland Trail Roundup. Aug. 7-8.
 Trinidad—Trinidad Round-Up Assn. Sept. 1-1. James H. Cummings Jr.
 Westcliffe—West Mountain Valley Fair Assn. Aug. 11. James H. Doyle.
 Yuma—Yuma Co. Fair & Rodeo. Aug. 13-13. L. R. Fitzgerald.

Connecticut

Berlin—Berlin Fair. Oct. 3-7. Dale Johnson.
 Berlin—Berlin Orange Fair. Sept. 14-15. Mrs. Esther O. Lamb.
 Bethel—Bethel Fair. Sept. 8-8. Ann Shells.
 Bridgewater—Bridgewater Co. Fair Assn. Aug. 17-18. Winfred H. Stuart.
 Brookline—Brooklyn Fair Assn. Aug. 24-24. Mrs. Milla A. Apply.
 Chester—Chester Fair. Aug. 25-28. William G. Stark.
 Columbia—Columbia Fair. Aug. 24-26. Walter Rosholt. Fire Dept.
 Danbury—Danbury State Fair. Sept. 29-30. John W. Leahy.
 Durham Center—Durham Fair Assn. Sept. 28-30. Ernest Otis.
 Durham—Middlesex Co. 4-H Club Fair & Livestock Assn. Aug. 17-18. Carol Lee.
 East Hampton—Haddam Neck Fair Assn. Sept. 2. Leonard J. Seiden.
 Goshen—Goshen Agri. Soc. Sept. 1-3. Lester McLaughlin.
 Guilford—Guilford Fair Assn. Sept. 21-22. Marie E. Griswold.
 Hamburg—Lyme Orange Fair Assn. Aug. 18. Harold Maynard.
 Harwinton—Harwinton Fair. Oct. 6-7. Merle H. Plakett.
 Ledyard—Ledyard Fair Assn. Sept. 8. George Geer.

ATTENTION! MANAGERS OF FAIRS & CELEBRATIONS

For a Sure Fire Attendance "Shoot the Works"

Pull the crowds out and hold them with Fireworks
Kids from 9 to 90 love Animated Fireworks

- * Our entirely new animated Ground and Aerial Fireworks Program No. 5-F contains the following features.
- * A "Turn Key" fireworks contract including labor, lumber, tools, liability insurance, poster & bumper sticker advertising, rain-out clause and background music.
- * The world's most beautiful selection of Aerial Shells, including our new "Paramount Splendor" shell.
- * Animated ground scenes including "Stagecoach Robbery," your favorite comic, "Earth Satellites," "Robin Hood" and many others.
- * Fireworks programs to fit your budget. Tell us what you can spend. We have a program that fits your needs.



Featuring
 A COMPLETELY ANIMATED
3 RING CIRCUS
 IN FIREWORKS!
 RING NO. 1 "ELEPHANTS BATHING"
 RING NO. 2 "THE MAN ON THE FLYING TRAPEZE"
 RING NO. 3 "TRAINED SEALS"



contact

PARAMOUNT FIREWORKS CO.

P. O. BOX 1272 PHONE: Riverside 7-4373
TULSA, OKLAHOMA

RETAIN THIS LIST

Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard.
 The next complete list of Fair Dates will be published in the June 30 issue of The Billboard.

Lynn—Hamburg Fair Assn. Aug. 18. Mrs. Hazel Blatz.

Madison—Future Farmers Fair, Sept. 8. Richard Schneider.

Marlborough—Marlborough Orange Fair, Aug. 25. Mrs. Gladys E. Dancause, RFD 2, E. Hampton.

Meriden—Meriden Orange, Inc. Sept. 21-22. Mrs. Bertha B. Tinkham.

Monroe—Harmony Grange Fair Assn. Aug. 24-25. Mrs. Edith Lucas.

North Haven—New Haven Co. 4-H Fair Assn. Aug. 10-12. Susan Treat.

North Haven—North Haven Fair & Expo. Sept. 8-9. Gertrude N. Miller.

North Shelton—New London Co. 4-H Fair Assn. Aug. 31-Sept. 1. Paul O. Holdridge.

Portland—Portland Agril. Fair Assn. Sept. 22-23. Karl Newsum.

Riverston—Riverston Fair, Oct. 13-14. Grace D. Seymour.

Riverston—Riverston Fair, Oct. 13-14. Grace D. Seymour.

Rocky Hill—Rocky Hill Grange Fair Assn. Sept. 8. Mrs. Dorothy H. Herrick.

Somers—Union Agril. Soc. Sept. 25-26. D. Everett Neelans, Hazardville.

Somers—Union Agril. Soc. Fair, Sept. 25-26. D. Everett Neelans.

South Glastonbury—Glastonbury Grange Fair Assn. Oct. 13. Harry W. Hall.

South Woodstock—Woodstock Fair, Sept. 1-3. Donald B. Williams.

Stafford Springs—Stafford Fair, Oct. 4-7. Louise L. Benton.

Terryville—Terryville Country Fair, Sept. 15-16. Frank Doleinski.

Vernon—Tolland Co. 4-H Fair Assn. Aug. 17-18. Ellen Gehring.

Wapping—Wapping Fair Assn. Sept. 8. Mrs. Leonard Barter.

Warren—Litchfield Co. 4-H Fair Assn. Aug. 24-25. Donna Bedford.

Wallingford—Wallingford Grange, Sept. 15. Flora E. Hough.

Waterford—Waterford Fair Assn. Aug. 17-18. Robert H. Fargo.

Wethersfield—Wethersfield Grange Fair Assn. Aug. 30-31. Merrill Canfield.

Wilson—Fairfield Co. 4-H Fair Assn. Aug. 17-18. Ellen Sulasak.

Winchester—Winchester Grange Fair, Aug. 18-19. Mrs. Harriet Ramsey.

Windsor Locks—Hartford Co. 4-H Fair Assn. Aug. 25-26. Patricia Zimmer.

Woodstock—Windham Co. 4-H Fair Assn. Aug. 11-12. Judith Brownlie, Putnam.

Delaware

Harrington—Kent & Sussex Fair, July 23-28. T. B. Holloway.

Florida

Crestview—Legion Harvest Fair, Inc. Oct. 1-6. H. A. (Bert) King.

De Puniak Springs—Wallen Co. Fair Assn. Nov. 5-10. H. O. Harrison.

Homestead—South Fla. State Fair, Feb. 1-7. Joseph Behoff, Chamber of Commerce Bldg.

Jacksonville—Greater Jacksonville Agril. & Indl. Fair, Oct. 28-Nov. 3. Ted Chapreau.

Live Oak—Suwanee Co. Fair & Livestock Show, Oct. 15-20. Paul Crews.

Marianna—Jackson Co. Agril. Expo. Oct. 13-20. Louis W. Seay.

Orlando—Central Florida Fair, Feb. 18-23. Crawford T. Rickford.

Palatka—Putnam Co. Agril. Fair, Nov. 5-10. H. E. Malby.

Pensacola—Pensacola Interstate Fair, Oct. 15-21. J. E. Frenkel, P. O. Box 355.

Tallahassee—North Florida Fair Assn. Oct. 23-27. Lloyd Rhoden, P. O. Box 4877.

Tampa—Florida State Fair & Gasparilla Assn. Jan. 28-Feb. 9. J. C. Huskisson.

Georgia

Albany—Exchange Club Fair of Southwest Georgia, Oct. 15-20. James L. Pierce.

Americus—Americus Civic Fair Assn. Oct. 6-12. Hubert C. Christian.

Athens—Athens Agril. Fair Assn. Oct. 15-20. F. H. Williams.

Atlanta—Southeastern Fair Assn. Sept. 27-Oct. 6. E. Lee Carterton.

Augusta—Exchange Club Fair, Oct. 28-Nov. 3. W. T. Ashmore Jr.

Harnesville—Lamar Co. Kiwanis Fair Assn. Sept. 15-15. Wyatt W. Childs.

Blakely—Early Co. Fair & Peanut Festival, Oct. 22-27. Chester Clardy.

Brunswick—Exchange Club Fair Assn. Oct. 22-27. W. A. Harrington.

Cartersville—Bartow Co. American Legion Fair, Sept. 24-29. Victor H. Waldrop.

Columbus—Chattahoochee Valley Expo. Oct. 8-13. Felix L. Jenkins.

Copiers—Rockdale Legion Fair, Oct. 1-6. H. Jack Turner.

Cordale—Central Georgia Fair, Oct. 22-27. Emory Herring.

Dalton—North Georgia Fair, Sept. 24-28. Burt Scoggins.

Dublin—Oconee Fair Assn. Oct. 30-Nov. 1. O. H. Lewis.

Elberton—Elberton Fair Assn. Sept. 18-19. J. V. Hulme.

Griffin—Spalding Co. Kiwanis Fair, Sept. 24-29. O. H. Weaver.

Hiawassee—Ga. Mountain Fair Assn. Aug. 13-18. Mrs. E. N. Nicholson.

Hahira—Hahira Community Fair, Oct. 8-13. C. P. Seruggs.

Hartwell—American Legion Hart Co. Agril. Fair, Sept. 17-21. C. W. Campbell.

Jackson—Jackson Exchange Club Fair Assn. Oct. 1-6. R. F. Armstrong.

Jeffersonville—Twiggs Co. Fair Assn. Oct. 7-8. E. E. Brannen.

Macon—Georgia State Fair, Oct. 15-20. Robert M. Wade.

Manchester—Tri Co. Fair Assn. Sept. 24-28. Harry Wilson.

McRae—Ocmulgee Fair Assn. Oct. 8-13. C. W. Dopsen.

Meister—Candler Co. Fair Assn. Oct. 8-13. L. C. Anderson.

Monroe—Walton Co. A. L. Fair, Oct. 8-13. H. H. Shores.

Montezuma—Macon Co. Fair Assn. Oct. 8-13. Clarence H. Hair.

Pembroke—Bryan Co. Fair Assn. Oct. 22-28. D. E. Modders.

Sandersville—Washington Co. Fair Assn. Oct. 1-6. D. E. McMaster.

Savannah—Coastal Empire Fair Assn. Oct. 29-Nov. 3. Meredith E. Thompson.

Springfield—Effingham Co. Fair Assn. Oct. 8-13. L. B. Johnson.

Swainsboro—Emanuel Co. Fair Assn. Oct. 8-13. Earl Varner.

Thomaston—West Central Georgia Fair, Oct. 1-6. James E. Hays.

Waycross—Okefenokee Fair Assn. Oct. 29-Nov. 3. Sam Caraker.

Winder—Winder Lions Community Fair, Sept. 3-8. James Lays.

Bridgeport—Lawrence Co. Fair Assn. Aug. 30-31. Louis Bloom.

Bloomington—McLean Co. Fair Assn. Aug. 6-8. Roy Barclay.

Brownstown—Fayette Co. Fair Assn. July 2-7. Ervin Washburn, Vandalla.

Cambridge—Henry Co. Fair Assn. Aug. 1-18. Mrs. Darlene Boberg.

Carlville—Macon Co. Fair Assn. July 23-27. Mrs. Joe Tustberg.

Carlyle—Clinton Co. Fair Assn. July 17-21. Eldon E. Hazlet.

Carmi—White Co. Fair Assn. Aug. 12-17. Ben Herfield.

Carrollton—Greene Co. Fair Assn. July 18-20. Helle Witt.

Cerro Gordo—Pike Co. Fair Assn. July 12-14. Earl Kepler.

Charleston—Coles Co. Fair Assn. July 30-Aug. 4. Hout. R. Blackford.

Chicago—Int'l. Dairy Show & Rodeo, Oct. 8-14. William E. Ogilvie, Union Stockyards.

Chicago—Int'l. Livestock Expo. & Horse Show, Nov. 23-Dec. 1. William E. Ogilvie, Union Stockyards.

Cullom—Cullom Jr. Fair Assn. Aug. 10-11. Everett Sandusky.

Danville—Danville Fair Assn. July 28-Aug. 4. Robert Banks.

Decatur—Macon Co. Fair Assn. July 28-Aug. 2. Donald G. Baird.

DuQuoin—DuQuoin State Fair, Aug. 26-Sept. 3. D. M. Hayes.

East Moline—Rock Island Co. Fair Assn. Aug. 22-25. Wayne Peasler, Hilldale.

Elizabeth—Elizabeth Community Fair & 4-H Show, Aug. 8-19. Raymond J. Slagun.

Fairbury—Fairbury Fair, Aug. 21-25. Robert J. Maurer.

Fairfield—Wayne Co. Fair Assn. July 2-8. Murrell J. Loy.

Farmer City—DeWitt Co. Fair Assn. July 1-7. E. R. Wighman.

Fisher—Fisher Fair, July 17-19. Mrs. Doyno McKibney, Fossiland.

Fors—Clay Co. Fair Assn. July 21-27. Phillip R. Strisco.

Franklin Grove—Lee Co. Fair Assn. Aug. 24-28. Laverne S. Baker.

Freeport—Stephenson Co. Fair Assn. Aug. 22-25. Roy Hefly, Orangeville.

Geneva—Kane Co. Fair Assn. Aug. 1-5. Richard Barney, Geneva.

Georgetown—Georgetown Fair, Aug. 6-11. Richard Heild.

Grays Lake—Lake Co. Fair Assn. July 24-28. L. A. Nordhausen, Box 27.

Greenup—Cumberland Co. Fair Assn. Aug. 20-23. W. E. Freeman.

Greenville—Bond Co. Fair Assn. Aug. 28-30. T. T. Dewey.

Griggsville—Griggsville Fair, June 28-July 4. J. R. Skinner.

Harrisburg—Saline Co. Fair Assn. July 29-Aug. 3. Mrs. George Johnson, Raleigh.

Havana—Mason Co. Fair Assn. Aug. 1-3. E. B. Terwilliger.

Henry—Marshall-Putnam Co. Fair Assn. Aug. 25-31. H. H. Monier, Sparland.

Highland—Madison Co. Fair Assn. Aug. 1-5. J. H. Wilson.

Jacksonville—Morgan Co. Fair Assn. Aug. 1-5. Ross Crowcroft.

Jerseyville—Jersey Co. Fair Assn. July 9-14. James L. Coombes.

Kankakee—Kankakee Co. Fair Assn. Aug. 5-18. Roy H. Robinson.

Knoxville—Knox Co. Fair Assn. July 30-Aug. 4. Hay Swanson, Galesburg.

Lewistown—Fulton Co. Fair & Racing Assn. July 25-28. Chester Boone.

Lincoln—Logan Co. Fair Assn. Aug. 4-9. Wilbur E. Layman.

Mason—McDonough Co. Fair Assn. July 30-Aug. 1. Loreta Smith.

McLeansboro—Hamilton Co. Fair Assn. July 30-Aug. 3. H. Mead.

Marion—Williamson Co. Fair Assn. Aug. 6-11. Sam Dunaway.

Marshall—Marshall Fair Assn. Aug. 6-11. Doroith Clark.

Martinsville—Martinsville Fair Assn. July 15-21. M. T. Bennett.

Mason—Grundy Co. Fair Assn. Aug. 10-16. Sept. 3. Wayne F. Carter.

Melvin—Ford Co. Fair Assn. Sept. 1-5. L. A. Freshill.

Mendon—Adams Co. Fair Assn. Aug. 4-8. I. M. Brumbeck.

Mendota—Tri-County Fair Assn. Sept. 1-3. E. A. Lorack.

Metropolis—Maize Co. Fair Assn. July 2-7. Paul Powell, Vienna.

Milford—Iroquois Co. Fair Assn. July 21-Aug. 1. Duane Crist.

Millidgeville—Carroll Co. Fair Assn. Aug. 8-12. Gene Litwiler.

Morrison—Whiteside Co. Fair Assn. Aug. 15-18. V. M. Dearing.

Mount Carmel—Wabash Co. Fair Assn. July 22-27. E. Guy Finley, Allendale.

Mount Sterling—Brown Co. Fair Assn. July 21-Aug. 1. T. O. Jackson.

Mount Vernon—Mount Vernon State Fair Assn. July 18-21. Mrs. Carylle Pierce.

Nashville—Nashville Fair Assn. Aug. 13-17. Warren Morrison.

New Berlin—Sangamon Co. Fair Assn. July 25-28. Cass M. Heimer, Springfield.

Newton—Janter Co. Fair Assn. Sept. 1-6. C. L. Batman.

Obion—Obion Co. Fair Assn. Aug. 27-31. O. B. Price.

Odell—Odell Fair Assn. Aug. 28-30. Frank Fairfield.

Okawville—Okawville Fair Assn. Sept. 15-16. Arthur Koetting Jr.

Olin—Richland Co. Fair Assn. July 30-Aug. 4. Arrol Franson.

Oregon—Ogle Co. Fair Assn. Sept. 1-3. E. D. Landers.

Ottawa—Ottawa Fair Assn. Aug. 7-9. Lawrence Whalen, Streator.

Palmers—Terry Park Industrial Fair, July 3-8. Oral H. Cooper.

Fans—Tri-County Fair Assn. Aug. 21-Sept. 1. Wayne Hunter, Owaneco.

Paris—Edgar Co. Fair Assn. July 22-27. Ora E. Rafferty.

Pecanonia—Winnebago Co. Fair Assn. Aug. 14-19. Wallace Beishaw.

Pekin—Tazewell Co. Fair Assn. Aug. 2-3. James Hoyt.

Peotone—Will Co. Fair Assn. Aug. 24-28. Frederick H. Meyer.

Peoria—Peoria Co. Fair Assn. July 18-22. R. Y. Bartholomew.

Petersburg—Menard Co. Fair Assn. Aug. 28-30. Carl Lenz.

Pineknobville—Perry Co. Agril. Soc. July 18-21. Mrs. Fay Stumpe.

Pleasant Hill—Pike Co. Fair Assn. Aug. 21-25. J. L. Laugharn.

Pointac—Livingston Co. Agril. July 21-Aug. 2. Guy K. Ger, Forrest.

Princeton—Bureau Co. Fair Assn. Aug. 21-24. Wayne Slutz.

Roseville—Warren Co. Fair Assn. Aug. 7-10. John Feil.

Rushville—Schuyler Co. Fair Assn. July 1-4. Harvey Settles.

St. Charles—Kane Co. Fair Assn. Aug. 1-5. Richard Barney, Geneva.

Salem—Marion Co. Fair Assn. July 8-14. Reba Millican.

Sandwich—Bryant Farmer's Club Jr. Fair, Aug. 7-8. Robert Howey.

Sandwich—Sandwich Fair, Sept. 2-9. C. R. Brady.

Shawneetown—Gallatin Co. Fair Assn. Sept. 1-7. C. I. Oldham.

Sparta—Randolph Co. Fair Assn. July 8-11. W. John Brown.

Springfield—Illinois State Fair, Aug. 18-19. Streicher G. Jones.

Stronghurst—Henderson Co. Fair Assn. July 24-27. Earl Brooks.

Sullivan—Sullivan Fair Assn. Aug. 1-4. Paul M. Kross.

Sycamore—Sycamore Farmers Club Jr. Fair, Aug. 7-8. Robert Howey.

Taylorville—Christian Co. Agril. Fair Assn. July 15-20. R. A. Clawson.

Urbana—Urbana Fair Assn. July 23-28. Kenneth Martin.

Vienna—Johnson Co. Fair Assn. July 8-14. E. M. Gorden.

A fool-proof way to make sirup for snow cones and cold drinks! It's Smile FLAVORETTES



No guesswork—No waste—Flavor is measured out for you!

Make your own sirup as you need it . . . simply add One 6 oz. bottle Smile Flavorette to sugar and water . . . or to 1 gallon of simple sirup—makes a full gallon of quality sirup for a little over \$1 per gallon.

A wide selection of flavors to choose from including the all-time favorites, Orange, Cherry and Root Beer. Packed 12 6-oz. bottles to a case, assorted flavors if desired. Price: \$7 per case. Terms: Cash with order or COD. (Note: On COD orders 1/3 deposit is required.)

INTRODUCTORY ORDER ONLY—1 dozen free with 7 dozen order.

All flavors guaranteed. Sample on request.

ORANGE SMILE SIRUP CO.

2001 S. 9th St. St. Louis 4, Mo. (Phone: FRospect 1-2046) Makers of Quality Flavors for 43 Years

BIGGER PROFITS FOR YOU WITH OUR EQUIPMENT AND SUPPLIES

CARAMEL APPLES AND SUPPLIES



Ready to use, just heat and dip apples. 1 gallon covers 10 dozen apples. Will not run off apple. Supplies Needed: Kettle for heating and dipping, our Caramel, Apples, Skewers, Granular Peanuts or Shredded Coconut for coating.

Caramel—1-Gal. Can (8 lbs.) . . . \$ 3.00
 Case of 6 Cans (48 lbs.) . . . 15.00
 Skewers—4 1/2 x 11/64, 1,000 . . . 1.35
 Case of 10,000 . . . 12.50
 5 1/2 x 1/4, 1,000 . . . 2.35
 Case of 10,000 . . . 22.50
 Topping—Shredded Coconut, 25 lb. Can . . . 10.00
 Granular Peanuts, 30-lb. Carton . . . 11.00
 Glassine Bags—For Apples, Per M . . . 4.25
 Complete Stove—Kettle With Coleman Gas Plant . . . 75.00
 Or With Bottled Gas Burner . . . 75.00
 Candy Apple Pans, 18x26, Ea. . . 1.75
 For Red Canded Apples—
 Glucose, 5 Gallon . . . 6.50
 Red (Dry) Color Per Lb. . . 4.25
 Setquick, 1 Lb. . . 1.00
 Send for recipe.
 Beach Umbrella, 7 Ft. Spread . . . 22.50



ECHOLS IMPROVED, WITH SPECIAL LARGE CASE . . . \$325.00

SNOW CONE MACHINES

ECHOLS HIGH SPEED WITH SNOW CASE \$137.50

ECHOLS IMPROVED WITH SNOW CASE \$312.50

ECHOLS HIGH SPEED WITH GASOLINE ENGINE AND SNOW CASE \$212.00

STAR STEAMRO, JR.



Electric combination Hot Dog Steamer and Bun Warmer. 150 HOT DOGS and warms 40 buns. Only \$65.00

STAR POPCORN MACHINES

All Sizes—Gas and Electric

The perfect machines for Drug Stores, Theatres, Bowling Alleys, Drive-Ins, Super Markets, Amusement Parks, Skating Rinks, Schools, Institutions, Airports, Railroad Stations, Bus Stations, Confectioneries. Imposing appearance and simple to operate.

STAR #50P ELECTRIC FLOOR MODEL LIST PRICE \$37.50

NEW STAR #55 ELECTRIC FLOOR MODEL LIST PRICE \$434.50



FLOSS MACHINES AND SUPPLIES



Whirlwind Floss Machine, \$275.00
 F.O.B. St. Louis, Mo.

Whirlwind Floss Machine—Best Made . . . \$275.00
 Ready Rolled Floss Cones, Case 4,000 . . . 15.00
 4 by 12 Floss Papers, Case 5,000 . . . 7.00
 FLAVORS for Floss, Anise, Black Walnut, Vanilla, Each . . . 3.50
 COLORS for Floss: Red, Orange, Yellow, 1 lb. Can, \$4.25; 1/4# Can . . . 1.50
 GREEN, 1 lb. Can, \$6.75; 1/4# Can . . . 2.50

We carry PARTS for Whirlwind and Nashville Floss Machines.

MISCELLANEOUS SUPPLIES

POPCORN • BAGS • OILS • BOXES • SNOW CONE SUPPLIES • CUPS • SYRUPS • CONCENTRATES • Glassine CONES • FLOSS CONES READY ROLLED • FLOSS FLAVORS • FLOSS COLORS • Floss SUGAR A.A. CON. is the BEST for Floss a CARAMEL DIP for APPLES • GLUCOSE • FLAT NAPKINS • HOT and COLD DRINK CUPS • PEANUTS—ROASTED or RAW • FLOSS RIBBONS and BANDS • Syrup DISPENSERS • BEACH UMBRELLAS, \$22.50; Many Other Items—Tell us your requirements—we will be pleased to send details and LOWEST PRICES. WRITE for LITERATURE on our COMPLETE LINE of EQUIPMENT and SUPPLIES. Get on our PERMANENT MAILING LIST for SPECIAL ITEMS and BARGAINS from time to time.

C. R. FRANK, NATIONAL DISTRIBUTOR

2020 Olive St. St. Louis 3, Mo. Phone: Central 1-1780

All Prices F.O.B. St. Louis. One-Third Deposit With Order, Balance C.O.D. No Shipments Without Deposit.

Virginia-Cass Co. Fair Assn. Aug. 20-25. Show Terwilliger.
 Warren-Warren Fair Assn. Aug. 16-18. J. W. Richardson.
 Waterloo-Minerva Co. Fair Assn. Aug. 22-25. Edgar S. Amrine.
 Waverly-Lake Co. Fair Assn. July 26-28. L. A. Nordhausen, Grace Lake.
 Weston-DePage Co. Fair Assn. July 27-28. William Hill, Naperville.
 Woodbury-West Co. Jr. Agril. Show Aug. 2. Robert C. Cook.
 Woodstock-McHenry Co. Fair Assn. Aug. 2-5. Mrs. Grace Holier.
 Woodstock-Stark Co. Jr. Fair. Aug. 4. Glenn S. Davis.

Indiana

Akron-Akron Agril. Fair Assn. Sept. 11-15. Dale Shertz.
 Alexandria-Madison Co. 4-H Club Assn. Aug. 7-10. W. C. Haynes.
 Anderson-Anderson Free Fair Assn. July 2-1. Earl J. McCasell.
 Angola-Blenheim Co. 4-H Fair & Jayce Home Show. Aug. 7-9. Harold Lockman, Hudson.
 Aries-Maxwell Co. 4-H Fair Assn. Aug. 7-11. Otto H. Cotes.
 Auburn-DeKalb Co. Free Fair Assn. Sept. 20-22. Harry L. Proffers.
 Aurora-Aurora Farmers Fair Assn. Oct. 3-4. Irene Culler.
 Bedford-Lawrence Co. 4-H Club Exhibit. Aug. 7-3. John F. Armstrong.
 Ellettsville-Ellettsville Co. Fair Assn. Aug. 5-11. Edgar Harkman, Seymour.
 Conditon-Ferry Co. 4-H Fair. Aug. 14-16. Helen Hamery.
 Cayuga-Vermillion Co. Fair Assn. July 14-21. Allen H. Heit, Newport.
 Cedarville-Wayne Co. 4-H Fair. July 29-Aug. 2. Grace Sherman.
 Columbus-Columbus Co. 4-H Fair. Aug. 21-23. Rose C. Ketch.
 Columbus-Bartolomew Co. Fair Assn. July 15-20. Francis Overstreet.
 Columbus-Fayette Co. Free Fair Assn. Aug. 12-17. J. W. Funk.
 Converse-Miami Co. Agril. Assn. Aug. 7-11. G. L. Knox.
 Corydon-Harrison Co. Agril. Soc. Aug. 20-21. J. Ward Walker.
 Covington-Pontiac Co. 4-H Club Fair. Aug. 6-9. Mrs. Dallas Livingston, Hillsboro.
 Crown Point-Lake Co. Central States Fair. Aug. 10-25. Donald B. Powers.
 Davison-Hendricks Co. 4-H & Agril. Fair Assn. Aug. 2-3. Edgar Reibel.
 Denver-Denver Community Assn. Aug. 27-Sept. 1. Mrs. Walter C. Ramsey.
 Ellettsville-Monroe Co. Fall Festival Assn. Sept. 13-15. Mrs. Bernice Raied.
 Ellettsville-Davies Co. Fair, Inc. July 30-Aug. 4. Kermil Williams.
 Evansville-Vanderburgh Co. Fair. Aug. 8-10. A. Schwelzsch.
 Flora-Carroll Co. 4-H Exhibit Assn. July 30-Aug. 4. Harold R. Berry, Delphi.
 Fort Wayne-Fort Wayne Free Fair. July 9-14. Charles McKinley.
 Fort Wayne-Alton Co. 4-H Club. Aug. 7-9. Mrs. Esther Salomon.
 Frankfort-Clinson Co. Fair, Inc. Aug. 19-23. Aaron Ostler.
 Franklin-Johnson Co. 4-H & Agril. Fair Assn. July 29-Aug. 4. L. B. McAtee.
 Geoson-Elkhart Co. 4-H & Agril. Expo. Aug. 13-18. R. C. Stangland.
 Greensburg-Pulham Co. Fair & 4-H Club Assn. Aug. 8-11. Thomas E. Hendricks.
 Grensheld-Hancock Co. 4-H Agril. Assn. Aug. 6-10. Mrs. Charles Heller.
 Greensburg-Deatur Co. 4-H Agril. Fair Assn. Aug. 14-17. Ben Licking.
 Greensburg-Howard Co. 4-H Fair. July 31-Aug. 4. Gene Pickett.
 H. Jones-Henry Co. 4-H Club Fair, Inc. Aug. 7-8. Tom Bell, Knox.
 H. Jones City-Blackford Co. 4-H & Open Agril. Assn. July 21-Aug. 4. Glenn Schwartzkopf, Muncieville.
 H. Jones City-Dubois Co. Fair Assn. July 19-Aug. 2. K. H. Rutkay.
 Huntington-Veterans of Foreign Wars Homecoming & Street Fair. July 30-Aug. 1. L. Edson, Stephan.
 Indianapolis-Marion Co. Fair Assn. Aug. 11. Ethel Callahan, Rt. 1, Box 241, New Augusta.
 Indianapolis-Indiana State Fair. Aug. 29-Sept. 7. Kenneth P. Blackwell.
 J. Jonesville-Tri Co. Fair Assn. July 16-21. Paul J. Hubbell.
 Kendallville-Eastern Indiana Agril. Assn. Aug. 13-15. Clinton S. Himmell.
 Kendallville-Newton Co. Fair Assn. Aug. 27-31. John M. Connell.
 Lafayette-Tipton Co. 4-H Exhibit Assn. Aug. 12-17. Mrs. Sarah Jane Harris, Buck Creek.
 LaGrange-LaGrange Co. Corn School. Sept. 11-15. Walter Emmert.
 LaGrange-LaGrange Co. 4-H Club Assn. Aug. 6-8. Floyd Perkins.
 LaPorte-LaPorte Co. Fair Assn. Aug. 12-15. Robert M. Morse.
 Lawrenceburg-Bloomington Co. Fair. July 29-30. Don C. Dearborn.
 Leavenworth-Cass Co. Fair Assn. July 22-23. Mrs. Thomas.
 Lyons-Lyons Fair Assn. Aug. 21-23. Glenn Anderson.
 Madison-Jefferson Co. 4-H Club Fair. July 23-25. Ray E. Siffert.
 Marion-M Marion Free Fair. July 9-14. Don Marshall.
 Marion-Grant Co. 4-H Club Fair Assn. Aug. 14-18. Guy T. Harris.

Marionville-Morgan Co. Fair & 4-H Assn. Aug. 12-17. Byron Greene.
 Marshallville-White Co. Agril. Assn. Aug. 7-11. Mrs. Audrey Zerbe, Chalmers.
 Mount Vernon-Perry Co. Agril. Improvement Center. July 24-27. Marley Kavellman Jr.
 Muncie-DeKalb Co. Fair. July 27-Aug. 4. Ray Bookman.
 New Albany-Plano Co. 4-H Club Assn. Aug. 7-20. Willard Cook.
 New Castle-Henry Co. 4-H Assn. Aug. 8-9. W. G. Smith.
 North Vernon-Jennings Co. Fair Assn. July 2-12. Chas. Wiley, Selgin.
 Oakland City-Oakland City 4-H & Community Fair. July 24-28. Sam B. Williams.
 Osgood-Spicy Co. Agril. Assn. July 28-Aug. 4. Hollis Crum.
 Peru-Miami Co. 4-H Club & Livestock Show. July 20-Aug. 3. Ralph Piles, Mary Petersburg-Fire Co. Fair & 4-H Exhibit. July 17-21. E. P. Deagan.
 Pleasanton-Lyons Club-Farmers Market. July 20-28. Clay Goodwin.
 Portland-Jay Co. Fair Assn. Aug. 3-10. Mrs. Forrest Elliott.
 Princeton-Gibson Co. Hort. & Agril. Soc. Aug. 12-18. Floyd Strickland.
 Quincy-Quincy Picnic. Aug. 8-11. Mrs. Jean Dawes, 371 E. Emmons, Indianapolis.
 Rossford-Jasper Co. Fair Assn. Aug. 12-18. Cecil Bullen.
 Rising Sun-Ohio Co. Farmers Fair Assn. July 12-14. Wilford W. Hall.
 Ransom-Ransom Booster Club Fair. Sept. 19-22. Mrs. Donald Yike.
 Rochester-Fulton Co. 4-H Fair. Aug. 6-11. Loren Churchill.
 Rockport-Rochester Co. Fair Assn. July 22-28. J. H. Branch.
 Rockville-Parke Co. Fair Assn. Aug. 13-19. Howard L. Berman.
 Rushville-Rush Co. Agril. Assn. July 20-Aug. 3. E. E. Priddy.
 Salem-Farmers-Merchants Fair Assn. Aug. 13-18. Zaring Hudson.
 Scottsburg-Scott Co. Agril. Soc. July 30-Aug. 2. J. T. West.
 Shelbyville-Shelby Co. Fair. Aug. 4-10. Glenn Y. Bass.
 South Bend-St. Joseph Co. 4-H Fair. Aug. 8-11. H. H. Newgro, Bremen.
 Spencer-Owen Co. Fair Assn. Aug. 20-25. Richard Wood.
 Sullivan-Sullivan Co. 4-H Fair Assn. Aug. 8-10. Mrs. Merle Terrill.
 Sunman-Sunman American Legion Fair. July 17-21. Harold Zimmerman.
 Terre Haute-Wabash Valley Fair Assn. Aug. 12-19. E. J. Acree.
 Tipton-Tipton Co. Agril. Assn. Aug. 7-9. Mrs. Dora Legg, Windfall.
 Valparaiso-Porter Agril. Society. Aug. 8-11. Tom Womack.
 Wabash-Wabash Co. 4-H Fair & Assn. Aug. 13-18. Dale J. Miller.
 Warsaw-Kosciusko Co. Fair Assn. Aug. 6-11. Henry Butler.
 Williamsport-Warren Co. 4-H Club Fair. Aug. 12-17. Mrs. Robert Hamford.
 Winamac-Pulaski Co. 4-H & Community Fair. Aug. 7-11. Mrs. Ann Dixon.
 Winchester-Randolph Co. 4-H Club Show. Aug. 7-10. Mrs. Robert J. Curry.
 Worthington-Greene Co. Fair Assn. July 24-28. Robert Pryor.

Iowa

Adel-Dallas Co. Fair Assn. Aug. 13-18. J. Dwight Brown.
 Afton-Union Co. Fair Assn. Aug. 8-11. Dan Bealey.
 Albia-Monroe Co. P. B. Bire Assn. Aug. 6-9. Lester Poole.
 Algona-Kossuth Co. Fair Assn. Aug. 14-17. L. W. Nitchals.
 Allison-Buller Co. Fair Assn. Aug. 2-6. Charles J. Miller.
 Alta-Buena Vista Co. Fair. Aug. 6-9. G. A. Soderquist.
 Atlantic-Cass Co. 4-H and PFA Fair. Aug. 12-17. Gail Harris.
 Audubon-Audubon Co. Fair Assn. Sept. 10-14. D. C. Perley.
 Avoca-Pottawattamie Co. Fair Assn. July 31-Aug. 3. H. E. True.
 Bedford-Taylor Co. Fair Assn. July 25-28. Guy H. Miller.
 Bloomfield-Davis Co. Fair Assn. Aug. 14-17. Clayton Morland.
 Boone-Boone Co. 4-H Fair Assn. Aug. 12-16. T. N. Nelson.
 Britt-Hancock Co. Fair Assn. Aug. 14-17. Mitchell Beck, Klemme.
 Burlington-Burlington Hawkeye Fair Assn. Aug. 14-18. James H. Bright.
 Cedar Rapids-All-Iowa Fair Assn. Aug. 13-19. Andrew C. Hanson.
 Centerville-Appanoose Co. Fair Assn. July 23-28. John M. Elliott.
 Central City-Linn Co. Fair Assn. Aug. 2-5. T. W. Lewis.
 Chariton-Lucas Co. 4-H Achievement Show. Aug. 14-18. Mrs. Lee Cottingham.
 Charles City-Floyd Co. Fair Assn. Aug. 12-16. Harold L. Friedrich.
 Clarinda-Fage Co. Fair Assn. Aug. 7-10. Ole Wibholm.
 Colfax-Jasper Co. 4-H & PFA Fair. Aug. 20-23. Mrs. Fred Jensen, Monere.
 Columbus Junction-Louisa Co. Fair Assn. Aug. 20-23. H. W. Pederson.
 Coon Rapids-Four-Co. Fair Assn. Aug. 20-23. M. D. Petersen.
 Corning-Adams Co. Fair Assn. Aug. 12-16. Robert Gauthier.
 Corydon-Wayne Co. Fair Assn. Aug. 20-23. Mrs. G. A. Ward.
 Council Bluffs-West Pottawattamie Co. Fair Assn. Aug. 14-18. Ed Fischer, Meila.
 Cresco-Howard Co. Fair Assn. Aug. 21-26. Ralph Fitzgerald.
 Davonport-Mississippi Valley Fair Assn. Aug. 12-18. Frank Harris, 2813 W. Locust.
 Decatur-Winneshiek Co. Fair Assn. 18-19. Leon B. Brown, Creson.
 Des Moines-Polk Co. 4-H Fair Assn. July 26-Aug. 2. Ron Aronson, 1290 E. Euclid.
 Des Moines-Iowa State Fair. Aug. 24-Sept. 2. L. B. Cunningham.
 Denison-Crawford Co. Fair Assn. Aug. 12-16. Bryan Weber, Kilom.
 DeWitt-Clinson Co. 4-H Club Show. Aug. 6-10. Jimmy Miller.

Des Moines-Lee Co. Fair Assn. July 20-Aug. 4. G. L. Rodgers.
 Dubuque-Dubuque Co. Fair Assn. Aug. 13-18. Chas. Wick, R. R. 1.
 Eagle Grove-Eagle Grove, Dist. Jr. Fair. Aug. 20-22. J. Paul Van.
 Eldon-Wapello Co. Fair Assn. Aug. 20-23. L. W. Hall.
 Eldora-Martin Co. Fair Assn. Aug. 14-17. Wilson H. Haskay.
 Elkhart-Elkhart Fair Assn. Aug. 23-28. Edward A. Burlington Jr.
 Emmetsburg-Palo Alto Co. Fair Assn. Aug. 13-15. H. E. Hartinger.
 Eubank-Emmett Co. Agril. Show. Aug. 6-8. Robert G. Wendler.
 Fairfield-Jefferson Co. Jr. Agril. Assn. Aug. 13-18. Henry McGeary, Parkwood.
 Fort Dodge-Wheeler Co. 4-H Fair Assn. Aug. 7-9. P. E. Harms, 218 Dowd Bldg.
 Grinnell-Poweshiek Co. 4-H PFA Fair. Aug. 6-8. Roger Sandage, Montezuma.
 Grundy Center-Grundy Co. Fair Assn. Aug. 7-11. Henry B. Winkley.
 Guthrie Center-Guthrie Co. Fair Assn. Sept. 4-7. G. W. Prince.
 Hampton-Franklin Co. Fair Assn. Aug. 20-22. Kenneth Showalter.
 Harlan-Shelby Co. Fair Assn. Aug. 23-25. Aulden O. Schaller.
 Humboldt-Humboldt Co. Fair Assn. Aug. 20-23. Jean M. Kieve.
 Ida Grove-Ida Co. Fair Assn. Aug. 13-16. Richard F. Branco, Holstein.
 Independence-Buchanan Co. Fair Assn. Aug. 7-10. W. J. Campbell, Jessup.
 Indianola-Warren Co. Fair Assn. Aug. 1-4. Glen Polson.
 Iowa City-Johnson Co. 4-H Fair Assn. Aug. 6-10. H. J. Montgomery.
 Jefferson-Greene Co. Fair Assn. Aug. 7-9. Paul Meers.
 Keosauqua-Van Buren Co. Fair Assn. Aug. 7-10. A. J. Scott.
 Knoxville-Martin Co. Fair Assn. Aug. 6-11. M. A. Trahert.
 LeMars-Plymouth Co. Fair Assn. Aug. 20-22. Arlie A. Pierson.
 Leona-Desatur Co. 4-H and PFA Fair. July 30-Aug. 1. Harold Flanagan.
 Maquoketa-Jackson Co. Fair Assn. Aug. 8-12. Kenneth J. Ehlinger.
 Malvern-Mills Co. Fair Assn. Aug. 1-3. Dennis Downing, Pacific Junction.
 Manchester-Delaware Co. Fair Assn. Aug. 5-10. Truman Ingels.
 Manson-Calhoun Co. Fair Assn. July 27-28. Bill Partlow.
 Marquette-Iowa Co. Fair Assn. Aug. 6-11. Robert W. Higgins.
 Mason City-North Iowa Fair. Aug. 6-12. Robert H. Miller.
 Missouri Valley-Harrison Co. Fair Assn. Aug. 2-4. Mrs. Kathryn Riney.
 Paducah-McCracken Co. West Ky. Fair. Aug. 28-31.
 Richmond-Madison Co. Fair Assn. Aug. 9-11.
 Russell Springs-Russell Co. Fair Assn. Aug. 1-4. Leonard E. Wilson, Jamestown.
 Russellville-Logan Co. Fair Assn. Aug. 13-18. Jack Stengel.
 Scottsbluff-Allen Co. Fair Assn. July 8-14. Shelbyville-Shelby Co. Fair Assn. July 30-Aug. 4.
 Marshalltown-Central Iowa Fair Assn. Aug. 18-21. Leonard L. Grimes, 2114 W. Main St.
 Mason City-North Iowa Fair. Aug. 6-12. Robert H. Miller, 705 1st Nat'l Bank Bldg.
 Monticello-Great Jones Co. Fair Assn. Aug. 21-25. Claude Appleby.
 Moville-Woodbury Co. Fair Assn. Sept. 2-8. Wayne W. Lutz.
 Mt. Airy-Ringgold Co. Fair Assn. Aug. 12-18. Stuart W. Hoover.
 Mt. Pleasant-Henry Co. Fair Assn. July 23-28. Harold Bainter.
 Nashua-Hig 4 Fair. Aug. 16-19. Norton Bloom.
 National-Clayton Co. Fair Assn. Aug. 10-13. Elmer Stickfort, Garnaville.
 Nevada-Story Co. 4-H Fair Assn. Aug. 13-16. Glenn Randau, R. F. D. 2, Ames.
 Northwood-Worth Co. Fair Assn. Aug. 12-15. A. T. Grosland.
 Onawa-Moncha Co. Fair Assn. Aug. 10-22. Chas. Ross.
 Osgo-Mitchell Co. Fair Assn. Aug. 18-19. Fred B. Hansen.
 Osceola-Clarke Co. 4-H Fair Assn. Aug. 14-18. Richard Ford.
 Okaloosa-Southern Iowa Fair. Aug. 6-11. Jess' Glough, Box 22.
 Pechonias-Pechonias Co. 4-H Club Fair Assn. Aug. 8-9. Carolyn Ives, Rolfe.
 Pottsville-Big 4 Fair Assn. Aug. 31-Sept. 3. Chas. Buth.
 Pringle-O'Brien Co. Fair. Aug. 8-10. John H. Longstreet.
 Rockwell City-Calhoun Co. Exposition. Aug. 10-12. Wayne D. Gidel.
 Rock Rapids-Greater Lyon Co. Fair Assn. Sept. 4-7. F. Jack Spitzer.
 Sac City-Sac Co. Fair Assn. Aug. 20-23. Donald Bass.
 Sidney-Fremont Co. Fair Assn. Aug. 7-10. Corby Michter Jr., Randolph.
 Spencer-Clay Co. Fair Assn. Sept. 10-15. Wm. Woods.
 Spirit Lake-Spirit Lake Fair Assn. Aug. 15-17. L. E. Hendricks.
 Thompson-Winneshiek Jr. Show Assn. Aug. 18-19. Dean Nerdig.
 Tipton-Cedar Co. Fair Assn. Aug. 7-10. Eugene H. Moore.
 Traer-Tama Co. Fair Assn. Aug. 14-18. Grace Rogers, Toledo.
 Vinton-Benton Co. Fair Assn. Aug. 8-9. K. E. Spaulding.
 Washington-Washington Co. Fair Assn. Aug. 8-9. Tom Bebb.
 Waterloo-Dairy Cattle Congress. Sept. 20-21. E. E. Estel.
 Waverly-Bremser Co. Fair Assn. Aug. 5-11. Ed Stout.
 Wauken-Allamakee Co. Fair Assn. Aug. 10-12. E. M. Phillips.
 Webster City-Hamilton Co. Fair Assn. Aug. 1-5. R. B. Douglas.
 West Liberty-West Liberty Fair Assn. Aug. 20-23. Robert F. Barclay.
 West Union-Payette Co. Fair Assn. Aug. 21-24. E. T. Alcorn.
 What Cheer-Keokuk Co. Fair Assn. Aug. 2-3. Everett Homaley.
 Winterset-Madison Co. Fair Assn. Aug. 20-22. J. Earl Graves.

Kansas

Abilene-Central Kansas Free Fair. Aug. 26-29. Don C. Steffen.
 Alma-Wabaunsee Co. Fair Assn. Aug. 15-18. Norman Winkler.
 Anthony-Anthony Fair Assn. July 17-21. J. L. Robinson.
 Ashland-Clark Co. Fair Assn. Aug. 24-25. Don Spotts.
 Auburn-Shawnee Co. Auburn Orange Fair. Oct. 1-6. Mrs. Irene Brobet.
 Bellefonte-Republic Co.-N. C. Kansas Free Fair. Aug. 26-31. Carl B. Beyer.
 Beloit-Mitchell Co. Fair Assn. Aug. 28-Sept. 1. Dean D. Haddock.
 Big Springs-Douglas Co. Fair Assn. Aug. 20-21. Max Bahmaler.

OUR NEW PERFECTION CANDY FLOSS MACHINE



We cannot make them all so we just make the BEST. More than 50 years' experience. OUR PERFECTION is precision built, direct drive, built-in rheostat, volt meter, fuse block and fuses—all aluminum housing no vibration, rubber mountings, all parts easily accessible. Each machine sugar tested before packing to be sure of 100% perfection, and guaranteed to be absolutely mechanically perfect.

To save yourself time, worry and money—GET THE BEST TO BEGIN WITH—we have it—write for free literature.

Price of either machine \$275.00 with \$22.00 worth free parts

OUR SUPER DELUXE



Belt driven, strong, durable. Machine fitted spinnerhead, precision built, perfectly balanced. Rheostat and extension switch. The season is now in full swing, so remember—GET THE BEST—Write today.

ELECTRIC CANDY FLOSS MACHINE COMPANY

726 Benton Avenue Nashville 4, Tennessee

PITCHMEN

NEW!

NEW!

NEW!

GREATEST DEMONSTRATION KITCHEN DEVICE IN 20 YEARS

- CAN'T TELL YOU WHAT THIS KITCHEN MACHINE IS YET.
- IT WILL RETAIL FOR ONLY \$3.98. • SHOULD BE READY JULY 15.
- SALES SHOULD TOP ANY KITCHEN ITEM EVER DEMONSTRATED.

A FREE SAMPLE AND A DEMONSTRATION FITCH IS YOURS FOR THE ASKING—SEND THIS COUPON AND \$1.00 TO COVER HANDLING CHARGES.

POPEIL BROTHERS, INC., 20 N. Sangamon Street Chicago 7, Illinois Phone: SEeley 8-1214

Name: _____
 Address: _____
 City: _____ State: _____

There's something new for you in money-making Equipment and Supplies

POPPERS SUPPLY CO. of Phila.

1211 N. 2nd St., PHILA. 22, PA., GArfield 6-1816

ASK FOR OUR LATEST CATALOG



- POPCORN • FLOSS
- SNOWBALL • DRINKS
- CANDY APPLE • PEANUTS

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

ECHOLS ELECTRIC ICE SHAVERS





"All the Snow You Need for Busiest Days." Ladle, Scoop, Ice Pick, Funnel, 4 Dispensing Stoppers and Cup Dispenser furnished with each machine. 1/3 H.P., 110 Volt, 60 Cycle A.C. Motors. Terms: 25% Deposit, Balance C.O.D. F.O.B. Factory.

High Speed Shaver and Plexiglas Case, as pictured—\$137.50. Price of Machine only \$75.00. Aluminum Stand, \$16.00.

New Improved Shaver With Large De Luxe Plexiglas Case, \$135.00. De Luxe Aluminum Stand, \$20.00.

S. T. ECHOLS BISMARCK, MO.

WARNING WARNING WARNING

This copyrighted list of fair dates was compiled at great expense as a service for the readers of The Billboard. This list was especially edited so that reproduction by publishers of periodicals, magazines, newspapers and mailing list companies and others can be readily detected. Anyone reproducing this list without permission will be prosecuted to the full extent of the law.

THE BILLBOARD PUBLISHING CO.

Blue Rapids—Marshall Co. Fair Assn. Aug. 28-31. Mrs. R. D. Riegler.
 Burden—Eastern Cowley Co. Fair Assn. Aug. 15-17. Don Alexander.
 Burlington—Coffey Co. Free Fair Assn. Aug. 28-31. Park J. Shepp.
 Caldwell—Sumner Co. Fair Assn. Sept. 5-8. Chester C. Heiser.
 Canton—McPherson Co. Fair Assn. Aug. 18-18. L. C. Hamilton.
 Cheney—Sodewick Co. Fair Assn. Aug. 18-18. Frank Rylander.
 Clay Center—Clay Co. Fair Assn. Sept. 1-4. Ernest Tulin.
 Coffeyville—Inter-State Fair Assn. Aug. 29-Sept. 2. Lawrence M. Smith.
 Colby—Thomas Co. Fair Assn. Aug. 14-17. J. B. Kuska.
 Columbus—Cherokee Co. Amer. Legion Fair. Aug. 20-25. Joe W. Cook.
 Cottonwood Falls—Chase Co. Fair & Agri. Soc. Aug. 29-31. Elmore O. Stout.
 Dighton—Lane Co. Free Fair. Aug. 1-3. E. A. Bryant.
 Effingham—Atchison Co. Fair Assn. Aug. 21-24. R. D. Morgan.
 El Dorado—Butler Co. Fair Assn. Aug. 21-24. Keith Fuller.
 Ellis—Ellis Co. Jr. Free Fair Assn. Aug. 22-25. Gerhard Spreen.
 Elkhart—Morton Co. Fair Assn. Sept. 27-29. Floyd Cohen.
 Emporia—Lyon Co. Fair Assn. Aug. 21-24. W. C. Grimwood.
 Erie—Neosho Co. Fair Assn. Aug. 22-25. Ivan Green.
 Eureka—Greenwood Co. Fair Assn. Aug. 26-31. R. E. Sears.
 Fort Scott—Bourbon Co. Fair Assn. Aug. 21-24. James F. Batten.
 Garden City—Finney Co. Free Fair. Aug. 21-23. Hoy B. Hiling.
 Gardner—Johnson Co. Free Fair Assn. Aug. 29-Sept. 1. Marion Bacon.
 Garnett—Anderson Co. Fair Assn. Aug. 28-31. K. G. Knouse.
 Girard—Crawford Co. Fair Assn. Aug. 8-9. Marvin Green.
 Glasco—Cloud Co. Fair Assn. Aug. 7-9. Mrs. Clive Cramer.
 Goodland—Sherman Co. N. W. Kansas Fair. Aug. 21-24. H. R. Shimeall.
 Hardiner—Barber Co. Fair Assn. Aug. 22-24. Kenneth Weigandt.
 Harper—Harper Co. Agri. Fair Assn. Aug. 22-23. R. H. Zimmerman.
 Herington—Tri-Co. 4-H Fair Assn. Aug. 9-11. Chad Wymer.
 Hill City—Orphan Co. Fair Assn. Aug. 14-18. Ralph Bethell.
 Holton—Jackson Co. Fair Assn. Aug. 20-27. Orvis Blossom.
 Horton—Tri Co. Fair. Aug. 22-31. Jules A. Bourquin.

Howard—Elk Co.-Howard Fair Assn. Aug. 8-12. Noel Mullendorf.
 Hoxie—Sheridan Co. Fair Assn. Aug. 1-4. C. E. Geada.
 Hutchinson—Kansas State Fair. Sept. 18-20. Virgil Miller.
 Inman—Inman Community Fair. Sept. 5-7. C. L. Schmidt.
 Iola—Allen Co. Agri. Soc. Aug. 28-31. Ralph E. Smith.
 Kincaid—Anderson Co.-Kincaid Free Fair. Sept. 20-23. L. M. McCollam.
 Kingman—Kingman Co. Fair Assn. Aug. 21-23. Olin M. Stansbury.
 Liberal—Seward Co.-Five State Fair. Aug. 29-Sept. 2. Earl Simmonds.
 Lindsborg—McPherson Co.-Lindsborg Dist. Fair. Oct. 1-3. S. E. Dahlsien.
 Longton—Elk Co. Fair Assn. Sept. 13-16. Bert Speer.
 Manhattan—Hiley Co. Fair Assn. Aug. 20-22. John Meisner.
 Mankato—Jewell Co. 4-H Fair. Aug. 15-17. Freeman Biery.
 Minneapolis—Ottawa Co. Fair Assn. Aug. 12-15. Loyd Farrington.
 Mound City—Linn Co. Fair Assn. Aug. 18-18. John H. Morse.
 Ness City—Ness Co. Fair Assn. Aug. 9-11. Clyde Strobel.
 Newton—Harvey Co. Fair Assn. Aug. 21-24. Jack R. Turman.
 Norton—Norton Co. Agri. Assn. Aug. 13-17. Jean W. Kinsell.
 Oberlin—Decatur Co. Fair Assn. July 26-Aug. 1. R. H. Woodward.
 Osage City—Osage Co. Fair Assn. Aug. 22-24. Floyd T. Hepworth.
 Osborne—Osborne Co. Fair Assn. Aug. 14-17. E. T. Sanders.
 Oswego—Labette Co. Fair Assn. Aug. 1-4. J. D. McClure.
 Ottawa—Franklin Co. Agri. Soc. Aug. 18-18. Donald A. Brown.
 Overbrook—Overbrook-Osage Co. Fair Assn. Aug. 9-11. Frank Garrett.
 Paola—Miami Co. Fair Assn. Aug. 20-22. Alfred E. Rockers.
 Pratt—Pratt Co. Fair Assn. Aug. 1-4. Wayne Ayres.
 Richmond—Franklin Co.-Richmond Free Fair. Aug. 22-24. John H. Rockers.
 Rush Center—Rush Co. Agri. & Fair Assn. Aug. 13-15. Harold Rife.
 Russell—Russell Co. 4-H Fair. Aug. 21-24. Earl M. Rogg.
 Salina—Salina Co. Fair Assn. Aug. 28-31. Albert Fröhse.
 Scott City—Scott Co. Fair Assn. Aug. 8-8. Russell Magill.
 Sedan—Chautauqua Co. Free Fair & Reunion. Sept. 13-15. Gerald Caswell.
 Seneca—Nemaha Co. 4-H Fair. Aug. 22-25. R. P. Wupper.
 South Haven—Sumner Co.-South Haven Fair. Aug. 28-Sept. 1. M. C. Heiger.
 St. Francis—Cherokee Co. Fair Assn. Aug. 28-31. Harold D. Shull.
 Stafford—Stafford Co. Fair Assn. Aug. 9-11. Arthur B. Harmann.
 Stockton—Hooks Co. Free Fair Assn. Aug. 29-31. George F. Ostmyer.
 Syracuse—Hamilton Co. Fair Assn. Aug. 28-Sept. 1. Emory Potler.
 Sylvan Grove—Sylvan Grove-Lincoln Co. Free Fair. Aug. 9-12. A. L. Naylor.
 Thayer—Thayer Homecoming Picnic & Fair Assn. Sept. 5-7. H. M. Minnich.
 Tonganoxie—Leavenworth Co. Fair Assn. Aug. 29-31. Walt Heiberger.
 Topeka—Kansas Free Fair. Sept. 8-13. Maurice Payer.
 Ulysses—Grant Co. Free Fair. Sept. 6-8. Marshall F. Wetker.
 Wakeeney—Trego Co. Free Fair Assn. Aug. 21-24. Lew H. Galloway.
 Wakefield—Wakefield Free Fair. Sept. 28-28. Dale Newell.
 Washington—Washington Co. Fair Assn. Sept. 6-8. Bert Chapin.
 Wellsville—Franklin Co.-Wellsville Picnic Fair. Sept. 4-7. J. H. Cramer.
 West Mineral—Cherokee Co. Free Fair. Aug. 22-23. Harold Shidelet.
 Wetmore—Nemaha Co. Free Fair Assn. Aug. 18-18. Edwin Hermsch.
 Winfield—Cowley Co. Agri. Fair Assn. Aug. 28-31. Noble Bradbury.
 Yates Center—Woodson Co. Fair Assn. Aug. 14-17. Mrs. Mary Reid.

Kentucky
 Alexandria—Alexandria Fair Assn. Aug. 21-Sept. 1.
 Barbourville—Knox Co. Fair Assn. Aug. 21-23.
 Beattyville—Lee Co. Fair Assn. Sept. 20-28. Lee Tyler.
 Benton—Marshall Co. Fair Assn. Aug. 21-25. Paul Darnell.
 Booneville—Owsley Co. Fair Assn. Sept. 20-22. Fred W. Gabbard.
 Bowling Green—Southern Ky. Fair Assn. Aug. 20-26. Tommy Redford.
 Brodhead—Brodhead Fair Assn. Aug. 13-13.
 Brookville—Bracken Co. Fair Assn. July 4-7. Les Lewis.
 Burkesville—Cumberland Co. Fair Assn. Aug. 15-18. Andrew E. Kilbourn.
 Burlington—Boone Co. 4-H & Utopia Fair Assn. Aug. 21-23. Mrs. Vernon Pope.
 Cadiz—Trigg Co. Fair Assn. July 18-20.
 Calhoun—McLean Co. Fair Assn. Sept. 20-21.
 Campbellville—Taylor Co. Fair Assn. Aug. 8-11. Boyer Jones.
 Campbell—Wolfe Co. Fair Assn. Sept. 12-15. Hays Piggman.
 Carrollton—Carroll Co. Fair Assn. Aug. 8-11. Paul Williams.
 Columbia—Adair Co. Fair & Kears Show. July 25-27. James C. Sexton.
 Falmouth—Falmouth Fair. Aug. 15-19. Mrs. Nelson Breaux.
 Franklin—Simpson Co. Fair Assn. Sept. 28-29. Woodrow Ooats.
 Germantown—Old Reliable Germantown Fair. Aug. 7-11. Roy Asbury. Route 1. Augusta.
 Glasgow—Barren Co. American Legion Fair. July 15-21. William H. Jones Jr.
 Georgetown—Scott Co. Fair Assn. Aug. 15-17.
 Greensburg—Green Co. Fair Assn. Sept. 22-23.
 Greenup—Greenup Co. Fair Assn. Sept. 12-15. Mrs. Agnes Miller.
 Hardinsburg—Breckinridge Co. Fair Assn. Sept. 27-29.
 Harrodsburg—Mercer Co. Fair Assn. July 22-28.
 Hartford—Ohio Co. Fair Assn. Sept. 1-3. J. R. Russell.
 Hickman—Fulton Fair Assn. Sept. 15-18.
 Hodgenville—Larue Co. Co-Op Fair Assn. Aug. 8-11. Jack Kargie.
 Hopkinsville—Pennyroyal Fair Assn. Aug. 1-4.
 Inez—Martin Co. Fair Assn. Sept. 6-8.
 Irvine—Estill Co. Agri. Fair Assn. Sept. 2-3. Mary Jo Horn.
 Jeffersonville—Jefferson Co. Fair Assn. Aug. 9-11.
 LaGrange—Oldham Co. Fair and Horse Show. Aug. 21-23. Mrs. A. H. McKeechula.
 Lawrenceburg—Lawrenceburg Fair Assn. July 17-21. Chas. L. Martin Jr.
 Leitchfield—Grapess Co. Fair Assn. Aug. 20-20. Sept. 3.
 London—Laurel Co. Fair Assn. Aug. 21-25. Ellie Asher.
 Louisville—Kentucky State Fair. Sept. 1-15. J. Dan Baldwin.
 Madisonville—Hopkins Co. Fair Assn. Aug. 27-Sept. 1.
 Mumfordsville—Hart Co. Fair Assn. Aug. 20-20. Sept. 1. Andrew Hird.
 New Castle—Henry Co. Fair Assn. Aug. 18-18.
 Owensboro—Owen Co. Fair Assn. July 11-14. William A. Payne.
 Owingsville—Bath Co. Agri. Fair. Aug. 22-25. Joe H. Thompson.
 Providence—Webster Co. Fair Assn. Aug. 14-18. J. L. Bradley.
 Stanford—Lincoln Co. 4-H Assn. Aug. 3-4. Mrs. Add Bell.
 Sturgis—Union Co. Fair Assn. July 13-14. A. L. Thornberry.
 Tompkinsville—Monroe Co. Fair Assn. Aug. 8-11.
 Whitley City—McCreary Co. Fair Assn. Sept. 14-15. Panny Morgan.
 Williamsstown—Grant Co. Fair Assn. Aug. 1-4.

Maine
 Acton—York Co. Agri. Assn. Aug. 20-Sept. 1. Leon E. Cressfield, Bangor.
 Bangor—Bangor Fair, Inc. July 28-Aug. 4. Ivis W. Mann.
 Blue Hill—Hancock Co. Agri. Soc. Sept. 1-3. Phil O'Brien.
 Cherryfield—West Washington Agri. Soc. Sept. 12-15. Palmer Hart.
 Dover-Foxcroft—Piscataquis Valley Fair Assn. Aug. 25. Clarence G. Cushman.
 Farmington—Franklin Co. Agri. Soc. Sept. 13-22. Frank E. Knowlton.
 Fryeburg—Fryeburg Agri. Soc. Sept. 30-Oct. 4. David R. Hastings.
 Guilford—Guilford Fair Assn. Sept. 8 & 9. Roy Knowlton, Dexter.
 Leeds—Leeds Orange Fair. Sept. 15. Mildred Parker.
 Lewiston—Maine State Fair Assn. Sept. 2-8. J. Bourlak.
 Litchfield—Litchfield Farmers' Club Fair. Sept. 7-8. Weston R. Allen.
 Machias—Washington Co. Agri. Fair. Sept. 11-15. Harold J. Beckett, Eastport.
 Monmouth—Cochewasag Agri. Assn. Sept. 21-22. Clarence H. Maxim.
 North Waterford—World's Fair Assn. Sept. 28-29. Wilbur L. Butten.
 Norway—St. Paris—Oxford Co. Agri. Soc. Sept. 10-15. Gordon F. Pratt.
 Pembroke—Pembroke Trotting Assn. Fair. Sept. 7-8. Harold L. Gardner.
 Pittston—Pittston Fair Assn. Aug. 17-18. Marion Moody, Route 2. Gardiner.
 Presque Isle—Northern Maine Fair Assn. Aug. 8-11. Robert D. Andrews.
 Readfield—Readfield Grange Fair Assn. Sept. 8. Ruth P. Hight.
 Skowhegan—Skowhegan State Fair. Aug. 11-16. Roy E. Symons, 61 Water St.
 Springfield—North Proboscet Agri. Assn. Sept. 1-3. Paul H. McKenney.
 Tioga—Tioga Valley Fair Assn. Aug. 22-23. Ariene Whitney.
 Topsham—Sagadahoc Agri. & Hort. Soc. Oct. 9-11. Emery W. Booker.
 Union—Knox Agri. Soc. Aug. 21-25. Ivan Sherman.
 Windsor—E. Kennebec Agri. Soc. Aug. 28-Sept. 1. Earle R. Hayes.
 West Cumberland—Cumberland Farmers' Club Fair. Sept. 24-25. Harold P. Small.

Michigan
 Adrian—Lenawee Co. Fair Assn. Sept. 17-21. H. H. Hungerford.
 Allegan—Allegan Co. Agri. Soc. Sept. 8-15. J. H. Snow.
 Allenville—Mackinac Co. Fair Assn. Sept. 8-10. Carl R. Luppitts.
 Alma—Gratiot Co. Fair for Youth. Aug. 8-10. Dean Allen, Courthouse, Ithaca.
 Alpena—Alpena Co. Agri. Soc. Aug. 27-31. Victor Werth.
 Armada—Armada Agri. Soc. Aug. 21-24. Roy Conner.
 Atlantis—Montmorency Co. 4-H Fair Assn. Aug. 28-Sept. 1. Helen B. Davis.
 Bad Axe—Huron Co. Agri. Fair Assn. Aug. 7-11. Bert Waterworth.
 Bay City—Bay Co. Fair Assn. Aug. 15-18. Byron Rubsforter, Route 1, Kawkawin.
 Bellefleur—Wayne Co. 4-H Fair Assn. Aug. 14-19. P. R. Biebesheimer, 3230 Newberry St., Wayne.
 Berrien Springs—Berrien Co. Youth Fair Assn. Aug. 15-19. Mrs. Lucie Blakman.
 Big Rapids—Mecosta Co. Agri. Fair Assn. Sept. 18-22. Lloyd Heister.
 Brown City—Brown City Agri. Soc. Aug. 9-11. M. C. Lennan.
 Cadillac—Northern Dist. Fair Assn. Sept. 1-7. Paul Earl.
 Caro—Tuscola Co. Fair Assn. Aug. 29-28. Carl F. Manter.
 Carson City—Dairyland Agri. Soc. Aug. 18. Walter L. Green.
 Carsonville—Carsonville Agri. Fair Soc. Aug. 21-Sept. 1. Clifton Powers.
 Cass City—Cass City Fair. Aug. 2. D. A. MacLachlan.
 Cassopolis—Cass Co. Agri. Show. Aug. 5-11. Carl W. Leach.
 Centerville—St. Joseph Co. Orange Fair Assn. Sept. 17-22. Vern C. Schaeffer.
 Cheboygan—Northern Mich. Fair Assn. Aug. 21-25. George D. Judd.
 Chocoma—Kalamazoo Co. 4-H Fair. Aug. 18-Sept. 1. Sidney Phillips.
 Chelsea—Chelsea Fair Assn. Aug. 15-18. Lloyd Gran.
 Coldwater—Branch Co. Agri. & Indl. Soc. Aug. 21-23. Lucella Hamilton.
 Corunna—Shawwassee Co. Agri. Soc. Aug. 13-18. Blair Woodman.
 Crossville—Crossville Agri. Soc. July 25-28. Pary Baur.
 DeLton—DeLton-Kellog PHA-FFA Agri. School Fair. Oct. 15. Harold Burpee.
 Detroit—Michigan State Fair. Aug. 11-Sept. 9. Donald L. Swanson.
 Eagle—Eagle Township Fair. Aug. 22-25. Chas. Higbee.
 Escanaba—Upper Peninsula State Fair. Aug. 21-25. Ray La Perle.
 Exeter—Oscoda 4-H-FFA Fair. Aug. 15-18. Mrs. Edmund Tiedt, Sears.
 Hart—Oscoda Co. Fair. Sept. 8-8. Newell Gale.
 Fowlerville—Fowlerville Agri. Soc. July 29-Aug. 4. W. Bruce Campbell.
 Gaylord—Osago Co. Fair Assn. Aug. 22-25. Joseph A. Eckel, Johannesburg.
 Gladwin—Gladwin Co. Jr. Fair Assn. Sept. 14-16. Mrs. Nell Nickless.
 Goodells—St. Clair Co. Agri. Soc. Aug. 18-18. Richard S. Austin.
 Grand Blanc—Genesee Co. 4-H Agri. Soc. Aug. 15-18. Donald Hillman.
 Greenville—Montcalm Co. Fair Assn. Aug. 22-25. Mrs. Helen Ward.
 Hartford—Van Buren Co. Youth Fair. Aug. 21-Sept. 1. James P. Ther.
 Harrison—Clare Co. Agri. Soc. Aug. 14-18. Albert Haley.
 Hale—Isaac Co. Agri. Soc. July 25-28. Thurman Scuffield.
 Hancock—Houghton Co. Agri. Soc. Oct. 23. L. L. Best.
 Hart—Oscoda Co. Agri. Soc. Sept. 8-8. Newell Gale.
 Hastings—Hastings Co. Agri. Soc. July 31-Aug. 4. Forrest Johnson.
 Hastings—Barry Co. Agri. H. E. Expo. Oct. 25-28. T. N. Knopf.
 Hesperia—Hesperia Fair Assn. Aug. 29-Sept. 1. Elmyr E. Arndt.
 Hillsdale—Hillsdale Co. Agri. Soc. Sept. 21-29. H. B. Kelley.
 Hudsonville—Hudsonville Community Fair. Aug. 22-24. Robert Van Noord.
 Inlay City—Lapeer Co. Agri. Soc. July 31-Aug. 4. Kenneth D. Ruby.
 Ionia—Ionia Free Fair. Aug. 4-11. Ross Barlow.
 Iron River—Iron Co. Agri. Soc. Aug. 28-29. V. C. Vaughan.
 Ironwood—Gogebic Co. Fair Assn. Aug. 9-12.
 Jackson—Jackson Co. Fair. Aug. 23-31. Hone Storms, 301 Carter Bldg.
 Kalamazoo—Kalamazoo Agri. Soc. Aug. 20-23. H. G. Dillingham.
 Kironos—Chippewa-Mackinaw 4-H Club Fair. Sept. 3. Anita Hopkins.
 Lake City—Missaukee-Falmouth Agri. Show. Aug. 14-15. Willard Boserman.
 Lake Odessa—Lake Odessa Civic & Agri. Improvement Assn. July 2-4. Duane Gray.
 Lowell—Kent Co. 4-H Agri. Aug. 14-17. William Rupp.
 Ludington—Western Mich. Fair Assn. Aug. 13-18. Peter Christensen.
 Manchester—Manchester Community Fair. Aug. 23-25. Herbert G. Jacob.
 Manton—Manton Harvest Festival. Sept. 8. Robert McBryan.
 Marion—Marion Farm Exhibits Assn. Sept. 1. Paul S. Timkovitch.
 Marne—Berlin Fair Assn. July 31-Aug. 4. R. M. Ouseward.
 Marshall—Calhoun Co. Fair. Aug. 20-23. Don Sweeney.
 Mason—Ingham Co. Fair. Aug. 13-18. Harry A. Spenny.
 Middleville—Thornapple Community Fair. Nov. 9. Elton W. Lawrence.
 Midland—Midland Co. Agri. & Hort. Soc. Aug. 14-18. H. D. Parish.

Maryland
 Annapolis—Anne Arundel Co. Fair Assn. Sept. 26-29. F. M. Bidout.
 Bel Air—Harford Co. Fair Assn. Aug. 14-18. Charles Kunkel.
 Centerville—Queen Anne's Co. 4-H Fair Assn. July 21. B. Wayne Kelly.
 Cumberland—Cumberland Fair Assn. Aug. 20-25. Harry J. Barton.
 Ellicott City—Howard Co. Fair Assn. Aug. 14-18. William H. Hill, Woodbine.
 Fair Hill—Cecil Co. Fair Assn. July 27-28. William Groff, Colera.
 Fair Hill—Cecil Co. Breeders Fair. Sept. 8. William Shelton, Elkton.
 Frederick—Frederick Co. Agri. Soc. Oct. 2-8. Wade F. Hursey.
 Gaithersburg—Montgomery Co. Fair. Aug. 21-25. H. N. Whipp, Box 391, Rockville.
 Hagerstown—Great Hagerstown Fair. Sept. 17-22. M. H. Beard.
 Harlock—Talbot & Dorchester Co. 4-3 Show. July 31. Harry Beget, Cambridge.
 La Plata—Charles Co. Fair. Sept. 18-20. Edward Turner.
 Leonardtown—St. Marys Co. Farmers & Home-makers Assn. Sept. 28-30. Mrs. Alice Marshall, Morganza.
 Marthasville—Marthasville Fall Festival. Aug. 24-26. W. Rottman.
 Parkton—Hereford Jr. Farm Fair. Aug. 25. Leif McDonald.
 Prince Frederick—Calvert Co. Fair Assn. Oct. 3-3. Robert M. Hall.
 Salisbury—Wicomico Farm & Home Show. Sept. 13-15. Wallace Walker.
 Tighman—Chesapeake Bay Fishing Fair. Assn. Aug. 17-19. Max Chambers.
 Timonium—Eastern Natl. Livestock Show. Nov. 10-16. Dr. John E. Foster.
 Timonium—Maryland State Fair & Agri. Soc. Aug. 29-Sept. 8. John M. Hall.
 Upper Marlboro—Marlboro Fair. Sept. 8-15. Josephine M. O'Hara.
 Westminster—Carroll Co. 4-H Fair Assn. July 15-19. L. C. Burns.

New Home of TRIANGLE POSTER CO.

Address
 7418 Susquehanna St.
 Pittsburgh 8, Pa.
 Telephone
 FRemont 1-0774

Proof! It's a fact — proved by operators everywhere —

Popsit's Pop More people stop and buy popcorn when it has the butterlike flavor and color that comes only from POPSIT PLUS.

Props Profits! Get our case histories... or order a sample case today!

the only liquid popping oil with butterlike flavor!

popsit plus! It's Digestible! Made Only of Pure Peanut Oil

Made by C. F. Simonin's Sons, Inc. Philadelphia 34, Pa.
 POPPING OIL SPECIALISTS TO THE NATION
 Convenient warehouse stocks and distributors from coast to coast

Louisiana
 Abbeville—La. Dairy Festival & Fair. Oct. 19-20. Roy Thieriot.
 Amite—La. Tangipahoa Parish Fair. Oct. 1-8. Harvey E. Hutchinson Jr.
 Bastrap—Morehouse Parish Fair. Sept. 26-28. John M. Smith.
 Clinton—East Feliciana Parish Fair. Oct. 18-20. A. R. Cain.
 Coushatta—Red River Parish Fair. Sept. 13-22. C. O. Webb, Hanna.
 Covington—St. Tammany Parish Fair. Sept. 18-Oct. 1. Maurice Blanche.
 Columbia—Caldwell Parish Fair. Sept. 27-29. George McKnight.
 Delcambre—Iberia Parish Shrimp Festival & Fair. Aug. 18-19. Terry P. LeBlanc.
 DeRidder—Beauregard Parish Fair. Oct. 2-6. Merie Harper.
 Donaldsonville—St. Louisiana State Fair. Oct. 4-7. Adolphe Netter.
 Erath—Vermilion Parish Fair. Oct. 9-7. Clem Bourgoin.
 Eunice—Southwest La. Fair. Oct. 10-14. Wilma Bedell.
 Farmersville—Union Parish Fair. Oct. 3-6. S. D. Beech.
 Ferriday—Caddo Parish Fair. Oct. 10-13. Verne Richey.
 Franklinton—Washington Parish Fair. Oct. 18-13. Frank Heyward Jr.
 Grambling—N. La. Broiler Show & Fair. April 19-21. Farman C. Anderson.
 Haynesville—Claiborne Parish Fair. Oct. 1-5. W. J. Sherman.
 Houma—Terrebonne Parish Fair. Sept. 28-29. Bogar Babin.
 Hammond—Tangipahoa Parish Fair. May 4-5. Carroll Trashah.
 Jena—Lassalle Parish Fair. Sept. 24-25. H. D. Gaddas.
 Jennings—Jefferson Davis Parish Fair. Oct. 21-27. Floyd Trammel, P. O. Box 394.
 Jonesboro—Jackson Parish Fair. Sept. 23-24. W. W. McDonald Jr.
 Jonesville—Catahoula Parish Fair & Festival. Oct. 10-13. Elmer I. Oibson.
 Kentwood—Florida Parish Fair. Oct. 11. Alton Morris.
 Lafayette—South Louisiana Mid-Winter Fair. Jan. 12-15. T. J. Arceneaux.
 Leesville—West La. Forestry Festival. Oct. 1-6. Finly S. Stanly.
 Livingston—Livingston Parish Fair. Oct. 9-13. Marvin Curtis, Denham Springs.
 Lusher—St. James Parish Free Fair. April 20-23. G. P. Meade.
 Many—Sabine Parish Fair Assn. Oct. 10-13. George R. Cook.
 Marksville—Louisiana Livestock & Pasture Festival. Oct. 5-7. Kermit J. Dupont.
 Minden—Bossier-Webster Fair & Forest Festival. Oct. 9-12. Brodie Pugh, P. O. Box 95.

Massachusetts
 Barrington—Barrington Fair. Sept. 9-18.
 Blackstone—East Haverdence Agr. Aug. 17-19. Jesse E. Descon.
 Blandford—Union Agri. & Hort. Soc. Sept. 1-3. Lee Wyman.
 Brockton—Brockton Agri. Soc. Sept. 9-15. C. J. Larson.
 Cumington—Hillsdale Agri. Soc. Aug. 24-26. Mrs. Ruth Howe.
 Greenfield—Franklin Co. Agri. Soc. Sept. 9-13. Richard H. Campbell.

RIDE OPERATORS PARKS—SHOWMEN CONCESSIONAIRES

INSURANCE

FOR YOUR REQUIREMENTS

6 or 12 MONTHS

FAIR RATES—NATION-WIDE CLAIM SERVICE

AUTO-TRUCKS TRAILERS—RIDES

WRITE OR PHONE

M. J. "MIKE" LAW

125 E. LaSalle St. Chicago, Ill. Phone: Financial 6-1210

SHOW TENTS



by Hoosier

CONCESSION TENTS

BIG TOPS

Specializing in the creation of unique tents including the world's first multi-colored Nylon Big-Top.

New Blue Nylon Tents! SEND TODAY for Hoosier Free 16-page Tent Catalog.

HOOSIER TARPULIN

AND CANVAS GOODS CO., INC. 1302 WEST WASHINGTON STREET INDIANAPOLIS 4, INDIANA

ANCHOR



TENTS

Supplying Superior Show Canvas for 40 years. Any size or style made to order. Dye and flameproof fabrics.

The Showman's Choice. Best Delivery—Write Today—Low Prices

ANCHOR SUPPLY CO.

EVANSVILLE, INDIANA

SHOW TENTS

CENTRAL Canvas Company

514-518 EAST 18th St.

Kansas City 6, Missouri

Phone: Harrison 3026

HARRY SOMMERVILLE

INSURANCE

SAM SOLOMON

"The Showmen's Insurance Man" 1900 Argyle St. Chicago 40, Illinois Phone: Longbeach 1-5576 Write for new low rates

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Alamo Deadwood, S. D. American Beauty: Camanche, Ia. Amusements of America: Boynton, Pa. Babcock United: Del Mar, Calif., 28-30; Badger State: Gilbert, Minn., 26-27; Baiter 20-21; Blue Earth July 1-4; Anoka 1-2; Baker United: Spencer, Ind.; Livonia July 2-7. Barker, Al: Center Point, Ia.; Camanche July 2-7. Becht, Lee: (Poplar & Dalton) Cincinnati, O.; Loveland July 2-7. Bee's Old Reliable: Edin, Ky.; Greenway July 2-5. Belle City: Keosauqua, W. Va.; Burlington 28-30; Peasakee 1-4. Bernard & Barry: Quebec City, Que. B. & J. Greater: Fort Washington, O.; Steubenville July 2-7. Big City, Clark, Mich. Big Four Am.: Kenosha, Wis., 27-30; Oconomowoc 2-4. Big Ten Am. Co.: Tazewell, Ill. Bogie, F. C.: Okawatomie, Kan., 25-28; Manhattan 28-30; July 1. Borderland: Eureka, N. M.; Dexter July 2-20. Buck, O. C.: Poughkeepsie, N. Y. Buckeye State: Jeffersonville, O.; Midland, Pa., July 2-4. Burns, Harry: Oakdale, La. Burkhardt: Warren, Ill.; East Gary, Ind., July 2-7. Byers Bros.: Glenwood, Ia.; Red Oak July 1-4. Capital City: Williamsburg, Ky.; Sterna July 2-7. Caravelle Am.: Warren, O.; Connaut July 2-7. Carpenter Bros.: Avon, O. Carroll's Greater: McVine, N. D., 25-27; Carrington 28-30; Mayville July 2-4; Laramore 2-7. Central States: Bellevue, Neb.; Neigh July 2-4. Ceilin & Wilson: Dravosburg, Pa. Chanok Jimmie: Red Key, Ind. Cherokee Am.: Ottawa, Kan.; Pittsburg July 4. Coleman Bros.: Middletown, N. Y. Collins, Wm. T.: Fargo, N. D. Continental: Claremont, N. H. County Fair: Scotia, Neb., 26-27; Ord July 1-4. Crafts Expo.: Monterey, Calif. Crafts 20 Big: (73d & Pothill) Oakland, Calif., 29-30; July 4. Cross Road Am.: Sunfield, Mich., 27-30; White Cloud July 4; Twin Lake 5-7. Cumberland Valley: South Pittsburgh, Tenn.; Crossville July 2-7. Cunningham Expo.: Parkersburg, W. Va., 25-30; July 7. Davis Am. Co.: Oak Ridge, Ore.; Albany July 2-7. Del Flor Am.: Youngwood, Pa.; Irwin July 2-7. Desiro: Williamsville, N. Y.; Livingston Manor July 2-7. Dickson United: Tishomingo, Okla.; West-ka July 2-7. Dodson's United: Stratford, Wis., 29-30; Wisconsin Rapids 2-4. Douglas Greater: Toppenish, Wash. Down River Am.: River Rouge, Mich., 26-30; Ecorse 1-5. Drago Am., No. 1: Knox, Ind.; Danville, Ill., July 1-7. Drago Am., No. 2: Chesterfield, Ind.; Walkerton July 2-7. Drew, James H.: Olive Hill, Ky.; Paintsville July 2-7. Dudley, D. S.: McCook, Neb., 28-30; Brush, Colo., July 2-7. Dument: Columbia, Tenn.; Huntington July 2-7. Dyer's Lotta Snowy: Ladd, Ill., 28-30; July 1; Amboy 2-7. Eastern Am. Co.: Old Town, Me.; Houlton July 2-7. Eddie's Expo.: Petrolia, Pa.; East Butler July 2-14. Edwards, Allen: Greeley, Colo. Evans United: Plattburg, Mo., 28-30. Famous American: Center, Ala. Fidler: Auburn, Ill.; Princeton July 2-7. Foley & Burk: Pleasanton, Calif., 28-30; Freme's Greater: Smithport, Pa.; Shinghouse July 2-7. Franklin, Dan: Salem, Ill.; Clinton, Ia., July 2-7. Frontier: Prescott, Ariz., 28-30; July 4. Fun Fair: Sylvania, O., June 28-July 1; Mt. Pleasant, Mich., 2-5; Clifford, 6-8. O & B: Thomas W. Va. Terra Alta, July 2-7. Gem City: Tuscola, Ill.; French Lick, Ind., July 2-7. Gentch J. A.: Jackson, Tenn. Georgia Am. Co.: Toxona, Ga.; Franklin, N. C., July 2-7. Glade Am. Co.: Elkin, Va.; Lively July 2-7. Gladstone Expo.: Danville, Ky.; Hartford July 2-7. Glass City: Wayne, O. Gold Bond: Plainview, Minn., 27-30; Menominee Falls, Wis., 2-4. Gold Medal: Winchester, Va. Golden Gate: Corte Madera, Calif., 28-30; July 4. Gooding Am. Co., No. 1: (Powell & Sullivan) Columbus, O. Gooding Am. Co., No. 2: Toledo, O. Gooding Am. Co., No. 3: Johnstown, Pa. Gooding Am. Co., No. 4: Ashtabula Harbor, Ohio. Gooding Am. Co., No. 5: North Webster, Ind. Gooding Am. Co., No. 6: Wellsville, O. Gooding Am. Co., No. 7: North Hampton, Ohio. Gooding Am. Co., No. 8: Cleveland, O. Gooding Am. Co., No. 9: South Bend, Ind. Gooding Am. Co., No. 10: Youngstown, O. Gooding Am. Co., No. 11: Columbus, O. Grand American: Cullfax, Ia., 25-28; Oxford 28-30; Laporte City July 2-4; Toledo 5-7. Great Northern: St. Ignace, Mich. Great Western Am. Co.: Moberly, S. D., 28-30; July 4. Greater Dixieland: Creston, Ia., July 1-7. Green: Villa St. Pierre, Ont. Griggs Bros.: Aberdeen, O.; Hillsboro July 2-4.

Male's Shows of Tomorrow: Kansas City, Kan.; Charleston, Ia., July 4; Leona 5-7. Hanson, Ed: Brady, Tex. Hammond, Ed: Dallas, Tex., 28-30; July 4. Hanson's Amusements: Belle-Verone, Pa.; Hannastown July 2-7. Hanson, Morris: Leitchtown, Pa., 28-30; July 4. (Fair) Cynthiana 5-14. Hazy Attrs.: Quaker City, O.; Marietta July 2-7. Hartman Bros.: Bradbear, Mo.; Hartford July 4. Heck, L. J.: Bloomington, Ind.; Connersville July 2-7. Hill's Greater: Canby, N. D. Holiday Amuse: Harrisonville, Mo. Holly Bros.: (Irwin & Boulevard Sts.) Atlanta, Ga. Hottle Buff: No. 1 West Memphis, Ark.; (Fair) Metropolis, Ill., July 2-7. Howard Bros.: Fairport Harbor, O., 28-30; July 4. Howard Bros. Rides: Connersville, Pa. Hugo's Novelty Expo.: Leavenworth, Kan. Ideal Rides: 1750 Frankfort Ave.; Louisville, Ky., 28-30; Shelbyville, Ill., July 4-8. Imperial Motor, Ill.; (Fair) Brownstown July 2-7. Imperials: Bristol, Va. Jack's United: Plainfield, Ind.; Olney, Ill., July 2-7. Johnny's United: Bloomfield, Ind. Ken-Penn: Mount Pleasant, Pa. Key City: Walseta, Ill.; Mount Vernon July 2-8. Kile, Floyd O.: Rayville, La.; Licking, Mo., July 2-7. Klein Am. Co.: Gaylord, Minn., July 2-4; New Prague 4-8. Lagasse Am. Co., No. 1: Arlington, Mass. Lagasse Am. Co., No. 2: Ware, Mass. Lagasse Am. Co., No. 3: Gloucester, Mass. Little Amusements: Glenn, Mich. Lee United: Saratoga, Mich. Maddox Bros.: Chanute, Kan., July 2-4; Greenleaf 5-7. Manning Bros.: West Haverstraw, N. Y., 28-30; Valatie July 2-7. Marks, John H.: Camden, N. J. Marvel: Wataga, Ill., 28-30. Maryland Bazaar: Maryland Line. Meeker's: Helena, Mont.; Kalispell July 1-7. Merriam's Midway: Mountain Lake, Minn., 28-30; Fountain 28-30; Cannon Falls July 2-4; Blooming Prairie 5-8. Miami Valley Am.: Cheviot (Cincinnati), Ohio. Midway of Mirth: Breese, Ill. Mid West: Buhl, Idaho, July 2-4. Mighty Hoosier State: Bedford, Ind. Mighty Interstate: Bristol, Va.; Galax July 2-7. Miller, Paul: Gary, Ind.; Hoopston, Ill., July 2-7. Miller, Ralph R.: Baton Rouge, La. Mo-Ark: Gainesville, Mo.; Bakersfield July 2-4. Monarch Expo.: Peain, Ill.; Granite City July 2-7. Moore's Modern: Clarinda, Ia.; Greenfield July 2-4. Motor State: Penton, Mich. Mountain State: McClure, Va. Mullins Royal Pine: Dover Postroit, Me. Myers, Sonny: Mattland, Me., 27-30; Stanberry July 2-4; Clarkdale 6-7. Nelson, Geo. W.: Pomasoy, Ia., 28-27; Lohrville 28-29; Schuyler, Neb., July 1-4; Leeds, Ia., 5-7. Nolan Am. Co.: Whitehall, O.; Ashville July 2-4. North Star: Lewisville, Minn., 27-28; Norwood 29-30; St. Cloud 2-8. Northern Expo.: Williston, N. D.; Mandan July 2-8. Norton's Rides: Culbertson, Mont. Olsen: Toledo, O.; Anderson, Ind., July 2-7. Page Bros.: Hodgenville, Ky.; Eminence July 2-7. Page Combined: Allegany, N. Y. Pan American: Centralia, Ill., 27-30; July 4. Parade: Ceney, Kan.; Pineville July 2-7. Penn Premier: Marion, O. Playtime: Buzzards Bay, Mass.; Gloucester July 1-7. Port City Rides: Anamosa, Ia., 27-30; Tipton July 2-4. Powellson Expo.: Bowersville, O.; Centerville July 2-7.

Circus Routes

Carson, Tex.: New Leipzig, N. D., 27; Regent 28; Hebron 29; Glen Ullin; Center July 1; Golden Valley 2; Halliday 3. Clyde Bros.: Shoshone, Que., 26-27; Trion-Riverca 28-29; Shawnigan Falls 30-July 1; London, Ont., July 2-7.

INSURANCE

IDA E. COHEN 175 W. JACKSON BLVD. CHICAGO, ILLINOIS

FLAG DECORATORS FOR SALE

W. T. HARDESTER Pittsburgh 24, Pa.

INSURANCE

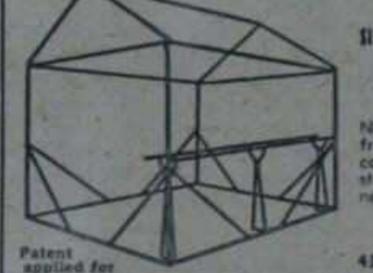
Mohawk Insurance Agency 53 W. Jackson Blvd. Chicago 4, Illinois

Cole, Geo. W.: Ovid, Mich., W. Idara 27; Belling 28; Edmore 29; Shepard 30; Roscoe July 1; Harrison 2; Gladwin 3; Bingham Lake 4; Grayling 5; Grayling 6; Indian River 7. Crystaland Bros.: Anshutz, N. E., 28; Fenton 27; New Chicago 28; Antigonish 29; Sydney 30; Charleston, P. E. 1, July 2. David, Jay: Albert City, Ia., 28; Anita 29-30; Rochester, Minn., July 2-4; Maynard 1-7. Hagen Bros.: St. Louis Park, Minn., 28; Pottsville 27; E. St. Paul 28; Anoka 29; Little Falls 30. Hunt Bros.: Chatham, N. Y., 26; Leona, Mass., 27; Torrington, Conn., 28; Millard 29; Brewster, N. Y., 30; Pawling July 2; Wappinger Falls 3; Beeson 4; West Haverstraw 5; Mahanog 6; Armonk 7; Spessett 8; Northport 10; Deer Park 11; Mastic 12; Riverhead 13; Amagansett 14; Greenport 16. Kelly-Miller: Fort Madison, Ia., 28; Madison, Ill., 27; Albia 28; Muscatine, Ia., 29; Iowa City 30. Mills Bros.: Shrew, N. Y., 26; Cobleskill 27; Westmore 28; Hudson 29; Catskill 30; Newburgh July 2; Woodstock 3; Hamsey, N. J., 4; Paterson 5; Mount Freedom 6; Winfield 7. Parks, Tom, Eastern: Belleville, Ill., 27; St. Louis, Mo., 28-30; Terre Haute, Ind., 2; Toledo, O., 3; Warren 11; Pittsburgh, Pa., 12-14; Wheeling, W. Va., 18-19. Parks, Tom, Western: Cheyenne, Wyo., 26-27; Casper 28-29; Portland, Ore., July 6-8. Polak Bros. Eastern: Ogden, Utah., 28; Salt Lake City, Utah, 29-30. Polak Bros. Western: Long Beach, Calif., 28-29; Pasadena July 4; Ukiah 9-10; Eureka 12-14. Ringling Bros. and Barnum & Bailey: Schenectady, N. Y., 26; Utica 27; Syracuse 28; Auburn 29; Rochester 30; Geneva (mat.) July 1; Elmira 2; Olean 3; Dunkirk 4; Niagara Falls 5; Batavia 6; Buffalo 7.

Miscellaneous

Brunk's Comedians: Glenwood Springs, Colo., 26-28. Hitler's Personal Amored Car, Jack W. Burke, Mgr.: Buffalo, N. Y., 26-28. Hitler's \$35,000 Armored Limousine, Jim Stora, Mgr.: Colbert, Okla., 26-28; Calvin 30. O'Day, Marie, Palace Car: Richmond, Ky., 28; Junction City 27; Hustonville 28; Liberty 29-30; St. Marys, O., July 1-3; Ripley, W. Va., 3-4; Middletown 5-8; Harrisonville 7. Schaffner Players: Augusta, Ill., 26-30; Quincy July 1-8.

"CHAMPION" DEMOUNTABLE TUBULAR STEEL TENT FRAMES



New Improved Streamlined Design Sizes and Styles for Every Outdoor Purpose—Shows, Carnivals, Fairs, Concessions, Refreshment Booths, Etc.

No lumber, no construction costs. Strong, rigid framework of rust-proof steel tubing. Hinged construction makes it easy to erect while standing on the ground—no step-ladder needed. Up and down in minutes. Write today.

TURNER EQUIPMENT COMPANY 432 St. Aubin Ave. Detroit 7, Mich.

POWERS TENTS



Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

Powers & Co. 5929 Woodland Ave. Philadelphia, Pa.

UNITED STATES TENT AND AWNING CO. Established 1870.

Over 85 Years of Specialized Experience. Circus—Any Size—Concession Carnival—Any Type—Exposition Phone Brunswick 8-4340 2315-21 W. Huron St. Chicago 12, Ill.

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

COVER YOURSELF NOW Don't Wait, Order TENTS—BANNERS—RIDE COVERS for Your Fair Dates Now! BERNIE MENDELSON 4842 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.

CONCESSION—SHOW TENTS

D. M. KERR MANUFACTURING CO. 1954 W. Grand Avenue Established 1903 Phone: Sley 3-7966 Chicago, Illinois

Court Okays Lease For New King Show

MACON, Ga.—Another King Bros. Circus will be on the road starting Monday (25) under plans approved in U. S. bankruptcy court here Tuesday (19).

About one-fourth of the equipment of the Floyd King-Arnold Maley partnership has been leased to three former King show staffers who plan to open Monday at Nazareth, Pa. The new show operators are R. E. (Bobby) Miller, legal adjuster; Red Larkin, superintendent of concessions, and Eddie Keck, auditor. All were with the King Eastern unit earlier this season.

Under provisions of a lease agreement recommended by both Floyd King and Arnold Maley the three will pay \$1,000 weekly rental

for nine trucks, light plant, seats, three elephants, Liberty horse act and pony drill. An "earnest money" payment of \$1,500 was made by the three to Maley at Middletown, Conn., last Saturday (16), the court was told.

The same title will be used mainly as an economy measure because of the ample supply of billing paper, ad mats, press materials and lettering of equipment. In order to avoid confusion with the closed Eastern and Western units, the new show will be called the "independent unit," the show official said.

(Other sources said the new show was to be called Barney Bros. instead of King Bros. and that the owners had purchased a 100 with one 40 from a tent theater.)

Neither King nor Maley will be

Death Claims Wally Clingman, Former Wire Performer

WAUSAU, Wis.—Walter (Mills) Clingman, 54, veteran of 35 years in the business as a performer and concessionaire, June 17 in St. Mary's Hospital here following a heart attack suffered the preceding day while clowning a supermarket date at Eagle River, Wis.

Known professionally as Wally Mills, Clingman retired a performer with the Mills Troupe of high wire performers 12 years ago. In all he spent 35 years in the business, the last 10 as a concessionaire with the Bodart and Herman McKenna shows. During the winter he worked with Red Dot as Ta-To the clown. He was a veteran of World War I.

Surviving are his widow, Clara, known in the aerial field as Betty Mills; two sons, Robert, Columbus, O., and Louis Johnson, Milwaukee, O.; two sisters, Mrs. L. G. Huling, Chillicothe, O., and Mrs. Nannie Miller, Indianapolis; a brother, Fred, San Francisco, and two grandchildren, Eugene and Cassandra Clingman, Columbus. Burial June 20 in Restlawn Memorial Park, Wausau.

Preliminary Action

Continued from page 54

starting the construction. The next step will be for the committee to prepare incorporation papers, name the incorporators, and select a board of directors.

Construction of the auditorium-center was recommended by Arthur D. Little, Inc., a research firm (The Billboard, June 23), following a nine-month study.

The firm urged that private capital be used and the county lease the 315,000-square-foot building. The studies by the Little concern indicate that the maximum deficiency would be around \$515,000 a year, but this could be offset by more parking area than that included in the current plan. Parking for 5,500 cars was originally contemplated.

Location of the project in an area bounded by Olympic Boulevard, Eighth, Flower and Hill streets, it was pointed out, would bring additional tax revenues thru increased valuations. This would go further to compensate the county for any possible revenue deficiencies from the project.

interested financially in the new show, but testimony at a U. S. referee's hearing showed that Floyd King had been offered a job handling the advance. King told the court he was undecided as he had "what appears to be a better offer" from another show.

In giving approval the court instructed the trustee to collect the \$1,500 deposit and to collect the weekly rentals so that these funds could go to the creditors. Unless the funds are paid into court, officials warned, the deal is off.

Carnival Routes

Continued from page 73

- Powelson Greater: Killbuck, O.; Newton Falls July 2-7.
- Prell's Broadway: Westbury, N. Y.; Riverhead, L. I. July 2-7.
- Priddy's American: Bishop, Tex.; Aransas Pass July 2-7.
- Raines Amuse.: Bisby, Okla.; Prague, July 2-7.
- Rainer: Sedro Wolley, Wash., 30-July 4.
- Raley Bros.: Greenville, N. C.; Belhaven July 2-7.
- Reid, King: Rumford, Me.
- Reid's Golden Star: Duncannon, Va.
- Reithoffer Blue: Tower City, Pa.
- Reithoffer, Uley: Milesburg, Pa.; White Haven July 2-7.
- Robinson's Greater: Dover, Ia., 29-30; Charles City July 2-4; Omaha, Neb., 6-15.
- Rock City: Shabbona, Ill.
- Rock & Roll: Leavenworth, Kan.
- Rocky Mountain Empire: Montpelier, Ia.; Logan, Utah, July 2-7.
- Rogers Bros.: Hillsboro, N. D., 27-29; Dennisdell, Minn., 30-July 4.
- Rohr's Modern Midway: Kankakee, Ill., 29-30; Manhattan 29-July 1; Rantoul 2-7.
- Rose City Rider: Greenville, Mo., 23-27; St. Marys 29-July 1; Cape Girardeau 4.
- Royal United: Painesville, Minn., 27-28; Windom 29-30; Gower, Ia., July 2-4; Danbury 5-6.
- Royal's Amuse., Jack: Charleston Heights, S. C.; Augusta, Ga., July 2-7.
- Rumble Greater Am.: Loogootee, Ind.; West Baden July 2-7.
- Schafer's Just for Fun: (Fair) Griggsville, Ill., 29-July 4.
- Shamrock: Wilber, Neb., 28-30.
- Shop-O-Rama: Lindsay, Kan., 25-27; Ellsworth 28-30; Hays July 2-4.
- Shorter: Trempealeau, Wis., 29-July 1; Strum 2-4.
- Siebrand: Idaho Falls, Ida.
- Smith, George Clyde: Frostburg, Md.; Oakland July 2-7.
- Smith's Funland: Pennsboro, W. Va., July 2-7.
- Snapp Greater: Beaver Dam, Wis.
- Southwest Amuse.: Albuquerque, N. M., 4-14.
- Standard: Green River, Wyo., 25-26; Lander 28-July 4; Laramie 7-14.
- Stanley, Wm. D.: Coleraine, Minn., July 2-4; Crowlake 6-8.
- Star Am. Co.: Osceola, Ark.; Portia July 4.
- Stephens, C. A.: Martin, Ky.
- Stephens, Otto: La Platte, Mo.; Macon July 2-4.
- Stipe's: Forest Lake, Minn., 29-July 4; Spooner, Wis., 6-8.
- Svirates, James E.: Schenectady, N. Y.; Plattburgh July 2-7.
- Sunny, A. J., No. 1: (Todd St.) Warren, O., 28-July 1; Eastlake 3-4.
- Sunny, A. J., No. 2: (State & Snow Rd.) Parma, O., July 1-4; Avon 6-8.
- Sunset Am. Co.: Monticello, Minn., 28-July 1; Pipestone 3-4; St. Paul 6-8.
- Sylvester, Ernie: Cape Charles, Va.
- Tatham Bros.: Monticello, Ill., 28-30; Sullivan July 2-7.
- Tennessee Valley Am.: Red Belling Springs, Tenn., July 2-7.
- Tennessee Valley: Russellville, Ky.
- Thess United: Oswego, Ill., 27-30.
- Thomas, Art B., No. 1: Clark, S. D., 25-30; Pooner, Neb., 27-30; Gregory, S. D., July 2-4; Laurel, Neb., 6-7.
- Thomas, Art B., No. 2: Shiden, Ia., 23-27; Jackson, Minn., 28-July 1; Delano 3-4; Mound 5-8.
- Thomas, Cliff: Acton, Ind.
- Thomas Joyland: Wheeling, W. Va.
- Tidwell, T. J.: Pawhuska, Okla.
- Tip Top: Milwaukee 25-July 1; Thorp, Wis., 3-5; Princeton 7-8.
- Tinsley, Johnny T.: Black Mountain, N. C.; Wilkesboro July 2-7.
- Tivoli: Lovington, Ill.
- Tri-State: Ramona, S. D., 25-30; Montrose 27-30; Iroquois 29-30; Hartford July 1-3; Scotland 3-4; Minnesota, 6-8.
- Tropical Midway: Roseboro, N. C.
- 20th Century: Ada, Minn., 28-July 1.
- United States: Mullens, W. Va.
- United Expo., No. 1: Maywood, Ill.; Porter Ind., July 2-7.
- United Expo., No. 2: Three Oaks, Mich., July 2-7.
- Val's Expo: Gibson, Ga.
- Virginia Greater: Salem, N. J.; Milford, Del., July 2-7.
- Wade Greater: Coleman, Mich.; Lake Odessa (Fair), July 2-4.
- Wade, W. O.: Stambaugh (Iron River), Mich.
- Wallace Bros.: Appleton, Wis.; Madison July 2-8.
- West Coast: Grants Pass, Ore., 25-27; Klamath Falls 26-July 4.
- West Coast, No. 2: Stockton, Calif., 26-July 4; Sacramento 5-8.
- Western: Darrington, Wash.
- Wilcox, Dick: Preque Isle, Me.
- Wilson Famous: Galva, Ill.; Henry July 1-4; Washington 6-8.
- Wolfe Am. Co.: Suffolk, Va.
- World's Finest: Winnipeg, Man.; Weyburn, Sask., July 2-4; Estevan 5-7.
- World of Mirch: Elizabeth, N. J.
- World of Pleasure: Sault Ste. Marie, Mich.
- Young, Monty: Provo, Utah, 27-July 4

THE FINAL CURTAIN

CLARK—Mike, 84, veteran carnival general agent, at Indianapolis June 17. In retirement since 1932, he had been general agent for the S. W. Brundage Shows and the Brundage and Fisher Shows for 27 years. He also had been general agent for the New York Bloomer Girls, one of the early girl baseball teams that barnstormed the country; the booker of donkey baseball games, and the agent for Indian baseball teams, the Boston Opera Company, and various minstrel shows. For a brief period, he also was part owner of a carnival. He is credited with having discovered Merle Evans and with giving Evans, who later served many years as the Ringling-Barnum band leader, his first job in outdoor show business. He was a veteran of the Spanish-American War and had participated in the Battle of San Juan Hill. He was a long-time member of the Knights of Columbus, Madison, Ind. Survivors include two sisters, Anne E. Clark and Mrs. Catherine G. Noon, both of Indianapolis. Interment June 20 in St. Patrick's Cemetery, Madison, Ind., following services in Grinsteiner Funeral Home, Indianapolis, and a solemn requiem mass in St. John Church, Indianapolis.

KARDEL—Hans E., founder and secretary-manager of the Eaton County 4-H Fair, Charlotte, Mich., for 22 years, June 21 at U. S. Naval Hospital, Bethesda, Md. (Further details in Fairs department, this issue.)

MARSHALL—Mike, 82, veteran musician, recently in Avoca, Wis. For many years, he played in bands with Ringling Bros. Circus and Marshall's Comedy Concert Company. In later years, he devoted his time to teaching music. Burial in Avoca, Wis.

RHODES—Mrs. Emma Cooper, widow of the late Jack B. Rhodes, formerly connected with many of the larger carnivals and circuses as a show builder, June 12 in Shreveport, La. Burial in Shreveport.

IN MEMORY
Of one of the Last "Great Showmen"
and a wonderful Father.

Frank M. Sulton Sr.
Who died June 25, 1954

We miss you more every day.

YOUR WIFE, EDNA; PETE, JUNE, LUCILLE AND GRANDCHILDREN

CLINGMAN—Walter (Mills), 54, former member of the Mills Troupe of high-wire performers and in recent years a concessionaire and clown, June 17 in Wausau, Wis., following a heart attack. (Details in General Outdoor section.)

DE BALINHARD—William, 89, at Yorkton, Sask., June 12. Canadian-born, he went to Arkansas as a youth and joined the Buffalo Bill Wild West Show. For six years he taught trick riding and drove the handwagon. Survived by his widow and three children.

IN LOVING MEMORY OF

CHESTER GREGORY

SYLVIA GREGORY

HANSEN—Call B., 54, former secretary of the South Dakota State Fair board, June 13 in Park Rapids, Minn. Becoming a member of the Fair board in 1937, he served as president in 1937 and 1938. In 1939 he was named secretary which position he held until 1943. At the time of his death, he was operating a resort at Park Rapids. Burial in Huron, S. D.

HAWKS—Mrs. Martha, mother of Mrs. Betty Carroll, wife of Charles H. Carroll, owner of Carroll's Greater Shows, June 12 at her home in Minneapolis. In addition to Mrs. Carroll, she is survived by another daughter, Mrs. Christel Matte, and a granddaughter, Mrs. Betty Higginbottom.

IN LOVING MEMORY
Of Our Dad

WILLIAM LATELL
Also known as Will Cobb, died June 14, 1956
We miss you, Billie

ELEANOR & JEANNE

SHANNON—Robert, 81, a member of the Saskatoon, Sask., Exhibition board for 33 years, at Saskatoon June 13. He was president of the board in 1930-31. Survived by his widow, a daughter, a brother and sister.

MARRIAGES

BERMAN-TRAUBE—Alvan Berman, non-pro, and Madeleine Traube, daughter of Leonard Traube, former editor-in-chief of The Billboard and now with Variety, June 24 at the Waldorf-Astoria Hotel, New York. She was graduated June 18 from Endicott Junior College, Beverly, Mass., the bridegroom's hometown, where the couple will reside.

ROSS-VILLIS—Wally Ross, circus performer, now appearing on KTLA-TV, Hollywood, with Susie the baby elephant, and Betty Willis, owner of the dog act, Betty and Her Playmates, June 11 in Thousand Oaks, Calif.

BIRTHS

HAZEN—A daughter, June 14 to Mr. and Mrs. Benny Hazen in Becker County General Hospital, Litchfield, Minn. Parents are concessionaires with Carroll's Greater Shows.

Into 17 States
Continued from page 54

about 10 days in advance of each date. The use of billing and other selling aids will be expanded, Conto said.

Kochman and Conto said that an excellent season is anticipated. The constant popularity of thrill shows with fair audiences, an expanded selling campaign and the generally good economic outlook all should contribute to good business, they said.

Kochman's second grandstand unit, greyhound racing dogs, will get under way, also in the Midwest, a few days after the opening of the thrill show.

MESSMORE • DAMON
1461 Park Avenue • TRafalgar 6-3530 • New York 29

AT LAST
OUTDOOR NURSERY RHYME
FIBERGLASS
KIDDIELAND
ATTRACTIONS

PLUS: Our standard
MECHANICAL FIGURES, LAUGHING CLOWNS and CARNIVAL HEADS

750% PROFIT
MANLEY POPPERS

500% PROFIT
MANLEY ICE-O-BAR
DELICIOUS

SOLE N. Y. DISTRIB:
Judson 6-8040, 630-9 Av., N. Y. C.
DOC FAIGE & ASSOC.



World's center for
POPCORN AND CONCESSION SUPPLIES

Gold Medal Products-Star & Cretors Popcorn Machines

Fastest Service—Phone, Wire, Write:
L. D. HARRIS POPCORN CORP.
314 W. 44th St., New York, N. Y. Judson 4-8337

SEASON'S OUTLOOK

Few Hit; 90% Making Out Well in Constant Field

It has been rough going this season for a few circuses. But it hasn't been half so difficult for the whole business as national publications and news agencies would have you believe.

Actually, circus business now is shaping up pretty well for most shows.

News magazines, columnists and editorial writers got some misinformation to the effect that there were 26 railroad shows in 1940, compared with one today. Fact is there were two in 1940, just as there were at the first of this year.

This points up the situation pretty well, because the number of circuses of all types has remained fairly constant for a good many years. The total—rail, truck, indoor and other kinds—seldom has ranged far from the 30-to-40 bracket.

Shows fold. Each collapse is a blow to the individuals involved and to the entire business, including competitors. But, without fail, new shows come along to fill the gaps. The cycle has been going along for years. Rail shows increased to six in 1945, but the field settled to two. Meanwhile the truck show field got overcrowded. In 1954 and 1955, the number of closings was abnormally low.

Then came 1956. Changes and shuffling came off as usual, and the year opened with four more shows than finished the previous season. With the closing of the Beatty and King shows, the total still is ahead.

Immediate reason for the Beatty show's closing was poor business. But close followers of circuses know that several internal factors were important in that picture and may have affected business.

King Bros. also has had poor business, but that's not the whole story. Again, internal troubles were a factor.

But more, King Bros.' ills can be traced readily to over-expansion three years ago. That it survived this long is a commentary on the ingenuity of its operators. Any other business in its plight would have collapsed a year ago.

Ringling Bros. and Barnum & Bailey's difficulties have been warmed over along with those of Beatty and King. But Ringling's problems start with personalities and policies, and the volume of business is more of a result than cause. Moreover, its business recently has been good.

The King, Beatty and Ringling cases are spectacular but special. None of them illustrates any inherent weakness in circus business.

Apart from special situations on some shows, almost every instance of light business can be attributed to the late spring. Given weather, the shows are doing adequately. There has been some step-down from the lush post-war years, but business is still good, and getting better with weather.

Indoor circuses are having a good year. Polack Western was off in a few spots, notably San Francisco, but other places have held up well. Orrin Davenport had a strong year, showing great improvement in some Eastern cities and fine results in Western Canada. Clyde Bros. is scoring in Ontario. Hamid-Morton told of increases in business all along its route.

Tom Packs Circus, playing ball parks, opened a new unit and it has played to heavy grosses at most spots. The Packs Eastern unit opened more recently and has healthy advance sales in early stands.

Under canvas, Kelly Miller a big user of advertising, has been enjoying big business in most areas and is ahead on the season. Its allied outfits are doing okay. Hunt Bros.

is winning strong business. It combines good advertising and promotion, numerous flat-scale dates and its excellent reputation to be a constant winner.

Mills Bros. has had spotty results, with some very big days included. Hagen Bros. was spotty in early weather and now is doing better, with no complaint on the year. Leonard Bros. has been winning some money despite occasional route troubles, and by July 4 it should be out of the woods.

Cristiani Bros.' Circus got by in the cold spring, registered considerably improved business in subsequent weeks that took it thru the East, and looked ahead to big Canadian advance sales. Take most of the others and the story is the same. Business is okay in circus weather.

In general, shows that advertise heavily and pitch for wagon sales, are doing better than those which rely on promotion. Kelly-Miller, Hunt and sometimes Cristiani are in the former set. Marking the trend, Hagen Bros. is upping use of paper to draw more wagon business.

Behind this is the fact that effectiveness of telephones continues to decline. This has been anticipated and predicted by showmen for several years. The search is on for a new promotion idea, and some are experimenting again with merchants tickets and other systems that preceeded phones.

For the longer term outlook, circus business is here to stay—just as it was when they predicted it would never survive the Civil War.

For the season, most showmen are saying all is going well. The year will be a winner for most of those which come up with proper advertising and promotion.

For the coming few weeks, the outlook is for another new circus to hit the road.

FLOYD KING JOINS RINGLING ADVANCE

Named Special Agent by Burke; Will Work Under George Smith

CHICAGO — Floyd King has joined the advance department of Ringling Bros. and Barnum & Bailey Circus.

In a statement made here it was announced that Michael Burke, executive director of the show, has retained King as special agent to work under the direction of General Agent George W. Smith.

Duffy Party On Mills Show In N. Y. Town

FORT PLAIN, N. Y.—George Duffy's annual circus party here helped boost business for Mills Bros. Circus to the full-house level in the afternoon, Monday (18). Night house was better than half.

Duffy and his wife took 1,500 children to the show and provided them with refreshments and novelties as well as seats. Show uses a lot owned by Duffy, who has been staging similar circus parties for 16 years. Circus manager Jack Mills introduced him at the performance.

The Jack Mills Tent of CFA here, named for the show owner, honored members of the Mills families at a party.

Earlier, the Mills show was sponsored by the Kiwanis club at Fulton, N. Y., and got two half-houses Wednesday (13). Watertown, N. Y., followed on Thursday (14) and scored with two strong turnouts for the Grotto in hot weather.

Benson Doing Well

RIDGWAY, Pa.—Benson Bros. Circus had near-full and three-quarter houses here Monday (18). The show had good business in Sunbury, Pa. (11), and half and near-full houses in Renovo, Pa. (15).

Smith currently is headquartered here and King arrived Thursday (21). Earlier, King had conferred with show executives in New Jersey. Other advance staffers now include Al Butler, Doc Hall and Leon Pickett as contracting agents. Smith and King declined any comment apart from the official statement.

It was known that the Ringling show had made overtures to King some months ago but he then was active with his own show. King formerly was general agent for Cole Bros. Circus as well as owner and agent for his own organizations.

Smith, for many years manager of Ringling-Barnum, returned this season and succeeded Paul Eagles as general agent. Eagles resigned and returned to California last week.

Ring Playing In Michigan

JACKSON, Mich.—Ring Bros. Circus has entered Michigan and was playing spots in the southern section of the State last week. Business was reported good. Show had poor business and other complications in Northern Ohio earlier. C. C. Smith is booking the show now.

Dallas Zoo Buys 7 Major Animals

DALLAS — Dallas Zoological Society has bought its first animals for Marsalis Park Zoo. Order included two hippos, two rhinos, two gorillas and an elephant. All were bought from the North Atlantic Fertilizer and Chemical Company's animal importing subsidiary. Ted Dealey, publisher of the Dallas News, is president of the zoo society.

BILL MOORE LEONARD BROS.' GENERAL AGENT

BENTON HARBOR, Mich.—Bill Moore, agent for the Clyde Beatty Circus until its recent closing, came on here this week as agent for Leonard Bros. Circus.

The show canceled Wisconsin stands and turned to Michigan when Leonard, Hagen and Miller congregated at the Wisconsin border. Leonard Bros. played two days (19-20) here for the House of David.

Also joining the show recently were Ullaine Malloy, aerialist; Shorty and Peggy Sylvester, midget clowns, and Curley and Gail Miller, concert.

Court Orders Sale Of King Equipment

MACON, Ga.—All property of the Floyd King-Arnold Maley partnership, operating King Bros. Circus, was ordered sold to pay creditors at an adjourned session in U. S. bankruptcy court here Tuesday (19).

Judge E. P. Johnston, referee, acted after hearing lengthy testimony of Floyd King, who came to Macon from Middletown, Conn., to testify.

Several hours after the hearing Maley telephoned objections to the court sale. He had remained in Middletown, Conn., and said he had effected a reorganization and had planned to resume showing dates on Thursday (21).

King Sees No Hope

King said that based on his 40 years' experience in the circus business, with 37 years as a circus owner, he had "regretfully reached the conclusion" the King circus could not be operated profitably under "present conditions." King recommended that all properties be

RINGLING DRAWS NIGHT BUSINESS

New England Termed Good; Show Moves Slow; Bulls Give Trouble

PROVIDENCE, R. I.—Ringling Bros. and Barnum & Bailey Circus played to half and three-quarter houses at several New England stands. Show officials declared business has been very good in the area.

Trouble with late arrivals and with the young elephants continued.

At Waterbury, Conn., Friday (15) the show had a half house at the late afternoon performance and three-quarters at night. Local sources noted that there had been layoffs in the city, that the Cristiani show's auspices placed wait ads and that the Ringling show

was day and date with a Grotto fireworks show which drew 7,000.

The fireworks were ordered delayed until Ringling's baby elephants had left the lot. Police arranged the timing of the adjacent shows. Later the pyro show was halted while more elephants went by. Earlier, two young elephants got into a fight and one man was hurt in breaking it up.

Waterbury lot still showed signs of a 1955 flood. Weather was hot and humid. Picketing was carried on.

New Haven on Saturday (16) had half and three-quarter houses. Very hot weather sent many residents to beaches. A delay came when the city required burial of cable. A rider was hurt by a horse during a show.

At about 9 p.m. a siren at a draw bridge near the lot sounded and startled the young elephants. The bulls milled around the lot, and two bull handlers were hurt. Elephants were left out of the show.

At Providence, the show played Tuesday (19) to a half house in the afternoon and strong house at night. Afternoon show was two hours late. Delay was brought on by a later arrival. One of the show's wagons had come loose on the flat and rolled over the end sill, requiring the stopping of the train.

HOWARD Y. BARY JOINS RINGLING

ALBANY, N. Y.—Howard Y. Bary has joined Ringling Bros. and Barnum & Bailey Circus as a press agent. He was once foreign agent for the show and later leased the Hagenbeck-Wallace Circus from R.-B. In recent years he has operated a wild animal show and handled Hamid-Morton promotions in Kansas.

Recommends Sale

King recommended that all of the show's animals be sold at once and that the trucks and other equipment be returned to Macon for an auction of the lot or piecemeal sales this fall. He believed in this manner (Continued on page 76)

WANTED

Several good Promotion Managers who work clean and get money without heat. We pay top commissions daily, no hold backs or off seasons. This one goes year-round. Book, Tickets and Contributions.

JACK KELLY

General Promotion Manager

TOMMY SCOTT SHOWS

Phone Ann Arbor, Mich., Normandy 23344 or Jackson, State 25622.

**ARE YOU A - -
TELEPHONE SALESMAN
OR SALESWOMAN**

DON'T CALL UNLESS QUALIFIED. Pleasant working conditions. Air conditioned offices. Draw can be arranged if qualified. Need 4 Salesmen or Saleswomen to sell top national Radio Show locally. First time offered in St. Louis. If you are a Producer you can easily make \$120.00 to \$207.00 per week.

Apply: **JACK DOYLE**
Suite 601, 703 Olive St., St. Louis, Mo.
(Phone: Chestnut 1-6434)

10—PHONEMEN—10

I can use ten qualified Men on a home chartered State-wide Phonemen Deal. You keep 60% of everything you collect. 12 months' work every year. Cards and phone locations furnished.

JIM VOELKE

P. O. Box 3202 Columbus 21, Ohio
Phone: HU 8-3023 (no collect)

Comedy "Juggling" Act

CLOWNS—MAGICIANS—M.C.'s
Looks like real juggling, but is a complete comedy routine using specially constructed and gimmicked props. No skill required. In 2 minutes after you get it! Always ready. Terrific "Yaak" finish! Can last from 2 to 7 minutes. Complete with illustrated routine. \$3.50 Postpaid. (No C.O.D.'s.)

THE "PROP-SHOP" (Free Catalogue)
P. O. Box 1233-B Philadelphia 3, Pa.

**NEED THE BEST!
PHONEMEN**

NEW TERRIFIC DEAL
Wire, Write, Phone. No Collects.

JOHN WALTERS

25 E. Sileo, Colorado Springs, Colo.
ME 4-3140

PHONEMEN

VET BUILDING FUND DEAL
Live calls—pay daily.

Call—Jack Simpson

Richmond, Va., 33688.
Ray Harkey, Don Carnes, call.

**HAGEN BROS.'
CIRCUS WANTS**

Clowns, Ground Acts, Trampolines, Bars,
Short Banner Men, Double Drummer.
Wire us per route.

PHONEMEN

Radio—TV Programs

M. KAPLAN—"KAPPY"**A. H. FISH**

Crown Hotel Providence, R. I.
Les Harris, Ed Masley, Bill Stover, call
J. E. Leonard.

1 PHONEMAN

With New York State permit. (Sierra
Salmon, call.) Tickets, Banners, no
tax. Pay every day. Lions' Club Sponsor.
Utica, N. Y. Phone 3-3149. Deal
just starting.

FRED STEWART**2—PHONEMEN—2**

1st Class Labor Men for State-wide Deal.
C.O.E. AFL

Kelly Heller, Polk said, call in.
Transportation refunded after
first \$500. Call

BOB MALLORY

Parkway Hotel Knoxville, Tenn.

PHONEMEN

Md. State Traffic Deal, Md. State Con-
gressional Deal. Two county Directories
can use Men & Wife Team.

BOB FEENEY

935 Dist Ave., Silver Spring, Md.
Ju. 9-5726—Ju. 5-2979

Clyde Bros.' Ontario Business Ahead of '55

OTTAWA—Clyde Bros.' Circus is running ahead of last year's business on its extended tour of Ontario. From here, it swings into Quebec for four stands. Then London, Ont., will complete its stay in Canada.

St. Thomas, Ont., where the show played a new building managed by Harry McLeod, gave fair business for the four performances. It was the show's first year in the city, and the date made money.

Kitchener followed and was very big on the Saturday (2) but weak on the two previous days. It was the show's third year in Bob Crosby's Memorial Center and the first year the date showed a profit. Welland, a one-day stand, was nothing. Niagara Falls, Ont., where the show did well twice before, had light business this time. Attendance was 3,000, altho 8,500 tickets were in the hands of the public.

Hamilton Produces

Hamilton, Ont., was big, with the show getting its best year there. Six shows were given and all reserves were sold in advance for four of them. Three shows were given on the Saturday and all were near the full 3,800 mark. Box office sale was up a hefty 40 per cent, the show reported. Net was up 25 or 30 per cent for the Shrine auspices and 50 per cent for the show. Date has been built up on promotional plans and this time it was secure enough to sell on a pure entertainment basis, it was reported.

Toronto, where the show played the CNE Coliseum, was a disappointment. Show opened on the same day as a new race track and in 95-degree weather. Second day, Thursday (14) was poor, and Friday afternoon the circus got the crowd, while Saturday night people went to the Cavalcade of Thrills. Show lost money on the date and may try an earlier schedule next time.

Press comments have been quite favorable to the show all along the Ontario route. In Toronto, the show prepared foreign language press releases for foreign language newspapers, including Japanese, and the latter especially won great attention in print, for the show.

Big Kingston Crowds

At Kingston the circus drew a big 10,000 in four performances at the 3,000-seat Community Center. All departments were up, some by as much as 50 per cent. Concessions, operated by the building, sold out several times, as the big crowds kept coming.

Ottawa opened Wednesday (20) to better attendance than before. Here and in several other spots the circulation of free tickets has been virtually eliminated.

Show had good television coverage to match its press. Tom Parker, business manager for the Howare Suesz show, handled two Canadian network TV shows in which several acts were used, and TV appearances and films of the show are being used.

Orders King Equipment Sold

Continued from page 75

the property—which has a cost value in excess of \$300,000—will bring the best prices.

W. J. Bailey, who was receiver of the King circus units for a month, told the court he had received offers for four elephants and for much of the other property.

Bailey declined to serve any longer, and the creditors nominated Durward Mercer, Macon attorney, who had acted as Bailey's lawyer, to serve as trustee. Mercer was authorized to make arrangements for sale of the property.

Okays Lease Plan

King recommended court approval of a lease made by his partner, Maley, with three former King employees for equipment and animals. Before the court at the time was a letter from Maley outlining the lease arrangement under which R. E. (Bobby) Miller, Red Larkin and Eddie Keck plan to operate a circus. (See other story).

The trustee was given approval to ratify the lease and to undertake additional leases if possible before advertising the court sale.

King listed many places in which the circus property had been stored since opening the season here April 7. Parade equipment, including two floats, two chariots and four miniature cages were stored in Winder, Ga. The "fighting lion" truck with lion is at the zoo in Atlanta, along with an elephant, a semi-trailer, llama, water buffalo, sacred cow and other animals.

Equipment Spotted

Stored at Miller Bros.' animal farm, Pigeon Forge, Tenn., are two elephants, a camel, and one Ford truck. One semi with six horses are near Asheville, N. C. Left at Erwin, Tenn., were a pole truck, with 20 expensive aluminum poles, and a semi used for hauling seats. The air calliope mounted on a panel truck was left at Princeton, W. Va. One tractor is in a shop at Radford, Va., and another truck is at Pulaski, Va.

King revealed that his personally-owned Wild Life exhibit, with 14

cages of animals, a tent and an International truck were left in Radford also. A Chevrolet truck was left at Christiansburg, Va.

A Ford tractor was left in Bluefield, W. Va., and a sleeper was left on the showgrounds at Niles, O. Another sleeper was left on the showgrounds at Salem, O., and the steam calliope with a Chevrolet tractor is under attachment at Stenbenyville, O. Another truck was left at Downingtown, Pa.

The referee ordered the trustee to locate the widely scattered properties and to determine if any funds could be realized out of them.

All of the other properties that left Macon with the Eastern and Western units in April are at Middletown, Conn.; Stroudsburg, Pa., and Nazareth, Pa., King told the court.

King said here he hopes to begin work soon in an advance capacity for another show.

Maley Plans Injunction

Maley informed the trustee, and his attorneys, Paul M. Conaway and Jack J. Gautier, that he would seek to enjoin any sale and said he wished to proceed with operations under broad temporary powers given at a prior hearing when he testified on June 12. Maley said he had made several changes in staff and had contracted a number of new acts which were to go to work at the first stand, Thursday.

Maley insisted that if given the chance he would bring the show back to Macon a big winner this fall.

Immediately after King's hearing Referee Johnston went to Albany, Ga., for several days of bankruptcy hearings and the effect of Maley's strong protests could not be determined. Informed authorities said they believed the matter could be re-opened if a meritorious showing was made by Maley. Macon creditors have been sympathetic and cooperative, it was explained, and had asked for the court sale in view of the unfavorable experiences and outlook reported by King.

Piggyback Operations

Continued from page 56

CHICAGO & NORTH WESTERN

Rates—RR's trailer-loads at truck-competitive rates.
Cars—175 flat cars.
Terminals—More than 40 cities are equipped as piggyback terminals.
Interchange—At Chicago with B&O, Lackawanna, Lehigh Valley, Nickel Plate, Pennsylvania, Reading, Wabash, Western Maryland and Monon, with the Litchfield & Madison for St. Louis and beyond.

ERIE

Service—RR's trailer-loads at truck-competitive rates.
Cars—50 75-foot cars; 30 53-foot flats.
Terminals—163 points on its line, including general areas of New York, Cleveland and Chicago. Expansion plans include Akron and elsewhere.

GREAT NORTHERN

Service—RR's trailer-loads at truck-competitive rates.
Cars—49 53-foot flats; 13 52-foot flats.
Terminals—16 major cities on its line.
Interchange—With Burlington, North Western, Soo; with Southern Pacific, Western Pacific and Western Pacific-Santa Fe.

ILLINOIS CENTRAL

Service—RR's trailer-loads at truck-competitive rates.
Cars—16 53-foot flats.
Terminals—Chicago and Memphis.

KANSAS CITY SOUTHERN

Service—RR's trailer-loads at truck-competitive prices; common-carrier truck freight.
Cars—43 53-foot flat cars.
Terminals—New Orleans, Dallas, Shreveport, Kansas City, Fort Smith, Beaumont, others.
Interchange—With truck lines but not railroads.

LACKAWANNA

Service—RR's trailer-loads at truck-competitive rates.
Cars—200 40-foot flats.
Terminals—Hoboken, Syracuse, Elmira, Buffalo and elsewhere on the line.

Interchange—At Buffalo with B&O, Nickel Plate, Wabash; at Hoboken with New York, Susquehanna & Western; also with other lines serving Southwest and Northwest. More planned, including that with New Haven for New England points.

LEHIGH VALLEY

Service—RR's trailer-loads at truck-competitive prices.
Cars—27 53-foot flat cars.
Terminals—New York, Chicago, Cleveland, St. Louis, Detroit, Buffalo, others.
Interchange—With Nickel Plate, Wabash, North Western, Monon.

LOUISVILLE & NASHVILLE

Service—RR's trailer-loads at truck-competitive rates.
Cars—30 47-foot flat cars.
Terminals—Louisville, Birmingham, New Orleans, Nashville, St. Louis.

MINNEAPOLIS & ST. LOUIS

Service—RR's trailer-loads at truck-competitive rates.
Cars—5 50-foot flat cars.
Terminals—Minneapolis—St. Paul, Peoria.

MISSOURI-KANSAS-TEXAS

Service—Trailers from truck lines at a per-trailer charge.
Cars—65 41-foot flat cars.
Terminals—St. Louis, Kansas City, Tulsa, Oklahoma City, Dallas, others.
Interchange—With Santa Fe.

MONON

Service—RR's trailer-loads at truck-competitive rates. Considering common carrier and private trucker arrangements.
Cars—20 40-foot flats.
Terminals—Chicago and Louisville or Indianapolis.
Interchange—At Chicago with North Western, at Louisville and Linton, Ind., with Nickel Plate.

NICKEL PLATE

Service—RR's trailer-loads at truck-competitive rates.
Cars—45 cars of 53 and 43-foot lengths.
Terminals—Chicago, Toledo, Cleveland, Buffalo, St. Louis, others.
Interchange—With 14 railroads, including Wabash, Lackawanna, Northwestern, Cotton Belt, Texas & New Orleans, New Haven, others.

NEW HAVEN

Service—Trailers from subsidiary truck company; trailers from common-carrier truck lines at a per-trailer charge; trailers of private trucker.
Cars—400 40-foot flat cars; 500 80-foot flats on order.
Terminals—New York, New Haven, Hartford, others.
Interchange—With the Erie, Nickel Plate, Wabash.

NORFOLK & WESTERN

Service—Trailers of common-carrier truck lines at per-trailer rates.
Terminals—New York, Philadelphia; Bristol, Va.; Roanoke, others.
Interchange—With the Pennsylvania at Hagerstown, Md.

(Continued on page 94)

2-PHONEMEN-2

Expert Adv. & Ticket Men on PHONEMEN LABOR DAY DEAL. This is...

J. Bankendorf

Box 3-4348, Labor Temple Annex, 42 W. 4th Ave., Denver, Colo.

FRANK CAIN, CLOWN

Available After Aug. 4th. For Fairs, Celebrations, Centennials, Parks and Auto Thrill Shows.

WANT

Anyone who wishes to leave their children with me while on route for the season. Any age and reasonable. Write or phone 916.

Mrs. Clara Lambert, 1420 Main St., Rochester, Indiana

CONTRACTING AGENT

Who understands phone promotions. Start immediately. Book two hour stage shows, Midwest and Eastern States.

VICTOR LEWIS

E. A. J. WIESNER, Sylvania Savings Bank Bldg., Sylvania, Ohio.

FOR SALE

Good Dog Act, two females, four years old, including props with revolving table.

George E. Roberts, Pamchaska's Studio, 3004 N. 8th St., Philadelphia 48, Pa.

★ PHONEMEN ★

BANNERS, U.P.C. TICKETS. Want clean, sober and aggressive Phonememen. Want capable Salesman who can sell and get money.

WANT PHONEMEN

Strong sponsors—season's work, U.P.C.—Tickets and Banners. Call 3-9965 or 3-9877.

PIGGYBACK

Semis, Flats Combine For Show Possibility

Continued from page 58

visioned in two forms. In the kind that will come first a standard motorized show makes a single jump by piggyback rail.

The single-jump plan could fit into the plans of a carnival with widely separated fair dates to play. A jump that is too long for trucks could be made on time via piggyback.

What of Tractors? In each of these cases, the show's semi-trailers would be placed on flat cars and hauled to the destination by train.

Carrying the piggyback idea to its ultimate form will have shows built for making all moves that way. In this set-up, a show would eliminate the need for most if not all of its tractor units.

Eases, Speeds Move: For ice shows, indoor circuses, legitimate shows, grandstand revue units, even vaudeville packages, radio-TV shows on tour, basketball show outfits, or the sports show package units that play circuits, piggyback holds out the possibility of a new and efficient economical way to travel.

Some of these shows now move by rail baggage car, some by truck, and each has advantages and disadvantages.

trailers at the place it played and then motored direct to a piggyback flat. The need for theatrical transfer companies would be eliminated or lessened, since the show equipment, once loaded in the trailer at the building, would not have to be unloaded and reloaded into the baggage car.

No Special Moves

In the most likely types of piggyback moves, the loaded semis on flats would not be moved in special trains. Piggyback's existing uses are usually based on not only ease and economy but also on speed—often overnight delivery between distant points.

Not Road, Not Rail

An important factor is that a piggyback show is limited to neither road nor rails and enjoys the advantages of each as they develop. Some shows now steer clear of railroad moves because rail service is inadequate to towns they want to play.

(Continued on page 114)

CAN USE 2 PROMOTERS

4 Phonemen, new deal. All-Girl Professional Rodeo. Good sponsors. Sheriff's deals. Contact DR. PERRY

PHONEMEN

Book and Tickets, 25¢, per daily. Vir Hallen, Shelly Bud Snyder and others who know me, call.

EDDIE

288 Main St., Aurora, Ill. Phone 2-5992—No collects

PHONEMEN-PROMOTERS

National Annual Reunion, largest Divisional Assn., U.S.A. If you have a phone and references, can work on your own in Baltimore, Chicago, Indianapolis, Philadelphia, Pittsburgh or work in our offices. Ten towns ready to open. Two months' work. Contact

G. WINTERS or R. ROSE

Taylor 2954 or Lennox 7226, Toledo, Ohio

METAL SPANGLES

All Sizes—All Colors Rhinestones—All Colors Rhinestone Punches. Elastic Net Hose and Tights. Send for free folder.

C. GUYETTE

346 West 45th St., New York 16, N. Y.

3-PHONEMEN-3

Orphanage Building Fund. Top Sponsors. Pay Daily. Joe Wright and Johnny. Call

5-1411

Jamestown, N. Y.

HUNT BROS.' CIRCUS WANTS

Man who drives, to work in Lunch Stand. Also Clowns that drive and drivers that work. Mobile Phone: EL 4-4405 between 1 and 3 and 7 and 10 P.M. daily. Or answer as per route.

LIONS FOR SALE

1 Male, 4 years, trained in ride; 1 Female, 18 months. Trade or sell. Want two subs 4 to 12 months old.

EARL PURTLE

Celtin & Wilson Shows, Dravosburg, Pa., now; Ambridge, Pa., next.

UNDER THE MARQUEE

Kitty Kelly Bonstrom writes from Polack Eastern that Ogden, Utah, fans named their tent for Gene Randow. . . . Andre, Norma and Gilbert Fox visited Harold and Millie Ward and daughter at Sun Valley, Calif. . . . Robert Baudy visited Disneyland, Thousand Oaks and Ghost Town, also Caliente dog track in Mexico, where he bought some greyhounds. . . . The Mathias and Charley Corona families visited Disneyland and the Lillian Litzel Codona memorial. Ralph Oysteth, of the flying act, accompanied them. . . . The Rex Bonstroms visited Joe Thomas, vaude performer, at Santa Monica. . . . Pinky and June Madison and Audrey Ching visited Pink's sister. . . . Harold and Eileen Voise visited George and Bernice Emerson and Joe Cook, all of M-G-M. . . . The Rhodins visited the professional photography institute at Santa Barbara. . . . The George Hanneford and Kay visited Elizabeth Clarke and Margaret Hammond. . . . Al Akerman visited ex-members of the old Six Tip Tops act in California towns. . . . Larry Benner visited the Great Lester, Charley Bernier, and Stanley and Maude Lescher. . . . Struppi Hanneford joined her husband, Tommy, at San Diego. . . . Thelma and Danny Kelly, Parley and Ernestine Baer, the Al Landons, Bob Lorraine, Don La Vola, the George Emersons and Janice Holman visited.

More from Polack Eastern, almost all of the performers caught Danny Thomas, Joe E. Lewis and Ray Bolger show at Las Vegas and visited the Seven Ashtons at the Sahara Hotel there. . . . Henry Kyes' sister, Adah Anderson, and her husband, Lee, visited. . . . At the Tommy Hanneford's housewarming for their new trailer, movies included views of the Voices and Flying Thrillers in 1936, the Hannefords of 1937, the Coronas of 1953 and the George and Vickey Hanneford wedding in Mexico. . . . Rapid City, S. D., Shrine clowns honored Gene Randow. . . . Among those at a swimming pool party in Rapid City were: Arden Kreisch,

(Continued on page 114)

CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

1956 CIRCUS PHOTOS, 35 KELLY-MILLER, \$1.00, 20 Hagen Bros., 42 List for stamps others from 1936 to date. Box 66, Washington, Kan.

THE TELESCOPING TABLEAU—SIXTEEN-page documentary historical note on the old parade wagons. Over twenty illustrations. \$1. Richard E. Coover, Route 4, Xenia, Ohio.

NEW THREE PAGE LIST OF ROUTE Books, Programs, Herolds, Couriers ready. Send stamp for copy; enormous selection. Circusiana Mart, 1075 W. 20th Ave., Columbus 8, Ohio.

WORLD'S ONLY MONTHLY CIRCUS FEAT-ure magazine, "Call of the Calliope," one year, \$2.50. George Boston Deal, Box 8, Newburgh, N. Y.

FANCY LETTER PAPERS—60 TITLED Ornate Tickets, "Super" Posters, 150 new Negs, circus parade included; scarce. Alderfer Norris, State maps or send book for special list and samples. McClintock, Franklin, Pennsylvania.

PHOTOS—CIRCUS AND CARNIVAL, Lists free, samples, 25¢. W. H. B. Jones, P. O. Box 77, Galveston, Tex.

CIRCUS—BINGLING 1956 PERFORMANCE at Garden, Quality, 3 by 7 photos by professional photographer. Send \$3.50 check or money order to Kella, 41 W. 8th, New York City.

1956 CIRCUS PICTURES, 31x23 CLEAR, 20 Crystalon Bros., \$2.50, 15 Hagen Bros., \$2. Johnny Vagelinn, 715 Oak, Niles, Mich.

SUBSCRIBE TO THE CIRCUS REVIEW. The printed all circus magazine. \$1 year, sample, 25¢. Circus Review, Box 112, Portland, Tenn.

CIRCUSIANA FOR COLLECTORS—Programs, Couriers, Route Books, Route Cards, Herolds, historical Photographs. Send stamp for list. Morton Smith, Galena, Ill., Tex.

"THE CIRCUS FAN"—AMERICA'S LARG-est monthly circus publication. Each issue full of rare circusiana, \$2 yearly. Free to new subscribers complete reprint "Life Story of the Ringling Brothers." Post Richard's Press, Brentwood, Md.

BEST ITEMS FROM ROLAND BUTLER collection being closed out at near cost. Write your wants to P. M. McClintock, World's Largest and Best Circus Collection, Box 891, Franklin, Pa.

CHRISTMAS CARD "THE CHRISTMAS Circus." Your friends will love it. Sample, 25¢. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

CIRCUS PHOTOS, ALL GOOD, CLEAR, post-card size. Send 25¢ for two sample photos and 10¢. Bill Van Winkle, Club 150, Marton, Ill.

RATES

Regular Classified ads . . . set in usual want-ad style, one paragraph, no display. 20c a word—Minimum \$4.00 Cash with copy

Display Classified ads . . . larger type permitted and displayed to best advantage. No illustrations or cuts permitted. 1 inch (14 gate lines) \$14.00 Cash with copy

Send Your Ad for . . . the next publication of CIRCUSIANA MART in the JULY 28 Issue Direct to CIRCUSIANA MART The Billboard 2140 Patterson St., Cincinnati 22, Ohio

ROBERT WALKER, JR. CALL 3465 Rutherfordton, N. C., immediately. Important

\$1 NEW CIRCUS BOOK \$1 36 Pages, including 2-color Soft Cover Over 100 Photographs Large Page Size—9 1/2 x 12 1/2 EVER WONDER HOW A CIRCUS BIG TOP IS SET UP SO QUICKLY? This book by Francis H. Templeton shows and explains step by step in photographs, diagrams and text. Send only \$1, tax incl. (PPD), to FRANCIS H. TEMPLETON Munsey Building Washington 4, D. C. Money back guarantee if not completely satisfied.

JESTERS—GO TO LESTER'S CLOWN SHOES Made of Finest Quality Long-Wearing Materials FLAP SHOES Send for FREE Circulars LESTER, LTD. 29 S. Wabash Avenue Chicago 3, Illinois

SPECIALTY ACT TEX MAGEE with SPARKY SPARKY, a white stallion. One of the world's youngest trick horses. No lines, bridle or halter. Interested in booking with Fairs, Rodeos, Tent Shows or Circus. Preferred in the East. TEX MAGEE c/o Pegasus Stable, R.F.D. #1, Westwood, N. J. Claster 5-2186

BARNEY BROTHERS CIRCUS OPENING JUNE 25, NAZARETH, PA. PROGRAM COMPLETE BUT ENLARGING SHOW. Help wanted in all departments. Would like to hear from Contracting Agents immediately, also Clowns. Following people contact—Bobby Miller; Curley Miller and Horse; Edward Hodgini and Company. Side Show Acts of all kinds. Mickey O'Brien and David E. Fleeman, get in touch with me immediately. Address: EDDIE KECK, BARNEY BROTHERS' CIRCUS Nazareth, Pa., June 25; Bangor, 26; Lehighton, 27; Tamaqua, 28; Mahanoy City, 29.

SEASON'S OUTLOOK

Grosses Climb in Sunshine; Forecast Bright

WIN-SIZED park grosses have been moving across the country west to east with the weather.

Sure as the sun shines, business for the nation's fun zones has been good. The public turns out in droves for the hip-boorah of rides, concessions and shows when the weather is right. The urge and the money for outdoor play are there waiting.

But the sun has been slow coming. Weather bureau people confirm with statistics what park people already know—that spring was late this year.

Instead there was rain, wind and low temperatures in almost all parts of the country. Some localities had added weather violence in the forms of flood, hail or snow.

The good weather—and resulting good business—began on the West Coast. While sunshine still was the exception in many other sections, including the Eastern States that are most populous with parks.

In many areas, spring weather was four weeks or more overdue. Park owners harked back to old records and memories to recall such a slow-starting season. And they looked uncertainly at the sparsely inhabited midways.

All that changed when the sunshine did come. Grosses perked up immediately, and dispositions with them.

West Coast funspots point now to healthy spring

business. Los Angeles, San Francisco and Northwest areas have done well.

Spring and the good grosses have come, too, to the Rocky Mountain area, with the Denver locations telling of successes after late starts.

With the dismal weather swept away in the Middle West now, that district is sending people in necessary numbers to build profitable funzone grosses. Iowa, Illinois, Wisconsin and Indiana have seen the tide turn. Chicago and St. Louis are among those telling of adequate attendance and spending when the weather is right.

The exception here as in other fields is Detroit. That area has had not only softness in auto employment but also has absorbed heavy rains on nearly every weekend. Even so, some good business is reported in the area.

Moving farther east, the park business and the weather are still a little cloudy. As good weather breaks thru, these spots get immediate response at the ticket boxes. As that pattern continues to develop, the assurance of another profitable season for amusement parks takes shape.

Apart from all-important weather, the parksters have had it good. The end of the school term brings heavy picnic business. There are new rides on many a midway, and operators tell that they generate interest among parkgoers.

Tie-in deals with national advertisers, local stores and others are being operated in great number this season. Helping, too, is the continued expansion in use of strip ticket deals in a multiplicity of forms.

Fourth of July holds high business prospects. The holiday, which is of critical importance to park business, comes in mid-week this year, and most park operators find that is good. In contrast, long holiday weekends, which apparently benefit some other businesses, mean nothing extra to amusement parks. Mid-week holidays bring out bonus business.

It all adds up to great promise for the season. Apprehension over the late spring didn't overshadow the greater, long-term expectation of another big year. Initial full weeks of business gave assurance that the expectation wasn't misplaced.

Now as the season moves toward the Fourth of July, traditional mid-point and check-point, parks in many parts of the country are already in good shape and operators are predicting a successful second half. Among the others, the stretch of good weather each has had to this point—whether a week or a month—has produced the anticipated good results.

And when the lights go out on Labor Day amusement parks will have registered another profitable year.

What's New? All's New at Palisades

Scrambler, Round-Up, Trout Fishing, Closed-Circuit TV, and More in Store

By IRWIN KIRBY

PALISADE, N. J.—Irving Rosenthal, never short-winded on expanding the virtues and attractions of his Palisades Amusement Park, will have a monumental task cut out for himself this season. Altho the Hudson River funspot bulges with innovations from year to year, annual visitors will be inclined to agree that a peak of sorts has been arrived at with the 1956 edition.

Maybe so, Rosenthal says, but wait until next year, and you'll

see something. In the meantime, his operation continues to keep abreast of every new development designed to attract patronage.

Whatever the drawing boards may hold for the future, there is no shortage of interesting and worthy facets at Palisades at present. The funspot has the only Scrambler ride in this vicinity; the only Round-Up, one of the few Roto-Jets seen hereabouts, and the only permanent commercial trout fishing operation.

The Kiddieland features interesting German units, the park is lavishly painted and illuminated with Jack Ray's color scheme, and the show units include several novelties operated by Carlo Gianetti.

Closed Circuit

The last-mentioned are a trailer-mounted Swiss Music Box Revue, and a stationery (a portable unit is in the works for fairs) See-Yourself-On-TV show. This is in the metal Lustron house adjacent to the park office, where contribution-type shows were previously offered. Gianetti's operation has a 15-cent gate, with an additional revenue-producing element within. (Continued on page 81)

GOOD OLD DAYS

Coney Scenes And Uno Star On Video Web

NEW YORK—Nostalgia, the lure of the good old days, was skillfully exploited on the Arlene Francis NBC-TV show, "Morning," on Friday, with the nationwide viewing audience being treated to views and narrations of old-time parks and riding devices.

The 11 a.m.-to-noon show devoted its opening 15 minutes to still photos and a reel taken from Paul Killiam's collection. Answering Miss Francis' questions and narrating for the film was Charley (Feldheim) Uno, 80-year oldster who was Coney Island and Burquesque contributor to The Billboard for 21 years.

Viewers on one of the season's more humid days were treated to turn-of-the-century scenes of boardwalk and beach, and such sights as Steeplechase, Dreamland and Luna parks. Units shown were the old Slide for Life, Hoop-La, Steam Engine, Moving Stairs, Giant Slide, Barrel of Love, Dew Drop Slide, Tandem Bike, Swing for Life, Camel Ride, Panama Slide, Swinging Boats, Steeplechase Horse Race, Sea Lion Pa and others.

Offers Help Opening of Mountain Park

HOLYOKE, Mass.—A big opening splash via advertising was the target of Mountain Park here, with a display ad featuring a clown head and special inducements. Spot is on Route 5.

Included were a dollar's worth of ride tickets (on presentation of the ad), free acts in the pavilion, \$1,000 worth of merchandise prizes.

Schedule included dancing to Joe Rock's polka band and Chris Powers' orchestra in the Bel-Air Ballroom.

Fleet Event To Mass Craft Off Coney Isle

Aerial Display Charted; Pyro Showings Begin

NEW YORK—Three substantial promotional events drew wide attention to Coney Island last weekend and promised to do the same this week. Highlight of the program was the Blessing of the Fleet Day Sunday (24).

The day's activities included the massing of several hundred craft offshore of the Boardwalk, and their blessing by religious figures of the various faiths, who passed among the boats on a yacht. The Inter Yacht Club Council fostered the proceedings, and the Coast Guard Auxiliary and U. S. Power Squadrons participated.

Providing an aerial umbrella for (Continued on page 81)

Willow Grove Clicking With Attractions

PHILADELPHIA—Free attractions continue to be a big lure at Willow Grove Park, in combination with group rates for outings. "One of the latest was the annual affair of the Naval Aviation Supply Depot, attended by about 5,000 employees and their families.

Publicity photos showed Rear Adm. Fred Hetter, commanding the depot, and Capt. Don Lacey, one of his staff, navigating a water scooter boat.

Al Raymond and an 11-piece orchestra play or dancing every Saturday night in the Casino overlooking the lake, and a Bandstand Dance is held on Wednesday nights by Bob Horn of WFIL-TV.

Acts having played to date include the Cole elephants and the Sky Kings, sway pole. Booked in are aerialists Benny and Betty Fox, Wilno's cannon act and Pat Anthony and his lions.

VARIETY OF EVENTS

Old Orchard Hypo Takes Many Forms

OLD ORCHARD BEACH, Me.—A full schedule of promotions and attraction offerings has been lined up for Palace Playland here, owned and operated by Bernard Osher. Included are free acts, discount plans, fireworks, and contests, all calculated to stimulate attendance.

Handling the promotional phase is William Earle, a former school supervisor in Massachusetts, who has approached 55 public school principals in Maine and more than 60 personnel directors in the interests of park outing days. One of the better events to date was an American Legion convention, where more than 1,800 discount tickets were handed out with satisfactory returns.

The spot has also handed out a reported 65,000 "courtesy cards" to Factory Workers' Union agents in Maine, New Hampshire and Northern Massachusetts. The season tickets are returnable on Saturdays, when holders get nickel discounts on all ride prices.

Palace Playland's newly formed Palace Associates, made up of park concessionaires, are sponsoring July Fourth fireworks, and plans call for adding additional pyrotechnic shows on a Wednesday night basis.

Promotions Listed

Other promotions slated include the following:

Kiddie days on Wednesdays, with all rides a nickel. Ride ticket numbers are good for prize drawings, grand prize weekly being a Columbia bicycle.

Hotel Chain Buys National Train; Plans Publicity

DAYTON, O.—Sheraton Park Hotel, Washington, is buying a trackless train from National Amusement Device Company here and will use it to carry guests from various points on the spacious hotel grounds, including the pool.

Train will go overland from Dayton to Washington, starting June 28, and is scheduled to be the subject to wide publicity by the Sheraton chain and others.

Also on kiddie days there will be bubble gum, pie-eating, balloon-blowing, talent, and other contests for youngsters.

Family days on Mondays, on which adults buying 20-cent ride tickets will be enabled to have one child ride free with the ticket holder. Also, ride stubs will be good for weekly drawings for a General Electric portable TV.

Drum and bugle corps competitions, pet show sponsored by dog food concern, and kiddie events sponsored by a soft drink outfit, and Monday free acts, also are on the schedule. Acts booked so far include Sol Solomon, high diving, August 13; Flying LeMars, trapeze, August 20, and Sky-Hi Lacidos, aerial, August 27.

164-Foot Tower Ride Okayed For Battersea

LONDON—A 164-foot high tower, lighted and equipped with a revolving lift for sightseers, is to be built here in the Festival Pleasure Gardens amusement park at Battersea Park at a cost of \$140,000.

The Minister of Housing and Local Government, Duncan Sandys, has given permission for the tower to be built following a public inquiry into objections raised by local residents. Sandys has imposed some restrictions, however. He rejected a suggestion that the tower should have a searchlight on the top. And he has fixed a time limit, saying it can remain on the banks of the River Thames only until October 31, 1967.

The tower will not be built in time for this year's season at the park. Work is expected to start at the end of this year and last about four months.

Chief objectors to the scheme claimed that it means the end of one of the last remaining unspoiled stretches of the river in London.

PLAY FOR FOOD

Barnyard Acts Offered for Kiddie Lure

NEW YORK — John Dougherty's new attraction, "Animal Town 4-Ring Circus," is opening at the Land of Make-Believe in Upper Jay, N. Y. Spot is on Route 8N, some five miles east of Lake Placid.

Dougherty's trained barnyard animals are in a miniature bigtop setting, behind a 50-cent gate for adults, 25 cents for kids. The items include his baseball-playing chicken, Romeo the kissing bunny, the drummer duck, and the eight-ball chicken. While ostensibly performing for viewers, they are merely conditioned to perform simple routines for food rewards.

The baseball chicken has been exhibited at many events, showing chickens releasing a miniature bat at balls rolling down an incline. The bunny gag has Romeo popping out of his house and kissing a plastic bunny, which blushes and lights up, after which Romeo ducks into the house again. The eight-ball gag has a chicken pecking at a swinging ball, maneuvering it against a certain target in order to get food.

Wonderbird

Dougherty also has on display his Winnie the Wonderbird, which answers questions, a picture-taking bunny, and Henda the hen, which pulls levers to light up fortunes at the drop of a coin. The various animals have previously been seen on TV shows and at trade shows and conventions, but not as a separate attraction. They are booked out of John Dougherty Associates, New York.

Land of Make-Believe is owned by Arto Monaco and Kay Aldrich, and comprises several tourist lures of interest to youngsters. Included is a sealed-down Cactus Flats western town. There is also a fairyland with nursery-rhyme structures.

Home-made rides in operation are a side-wheel steamboat on the Ausable River, coal-burning train, and pony express featuring miniature stagecoach drawn by ponies. The location is in its third year. Monaco has design and building experience with Disney and Warner Brothers, in Hollywood.

Names Booked At Salisbury

SALISBURY BEACH, Mass.—This Northern Bay State funspot will again bring a group of top name recording artists to the Frolics, according to Francis (Dennis) Mulcahy, operator of the night club and other interests. Teresa Brewer, Julius La Rosa and the McGuire Sisters have been signed for the second successive year. Patti Page will appear for the third time, and Johnnie Ray will be making his fourth appearance.

Miss Brewer opens the Frolics' season June 29-30, followed by Johnnie Ray the week of July 1, Pat Boone the week of July 5, Lillian Roth, Patti Page, the Four Aces, La Rosa and the McGuire Sisters on successive weeks.

The final Labor Day week will be filled by the Vagabonds, Booker or the night club is Jacey Collier, Boston. Mulcahy is also owner of the Arcade, with over 200 pieces; the Roller Coaster, Dodgem, the Normandie Hotel and other units.



One of the latest steps in the continuous up-dating program at Kennywood Park, Pittsburgh, is this colorful modern refreshment stand. Called the Star Stand, the unit was laid out by Jack Ray, midway designer, and replaced three old units that no longer fit into the overall Kennywood pattern.

HAPPY BIRTHDAY!

Cincy Coney Observes Its 70th Anniversary

CINCINNATI—Staff members of Coney Island here observed the park's 70th anniversary Thursday (21) at a party and dinner in the resort's dining room. In charge of arrangements for the affair was Fred E. Wesselmann, the operating company's vice-president and chairman of the board. Also playing an important role in the festivities were Coney's president and general manager, Edward L. Schott, and Ralph Wachs, park manager. To publicly mark the event, the management gave strip tickets for rides to the first 70 children entering the park Thursday.

Ground occupied by the park was once the site of an apple orchard owned by James Parker, who began renting the area for picnics. As rentals increased in number Parker abandoned the orchard as such. Picnic facilities were added and it became known as Parker's Grove.

In 1886 Parker sold the grove for \$17,500 to Capt. William F. McIntyre, who formed the Cincinnati Steamboat Excursion Company as the operating firm and renamed the park Ohio Grove, Coney Island of the West. This company operated the park thru the year 1888. During that time the steamer Guiding Star made four trips a day to the park, 10 miles up the Ohio River. On big days the steamer Thomas Sherlock was also used.

In the spring of 1899 the park was sold to a new firm, the Coney

Island Company. This firm operated the spot until 1922 and then sold it to a Pittsburg company. Two years later it was resold to the present Coney Island, Inc., originally headed by George Schott and now, under the presidency of his son, Edward L. Schott.

Transportation to and from the

park has always been a major problem until recent years. Originally it was solved by steamboat and horse and buggy. Then came two traction lines, both now defunct. Steamboats returned in 1895 with the launching of the first Island Queen into the Coney Island service. This burned at the Cincinnati landing November 4, 1922, along with its sister ship, the Princess, also owned by Coney.

The second Island Queen was dedicated April 18, 1925, and was destroyed by explosion and fire at Pittsburgh in September, 1947. Automobiles, buses and private boats now carry people to the park.

BIG PROFITS!

Seal Photos and Cards in Lifetime Plastic



WITH NEW HERMES

Seal-o-mat

Finest laminating machine built

- no installation
 - simple to operate
 - pays for itself — fast
- Complete \$325.

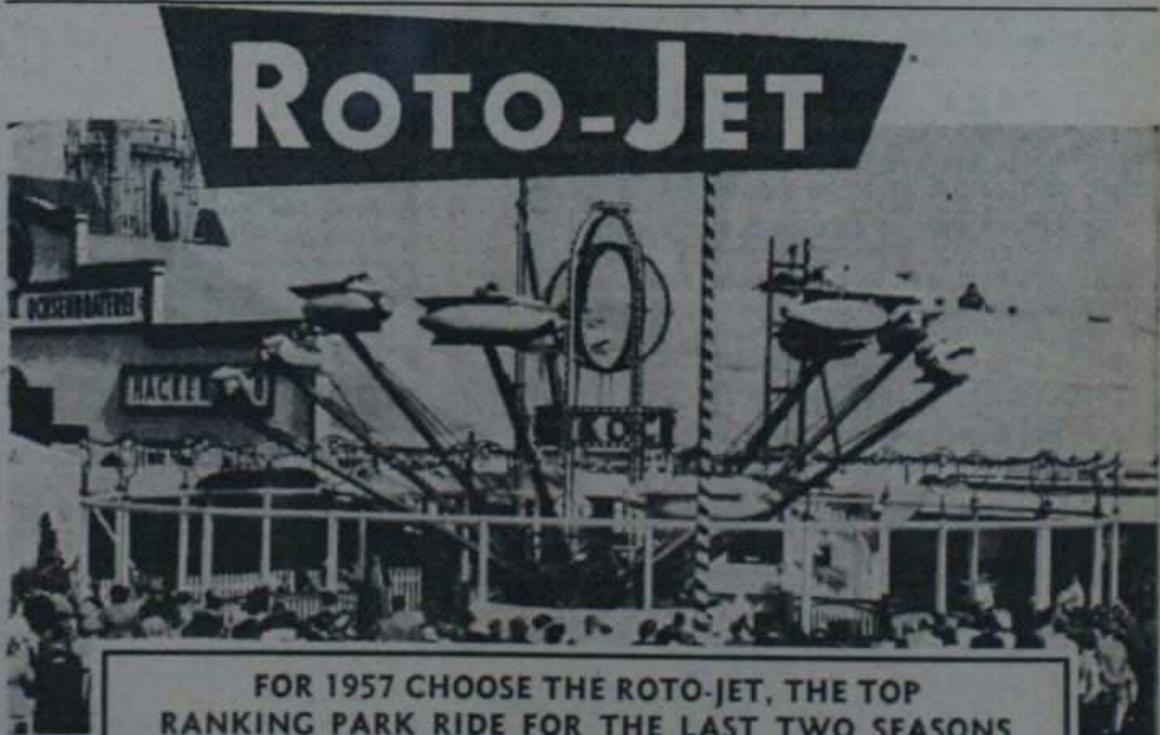
SEND FOR ILLUSTRATED FOLDER

new hermes
LAMINATING MACHINE CO.
13-19 University Place, N. Y. 3, N. Y.

KIDDIE PARK

5 Clean Rides, 3 Buildings

Entire Park paved. Cyclone fencing. Arcade. Centrally located, Elizabeth, N. J. Drawing potential 500,000 population. Call Highway 7-0710 (weekdays) or Elizabeth 4-9212 Saturday, Sunday or Evenings.



ROTO-JET

FOR 1957 CHOOSE THE ROTO-JET, THE TOP RANKING PARK RIDE FOR THE LAST TWO SEASONS

- Fast loading and unloading of riders! 24 riders in 30 seconds!
- Fascinating compressed air mechanism!
- Individual airplane control in each jet gondola!
- Gives riders actual flying sensation!
- Equally thrilling for everyone from 6 to 80!
- So popular, re-rides run from 28 to 35%!
- Absolutely safe!

TWO MILLION RIDERS! NO CLAIMS, NO ACCIDENTS!

RESERVE SPACE FOR THE ROTO-JET IN YOUR PARK FOR 1956—CIRCLE 60 FEET DIAMETER

ERIC WEDEMEYER, Inc.

Roto-Jet Division

NEW HYDE PARK, LONG ISLAND, NEW YORK

PHONE: FIELDSTONE 7-0793

FOR SALE

To settle an estate—Steam Engine with Tender and Two Wheel Trailer, Atlantic type, 12 gauge—\$1,300.00.

KIDDIE PARK

Rt. 2, Box 237 Elgin, Ill.

PRESTIGE AND PROFITS

A HOLMES MINIATURE GOLF COURSE

Add prestige to your location and make more money for you. Each Holmes Cook Custom Built Course can handle up to 200 persons per hour.

HOLMES COOK MINIATURE GOLF CO.
421 18th Avenue New York, N. Y.

Parks Do a Burn Over Esquire Tale

NEW YORK—Park men this week were literally burning over a rip-snorting indictment of outdoor show business written by septuagenarian armchair critic George Jean Nathan, printed in the July issue of Esquire magazine.

Violent objections have been voiced by many park owners and at least one has threatened a lawsuit. The storm will naturally spread as more operators read the article.

Nathan is an old hand at sarcasm and lampooning, and the writer of more than 30 books, mostly devoted to the theater. This time he has seen fit to generalize on amusement parks to the extent that, with

the gracious exception of Disneyland, the public is informed that the park business:

Offers the same old attractions. Presents crooked concession games.

Uses Ferris Wheels that get stuck several times daily.

Uses girl shills for pay, on rides. Uses age-old merchandise for prizes.

Sell under-roasted candy.

The list goes on and on as Nathan's double-edged literary sword attacks an amusement industry which has, as operator Irving Rosenthal expresses it, "spent more money for refurbishing yearly than Broadway theaters ever will." Na-

PARKS TAKE BIG BOARDS ON TIMES SQUARE

NEW YORK—Parks have become a prominent part of the vast outdoor advertising harangue in the Times Square area. A square four-part grouping of 24-sheet boards high over 46th Street is 50 per cent occupied by permanent funspots. One board proclaims Palisades Amusement Park's many attractions, the second features Steeplechase Park's hosting of the prestige Police Anchor Club outing for kids.

than holds that parks are the same old things they were in his grandfather's time.

'Parks Are a Bore'

"At one time the delight of the masses," he writes, "they have become a bore and to be avoided."

Operators who have read the piece expressed astonishment that it had passed thru editorial hands onto the pages of Esquire, and, since the magazine has a substantial proportion of its circulation in the East, Rosenthal, of Palisades (N. J.) Amusement Park, has had his attorneys demand the magazine correct the story or face legal action. Other strong criticism of the article, which also laid the axe on the carnival business, came from Paul Huedepohl, A. B. McSwigan, George A. Hamid, Richard Geist and others.

Hamid's calculated comment on the piece, which he termed unfair, extremely damaging and 90 per cent distorted, was that amusement parks "have shown tremendous progress and advancement in creating clean, wholesome entertainment. If we did nothing else than introduce Kiddielands in their present form, it was a great step forward in aid of all parents, and surely a most important contribution to the elimination of juvenile delinquency."

Nothing New?

Consensus of outdoor show people on some of the claims of the story, is as follows:

"Parks thruout the nation haven't developed anything new in many years now, have been giving their dwindling customers little else than the old, stale and no longer inviting Roller Coasters, Chute-the-Chutes, weight guessers and Side Shows, and have fallen on uninviting and forbiddingly drab days, to the woe of the once-agog young fry and adults with a remaining touch of youthful wonder in their hearts."

(As for newness, note the Scrambler, Rotor, Roto-Jet, Roundup, Kiddielands, Dancing Waters and more. The chutes are virtually extinct. The Coaster is a leading grosser wherever it exists. One appeal of the weight guesser is its actual old-fashionedness. Side Shows in parks are a rarity.)

One park man, recalling the wide popularity of Chutes around the turn of the century, opined that most likely that was when Nathan last visited an amusement park. To continue:

"The many Luna Parks, Dreamlands, Steeplechase Parks, Venices, or whatever their shillabier names may be, are still as brightly illuminated as traveling salesmen with a lot of liquor under their belts, but all that the lights shine upon are the same old so-called thrill rides with their teen-age female stooges, hired at a half dollar a day to emit . . . shrieks of terror as a come-on."

Shills on Rides?

(Who has to pay teen-agers to go on rides, when, if there were any attempt to use them as shills, they would gladly ride for free? Any of the "so-called thrill rides" already mentioned would knock 74-year-old Nathan for a loop. Many parks abhor any connection

CEREMONIES KICK OFF ROCKS' TRANSIT LINK

NEW YORK — Beach amusements are geared for the arrival of public transit to the Rockaways on Thursday (28), and intensive publicity thru all media assures a big hike in attendance on the peninsula from that date on.

Ceremonies will be held at 4:30 p.m. on opening day at the Howard Beach station, following which the ceremonial train will travel to the Rockaway Park station for a reception. Civic, political and amusement figures will participate.

Overland subway trains will stop along the peninsula at 16-minute intervals around the clock. In addition, the resort area will be a port for Circle Sightseeing Line vessels making the trip from Canarsie Pier and Rockaways' Playland. Regularly scheduled service to Rockaway Park is offered by the Fordham Transit Company from the Bronx, and Triborough Coach Corp. from Woodside in Queens.

The bus, train and water transit facilities this season should increase attendance at the beach by vast numbers.

Broad Program Carded

In addition to the wide promotion being given the new transpor-

with liquor; those that sell it police this activity rigidly. The illumination in parks now is widely fluorescent in many colors, in color ranges never thought possible when Nathan was a young man.)

"Antiquated Ferris Wheels that get stuck in the air several times a day to the indignation of the loafers in them who have no place to go anyway."

Who loafs on a Ferris Wheel when there are benches in the shade? Any intelligent operator can get decades of trouble-free dependability from a Ferris Wheel, and wheels as erratic as the one mentioned, are the rare exception rather than the rule.)

Old Lamp Prizes?

... you try to win the grand prize of the standard fringed plastic lamp."

(Advances in merchandise offerings at game concessions have been remarkable. Not only are prizes nearly as varied and as well displayed as in large retail stores, but game appearances are increasingly fresh, shiny and clean, with Formica counters, bright paint and sturdy chrome. Some locations buy stock literally by the carload.)

The carnival business is also treated, but with no more apparent knowledge than a reference to a concession whereby the patron throws knives at a female target, and to traveling opium dens fronted by Orientals beating dinner gongs.

Rosenthal based his objections on the claim that whatever Nathan says is, isn't, and whatever the writer says, isn't, is. He cited daily hosings and lye-ing of the midways, daily painting of gallery targets, 100 per cent efficiency of light bulbs in the park, three weekly changes of pool water, installation of new rides and attractions yearly, and other aspects which are standard in the Palisades operation and not uncommon in other parks.

Dick Geist, in the middle of a Rockaways' Playland project calling for much new foundation and safety construction work, and replacing of Boardwalk midway with tinted concrete, said Nathan "apparently didn't have any toys to play with as a child."

George Jean Nathan was born in Fort Wayne, Ind., and attended Cornell and the University of Bologna, Italy. He has criticized drama for more than 30 publications, and by 1925 had become the most widely read and highest paid such writer in the world. He is a bachelor who has lived for more than 30 years in a three-room apartment in The Royalton.

tation facilities—subway service has been eagerly awaited for years—the peninsula's Chamber of Commerce and Playland have been constantly promoting events to stimulate summer attendance. Weekly fireworks are offered in conjunction with the Schaefer Beer Company, there is an annual firemen's parade of some magnitude, and the park has a continuing program of contests and tie-ins.

A month-long camera contest was held at Playland by the Long Island Camera Club Association, comprising eight clubs, and another successful event was a diapering contest for expectant fathers, using rubber dolls as the subjects.

Attendance Record Set at Glen Echo

WASHINGTON — Glen Echo Park in nearby Maryland is using radio and television talent to chalk up new attendance records and receipts.

WMAL-TV, local ABC affiliate, said last week (20) that a record weekday attendance for Glen Echo was set by the annual Jim Gibbons' School's Out Party. Youngsters and their parents also scored a total park receipts record for a non-holiday weekday.

Gibbons, morning man and sportscaster for the station, made a personal appearance. Sandy Wirth, baton-twirling star of ABC-TV's "Super Circus," was also on hand. Reduced rate rides and games that offered prizes acted as drawing power.

WMAL-Glen Echo promotional tie-in also paid off on Decoration Day, when probably the largest crowd ever to swamp the park's gate keepers lined up to meet Clint Walker, "Cheyenne" in the ABC-TV series, "Warner Brothers Presents."

ATTENTION: Operators of Ballrooms, Parks, Fairs, Resorts & Drive-In Theaters

ONLY A FEW CHOICE DATES AVAILABLE IN 1956 FOR AMERICA'S HOTTEST ATTRACTION

BILL HALEY

and His Comets

Decca & Columbia Picture Stars

August 27 to September 4

September 16 to September 24

December 3 to December 13

ONE-NITERS ONLY

New England, Eastern and Mid-Atlantic States Preferred.

WRITE • WIRE • PHONE

Exclusive Booking Direction

JOLLY JOYCE

THEATRICAL AGENCY

Philadelphia: 1801 Chestnut St. Phone: WALnut 2-4877

New York: 1619 Broadway (Rm. 716) Phone: PLaza 7-1784

Use The Billboard classified pages for

RESULTS!

KIDDIE PARK FOR SALE

7 RIDES (Dipper, Merry-Go-Round, Boat Ride, Car Ride, Miniature Train, Locomotives, Rocket Ships) and REFRESHMENT STAND.

HAS GROSSED OVER \$10,000 THIS YEAR (to June 6th) ON RIDES ALONE.

Nation-Wide Publicity Received Due to Good Will—A Major Asset.

A fabulous location in Levittown, Pa. A fabulous buy—\$50,000 less bonus for fast cash sale.

FUNLAND

Route 13, Bristol, Pa., or P.O. Box 404, Bristol, Pa.

Phone: Stilwell 8-6767. Attention, Bill Baldwin.

KIDDIELAND FOR SALE

Only exclusive Kiddieland in metropolitan area of one million people—8th year of operation. Must sell—other year around business requires my full time. This park must be seen in operation to be appreciated.

11 Rides—everyone like new—perfect condition. 3 Concession Stands—2 Parking Lots—2 Acres of Ground—Refused \$60,000 offer for ground alone last year.

PRICE — \$125,000 COMPLETE

Write: BOX 630

Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

PARK RIDES FOR SALE

Moon Rocket, Caterpillar, Octopus Roll-O-Plane, #12 Ferris Wheel, 40-ft. M-G-R. Write for detailed information.

CAN BE SEEN IN OPERATION

P. O. Box 282, Baltimore, Maryland

High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

PARKS, RESORTS, POOLS

An important part of The Billboard's complete coverage of the OUTDOOR AMUSEMENT FIELD

You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard!

Act Now — Fill In Coupon Today for Money-Saving Subscription Rates.

The Billboard 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12.
(Foreign rate, one year, \$24)

Name

Address

City..... Zone..... State.....

Occupation



Everything New at Palisades

• Continued from page 78

Feature is a closed-circuit video set-up whereby patrons face a TV set, above which is a miniature television camera, projecting the image onto the screen.

Among the many gadgets within the building is an automatic Hear-Yourself-On-the-Telephone unit operating on a playback basis for a dime.

The lower midway, overlooking the Hudson, has a grouping of recent action rides which prove a powerful lure. The Scrambler did line-up business in threatening and muggy weather Wednesday night (20), and the Round-Up's flash attracted good crowds as well.

Cooling units are necessary to maintain proper temperatures in the trout pond, operated by the Berkshire Trout Farms.

Graduated pastel shades and

continuous neon tubing around all buildings, three tubes high in different colors, make for a lavish effect. Generally speaking, the park has lost none of its freshness and remains a proper show place for the industry.

As usual, there is a daily promotion schedule to stimulate mid-week attendance, and patrons are additionally drawn by free dancing to two orchestras, and liberal appearances of name musical stars plus daily circus acts. Name artists appear on Monday, and Fridays disk jockey shows are aired from the park.

What promises to be one of Rosenthal's top promotions in some time is the tie-in with Colgate-Palmolive-Feet. The firm has large cards in all metropolitan groceries, each bearing a pad of imprinted admission sheets. They offer, for each ticket plus 30 cents presented at the park gate, free admission for one and five free rides. Patrons must bring two box tops of Fab, Vel, Ad, Florient, Palmolive, Cashmere Bouquet or Vel Pink Liquid. The offer is good every day except Sundays and holidays.

Palmolive redeems the box tops from the park, and the money derived therefrom will reportedly be donated to the Olympic Fund. Thousands of showcards and pads, bearing millions of the tickets, are on display in the area.

Kid Village Planned

For next year Rosenthal says the chances are good for a project of long standing to finally take shape. This is the erection of a kiddie village on a substantial part of Palisades acreage, featuring novel structures and attractions not unlike some of those at Disneyland, but with many innovations and embellishments which would separate it from other kiddie attractions in the East.

Business to date has been handicapped by clockwork-like rainfall which has hurt weekend business at amusement spots throuout the East. Rosenthal's reflections, however, bear out what many other outdoor operators have noted, namely, that an excellent potential exists this year based on business experienced on the few favorable days so far.

Publicity has been rolling along well with the Bert Nevins Agency cashing in on numerous opportunities. One of the continuing breaks is the series of Wednesday eliminations in the New York State phase of the Miss Universe contest. The geographical discrepancy has earned several tongue-in-cheek comments in the press.

Fleet Event

• Continued from page 78

the festivities, focused off the Steeplechase Pier reviewing stand, were 100 Naval aircraft, as the fleet blessing was combined for services for the dead of the U. S. Dorchester.

On Tuesday (26) the season's fireworks program will begin, under co-sponsorship of the Chamber of Commerce and the Schaefer brewery.

On Wednesday (27) Steeplechase Park will host the annual Police Anchor Club outing, after an absence of several years. John Flannery's children's bus service will transport the underprivileged youngsters both ways, and the park will provide free entertainment and food.

Bill Shea has the concession stand at Heekin Park, Muncie, Ind. Assistants are Kenney Raiser, Larry Simmons, Paul Horton, Royal Eartel and Isabel Kowalski.

Arrow Building Dark Ride Cars, Merry-Go-Round

MOUNTAIN VIEW, Calif.—Ownership of Arrow Development Company, Inc., here has been altered, but Edgar A. Morgan remains as president and Karl W. Bacon stays as vice-president. New secretary-treasurer is Walter B. Schulze.

The firm now is getting set up for wider marketing of its Arrow-Flite auto ride, which so far has been sold only on the West Coast. It has been building Merry-Go-Rounds and other rides this spring and has shipped one M-G-R to Anchorage, Alaska, and Train, Plane and Boat rides to El Salvador.

Tight Routing For Hypnotist

NEW YORK — Tight routing by airplane will be necessary for a coming combination of park dates by hypnotist Joan Brandon, according to her brother and manager, Jack Brandon.

Miss Brandon is booked into Riverview Park, Des Moines, from June 26-July 1. On the following day (2), she opens a week's return date at Eldridge Park, Elmira, N. Y.

Miss Brandon's book, "The Art of Hypnosis," has just been released.

Huedepohl Returns From Disneyland Planning Session

CHICAGO — Paul Huedepohl has returned here after a trip to the West Coast during which he conferred with officials at Disneyland about the summer session of the National Association of Amusement Parks, Pools and Beaches.

The session will be at Disneyland in September. Huedepohl said 250 people are expected to attend. Details of the program are to be announced soon. He said it was hoped many of the park men could make plans to leave Chicago September 18 by air so as to arrive in Los Angeles in a group. Also in the works is a supplementary trip to San Francisco.

ROLLER RUMBLINGS

177 Compete in ARSA Ohio-Pennsy Contests

PITTSBURGH—Contestants totaling 177 took part in May 26-27 Ohio-Pennsylvania competitions of the United States Amateur Roller Skating Association at Mr. and Mrs. William Mett's Greater Pittsburgh Rink, the largest and most closely contested meet ever held by the USARSA in this area.

Skaters participated in 21 artistic events, while in speed every division except junior ladies drew contestants. Highlights of the speed competitions were the performances of two-year-old Charlie Yoder and three-year-old Peter Gehret, both of Reading Roller Racing Club, who finished second and third, respectively, in the juvenile boys' 220 and 440-yard events. They are believed to be the association's youngest speed skaters in competition.

Another highlight in the speed events was the sweep by 23-year-old Gene Line of all five senior men's events, from the 440-yard race to the five-mile event, to easily win the senior crown. Line received the senior men's speed skating challenge trophy plus an individual trophy and gold medal.

The Greater Pittsburgh Skating Club won three events in the dance division, taking the senior, intermediate and novice titles. Neville Island won the junior and sub-novice crowns, while the Reading Dance and Figure Club won the new intra-dance title, and the Akron Club won the juvenile dance title.

The Reading Dance and Figure Club and the Reading Roller Racing Club, with a total of 83 points, combined to form the top team in the competitions. The Akron Club, with 66 points, was runner-up. Third place was taken by the host Greater Pittsburgh Club, while

Neville Island, with 27 points, nosed out the Tarena Skating Club, whose members garnered 26 points. Unattached skaters won the remaining 15 points in the meet.

Combo Party Prepped For Detroit's Arena . . .

DETROIT—The Roller Skating Arena, operated by Edwin E. Locke, is holding a three-way combination dance party, skating party and auction of mementos on July 2, with Bud Davies, popular local figure on CKLW-TV, as official host. Admission to the event is free, with tickets being distributed by Davies, who is giving it special promotion.

One objective of the evening is for local skating fan clubs to recruit new membership, with booths to be set up in the rink for this purpose. A number of guest artists will be present, giving the youngsters the unusual thrill of skating or dancing with them. Selection will be made of the winning youngsters by drawings of the admission tickets collected at the door.

Skating Benefit for Police Baseball League . . .

GROTON, Conn. — A roller skating party for benefit of the Groton Patrolmen's Benevolent Association's Intermediate Baseball League was held at the Melody Skating Rink June 13. Proceeds are being used for league operations.

FOR SALE

Permanent Roller Rink—
Portable Rink, 50x120;
Portable Rink, 40x100;
on good location.

LLOYD BRODIE

214 W. South St. Galesburg, Ill.

Old Carousel, Vogel's Pride, Still Turning

SPOKANE — The Carousel at Natatorium Park will have been in service 48 years on July 18 and will have carried an estimated 5,000,000 persons.

But Lloyd Vogel, park owner-manager, isn't thinking of parting with it. It's still sound; only the outside horses show wear. He virtually grew up with it, having pushed rings into the feeder for some 41 years. And it was made by his grandfather.

Lloyd's father, the late Louis Vogel, obtained the Carousel from his father-in-law, Charles I. D. Looff, who won fame for his finely carved wooden horses. Looff made it in his Riverside Park, R. I., factory. He carved the 54 horses in sections from Chinese elm and balsam and glued them together. The animals are lifelike even to flexed leg muscles and real horse hair tails. Looff's skilled knife and chisel turned out elaborate saddles decorated with flowers, parrots, fruit clusters, game birds, cupids and animal heads. Harness of two of the white stallions are fitted with six-guns and holsters. The inner reels bear delicate Dutch putty scrolls and gold leaf. The Ruth organ was built in Berlin, Germany, in 1907.

SKATING RINK TENTS

42 x 102 IN STOCK
52 x 122 AT ALL TIMES

NEW SHOW TENTS
MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

PORTABLES ARE THE ANSWER

with **Porto-Bilt**
TENT COVERED SKATING RINKS
Box 423, Smyrna, Georgia
Phone: 9-2182, Marietta, Ga.

CURVECREST RINK-COTE

The skating surface for wood and masonry floors. The ultimate in cleanliness and traction.
PERRY S. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself!

FOR SALE

In a growing community 40 miles from Chicago, 10,500 sq. feet Skating Rink, 12 three apartment building, large room for store, full basement, 2 ad. fired steam boilers in separate building. For full details write or call
ANN CARTER—Realtor
113 Broadway Chesterfield, Indiana
Phone 9219

Maple and Fibre Wheels



No. 87S

785 Standard 87F Figure

No. 87DDL — No. 87SL
Laminated Maple two-piece Bushing. Keep all Maple Wheels in a dry place.

No. 78 Narrow—No. 78S Wide
New Long Wearing Fibre Wheels.

No. 78R Regular — No. 89 Precision Bearing

"DURYTE" PLASTIC
Long Wearing—No Dust.

Rink Repairs—Order Now!
"Hold Fast" and White Shoe Soap.

CHICAGO ROLLER SKATE CO.

Known for Quality Products

4427 W. LAKE STREET Estebrook 9-2800 CHICAGO 24, ILL.

"CHICAGO" SKATES



Men's and Ladies' Styles
Hyde 325 and 304 Shoes

SAME DAY SERVICE AT FACTORY PRICES!

America's Most Complete Skate Supply House!

Skate Cases • Jewelry • Waltz Lights
Fom-Fom • Wheels • Parts of All Kinds.

NOW OCCUPYING 27,000 SQ. FT. TO GIVE YOU FASTEST SERVICE!



Operators! Samples and style literature on request.

NEW! PRINCESS SKIRTS BY BONNY!

Exciting new fabrics and styling . . . featuring permanent pleats, torsos and gored skirts . . . in wool jersey, rayon, seersucker, bur-milan and many other modern living fabrics.

The nationally famous "Bonny Girl" in exquisite costume jewelry! 2 1/2" high with rhinestone effect. Individually carved. Details at \$1.00 or more.

Now . . . Only \$4.00 Doz. Sample orders filled for immediate delivery.

BONNY'S HUG-ME-TIGHTS® and SKATING SKIRTS

• **TIGHTS**—nationally advertised Celanese acetate, with wide, stretchable crotch, durable thigh and waist elastic. 12 popular rink colors. Adult and children's sizes . . . \$10.50 Dozen

• **SKIRTS**—Washable Spring Styles! Bonny solves your warm weather skirt problems with cotton prints—in permanent pleats, torsos, gored and all-new can-can style.

Ask for our #852 and 75PLA—Now Only . . . \$36.00 Doz. Sizes 6 to 12 for Juveniles. Sizes 22 to 28 for Teens.

Jack Adams & Son, Inc.
Authorized Distributors
CHICAGO ROLLER SKATE CO.
723 MORRIS PARK AVENUE • BRONX 62, NEW YORK
Phone: 576more 2-1110, 1111

SEASON'S OUTLOOK

One of Best Years Eyed; Confidence Runs High

COUNTY, regional and State fairs as a whole face one of the best seasons in history. High employment is one reason. Another is the spirit of the farmers, up from last year and still climbing. Still another is the belief that business in this, a presidential election year, will be sustained at high levels... a belief that is expected to put the public in a mood for fair-going.

As always, there are some dark spots. Michigan, slowed down by the automobile industry, is one of them. But, even in Michigan there are indications that conditions will improve before fair time.

There are, as always, some drought-hit areas. But, these numerically and in the degree of severity add up to considerably less than in any recent year.

For fair execs, who toil roughly 51 weeks to bring forth an event of about a week's duration, one major worry—polio and its blighting, if not devastating effect—now appears relegated to limbo. Thanks to Salk vaccine, cases of polio have dropped to virtually zero. And, there is no longer the probability of epidemics or epidemic scares as in the past, forcing the cancellation of a number of fairs and doing vast damage to others which chose to go ahead in the face of polio.

This year for the first time in memory no fairs have

been canceled because of the number of polio cases in their areas. And, this year there are no indications that any will be canceled or have their attendance cut by polio.

Like other segments of the outdoor amusement business, fairs will feel the force of the mounting population. Ranks of 4-H clubbers and of Future Farmers of America have mounted in the last few years and now are at an all-time high, due to the bulging population.

The growth of 4-H'ers is due partly to the mounting population and also to a broader 4-H program, a program that now embraces the sons and daughters of "sunset farmers" as well as of full-time farmers. FFA ranks have been swelled by a constantly rising number of FFA chapters, a result of the construction of many new high schools, also an aftermath of the post-war population bulge.

On a lower age level, the number of youngsters who have attained the age when they can go to the fair for the first time also has jumped. And, this will be reflected in a bigger play given kiddie rides on fairs' midways.

Kids' days generally should be bigger. Some fairs are adding a second kids' day. And, not a few are planning special promotions or attractions for the special days for youngsters.

Aware that oldsters as well as the young are increas-

ing in number, some fairs have or are installing benches or adding benches to make the stay of the old folk longer and more pleasant.

Some fairs have taken steps to provide for the ever-rising number of patrons who make the trip by automobile. Some have purchased additional land and converted it into parking sections. Others are transforming heretofore unused or partially unused land into space for parking. And, some are adding or improving entrances to facilitate car-handling.

From a commercial exhibit standpoint, the coming season should be the best ever for fairs. Many already report most of their available space committed, this although not a few added to their exhibit areas by converting old buildings or building new ones. The rise in commercial exhibits is due to the fairs' own increased selling efforts and to the mounting desire of retailers, distributors, etc., to cash in on the crowds lured by fairs.

Generally, fair men can be expected to do a more intensive selling job on their grandstand attractions, particularly their night shows. Crowds for these have declined in recent years, and to offset such dips a large number of fairs will greatly step up the publicity and advertising of them.

Don P. Wyatt Named Salt Lake Manager

SALT LAKE CITY—Don P. Wyatt, formerly with the U. S. Engineers, has been named manager of the Utah State Fair. He succeeds Harold P. Gill, who had been acting manager since A. J.



DON WYATT

Theobald left more than a year ago. Immediately after taking office, Wyatt began plans for a survey of the needs for extensive remodeling and improvements of the fairgrounds.

The new manager has had construction and engineering experience all over the world, and was superintendent of the construction of several military bases in Utah. Last year he completed a survey

Hans E. Kardel, Fair Vet, Dies

CHARLOTTE, Mich.—Hans E. Kardel, founder and secretary-manager of the Eaton County 4-H Fair for 22 years, died at U. S. Naval Hospital, Bethesda, Md., June 21.

Kardel was president of the Michigan Association of Fairs in 1947 and was on leave of absence from the Co-Operative Extension Service four years as chief advisor to the Minister of Agriculture in India. Interment was made in Maple Hill Cemetery, Charlotte.

Sidney Phillips is the present secretary of the Eaton County 4-H Fair.

of the fairgrounds for the State Board of Examiners. His survey reported that all buildings in the fairgrounds needed rewiring, many needed re-roofing and a new water distributing system was necessary.

Recently, the board of examiners, which had allotted \$120,000 for the renovation work, opened bids and happily found the cost would total less than half that sum.

Seeks Added 150C

Wyatt has asked for an additional \$135,000 for building repair, maintenance and replacement of several old barns on the property with modern concrete and steel structures. The request has not yet been approved.

Wyatt is taking over management in the fair's centennial year. He said the fair this year, besides its usual attractions, will have a centennial theme with displays showing the fair's progress from ox-cart days to the present.

The fair will run from Friday, September 14, thru Sunday, September 23.

At present midget and stock car [\(Continued on page 84\)](#)

Stockton, Calif., Preps for 700 Horse Stalls

STOCKTON, Calif.—All of the horses that are being stabled on the grounds of the Second Agricultural District Fair here have been removed, with the stalls to undergo improvements to serve until 700 new stalls are constructed before the proposed track and grandstand, Richard Walker, secretary-manager, said.

According to Walker, the stall walls, floors, doors, rest rooms and other facilities will be renovated to attract more stables to use these barns.

The State Public Works Board has requested that the new stalls be constructed prior to the building of a new track and grandstand, with priority being given the project. Track facilities are expected to be completed two years from now.

ENDS FREE GATE

25c Admission Charge Is Set By Sacramento

SACRAMENTO—The Sacramento County Fair, to be held on part of the California State Fair and Exposition grounds here July 5-8, is discontinuing its free gate with an admission of 25 cents to be charged, with children under 12 admitted free, according to Robert Baker, secretary-manager.

Baker added that the free gate for one year was valuable in that it acquainted people with the event. The fair was formerly held in Galt.

Outdoor gardens for florists and [\(Continued on page 84\)](#)

Colusa, Calif., Sets New High; Draws 15,970

COLUSA, Calif.—A new attendance record of 15,970 people was set during the Colusa County Fair, which closed here Sunday (17), Robert King, secretary-manager, announced.

The total for the run was 1,022 [\(Continued on page 84\)](#)

WFA's Audited Gate Snagged Over Kids

QUINCY, Calif.—Members of the Western Fairs Association Dates Committee met here recently and discussed at length the Audit Bureau of Attendance policy which is being snagged by the problem of reporting children admitted free by virtue of their age.

Carl T. Mills, secretary-manager of the Calaveras County Fair and Jumping Frog Jubilee and also Date Committee Chairman, explained ABA as a move to give concessionaires, exhibitors as well as all space buyers a true and certified report on fair attendances. For the first time in history, the WFA date book is carrying the notation after attendance figures, "Attendance Audited and Certified Correct and Confirmed by Western Fairs Association." Participation in the ABA group is on a volunteer basis. Admissions charged by ABA fairs is also reported.

The group meeting here at the Plumas County Fair grounds unanimously offered three suggestions for clarifying the ABA policy.

The points were: (1) That all fairs desiring to report attendance under ABA shall send Western Fairs Association a carbon copy of their report to Fairs and Expositions Divisions, which is required under Section 95 of the Agricultural Code. Complete attendance figures shown will be printed in the association's Date List; (2) Attendance figures for fairs which do not submit a carbon copy of the report and for fairs having a free gate be listed

as "Estimated," and (3) Altho listing of attendance figures in the Date List under ABA is voluntary, all fairs with a pay gate are urged to do so.

Mills added that by October 1, a tentative date list will be published by WFA. He urged that all fairs submit their 1957 dates to the committee representatives in their respective areas not later than September 1 to allow time for processing.

Members of the association generally believe that the new system of reporting attendances will lead to larger purchases of both exhibit and concession spaces.

Frankie Carle Heads Program At Del Mar

DEL MAR, Calif.—With Frankie Carle and his orchestra added to the list of headliners for the stagshows, the 10-day annual Southern California Exposition and County Fair opened here Friday (29), only a few hours after workmen had put the finishing touches on two new poultry and livestock barns.

Paul T. Mamen, Exposition manager, set a goal of 250,000 for the 10 days. This will exceed by 32,000 the number who attended the last run of that length in 1953. Last year the attendance hit 244,567 but the Exposition ran 11 days.

Heading the list of free attractions are the Flying Indians, making their first appearance in the United States. These Totonaca Indians perform in a dance atop a 100-foot-high pole on a small platform and then descend to the ground on long unwinding ropes. They are featured in front of the grandstand at 9:45 nightly.

Jerry Fielding and orchestra closed Saturday (30) after headlining the grandstand show for two days. Doye O'Dell's Western Varieties from KTLA, Hollywood, play a one-day stand of two shows Sunday (1). Lawrence Welk and [\(Continued on page 84\)](#)



GEORGE W. SHILLY, business manager of the New York State Fair, was the recipient recently of an engraved portfolio marking 40 years of service at the Syracuse event. Paul Smith, former fair director and now assistant Commissioner of Agriculture and Markets made the presentation. William F. Baker, fair director, right, presided at a luncheon attended by the administrative staff.

Move to Classify California Annuals

FRESNO, Calif. — Preliminary ground rules for the classification of 73 of the State's 79 district and county fairs were set here recently at the second meeting of the Fairs' Classification group, a legislative study committee suggested by the research committee of the Western Fairs' Association. A three-man committee was named to obtain and study factors influencing the placements.

Named to the committee were W. C. Wozberg, representing the San Joaquin Valley area; Roy Welch, Sacramento Valley area,

and A. E. Suider, chief, California Department of Finance Fairs and Expositions division.

To Study Seven Factors

Wozberg said the planned classification is intended to help recognize the different fairs as to their quality of exhibits and educational influence, plus the diversification in California and how its many factors are presented.

Seven major factors to be weighed include premium awards paid, number of entries, number of exhibitors, number of paid admissions at outside gate, year-round operating revenue, operating ratio to population of county or district, and ratio of paid attendance at outside gate to population of county or district in which fair is held.

No formal decision actually classifying fairs is expected to be made until the next meeting of the entire committee or until all possible information requested is available.

The committee, however, will permit any fair to present reasons in writing regarding its classification before any final decision is made.

Feature Class

A fair may be classified as local, district, sectional, or regional. Any fair can conceivably receive the additional classification of "special feature fair" if it pays 50 per cent or more of its premiums in one department of the master premium list.

Serving on the committee, elected by the agricultural districts, with Chairman Wozberg, manager of the Merced County Fair and who was upped from vice-chairman to a permanent status replacing ex-officio chairman, Assemblyman H. W. (Pat) Kelly, of Shafter, are: A. A. Jensen, Lassen County Fair manager, Susanville, representing the Cascade area; Welch, manager of the Yuba-Sutter Fair, Yuba City; L. J. Hamilton, Lakeport, Northern area; C. B. Matthews, Mother Lode Fair manager, Sonora, Mother Lode area; Russell E. Pettit, formerly manager Santa Clara County Fair, San Jose, Central and South Coastal areas; Max P. Schonfeld, San Fernando Valley Fair manager, Northridge, Southern California area; John M. Pierce and Fred W. Links, Department of Finance, Sacramento; Kelly, and Senator John F. Thompson, San Jose.

Bakersfield Job To Clendennen

BAKERSFIELD, Calif. — Edward H. Clendennen, who for the past five years has been secretary-manager of the Chowchilla Junior Fair in Chowchilla, last week was named by the Kern County Fair Board to succeed William A. Straub, who recently resigned as manager of the local fair to accept a similar position at the Santa Clara County Fair, San Jose.

Clendennen, who is 41 years old, will take over his new duties here July 1, Albert S. Goode, president of the 15th District Agricultural Board, which operates the Kern County Fair, said. The new secretary-manager will immediately move his wife and three children here to make their home.

Goode said that a number of applicants were considered for the local post. He added that Clendennen had made a thoro study of district fairs and was successful in the management of the Chowchilla event. The new manager was also highly recommended by State officials in the Fairs and Exposition Division of the Department of Finance.

Clendennen said that no successor to him at Chowchilla had yet been named. Several applications from both local and out-of-town people have been filed. As the 1956 fair was held in April, it is possible that no replacement will be named until later, possibly in August.

Note 40-Year Schilly Tenure At Syracuse

SYRACUSE—The administrative staff of the New York State Fair paid tribute to George W. Schilly recently in recognition of his 40 years' service as a key official of the exposition.

Schilly, business manager of the fair, was guest of honor at luncheon ceremonies in the Administration Building. William F. Baker, fair director, presided.

On behalf of the administrative staff Paul Smith, assistant commissioner of Agriculture and Markets, presented Schilly with an engraved portfolio.

A native of Syracuse, Schilly began his career with the fair in May, 1916. Beginning as a clerk in the entry department, Schilly was named assistant treasurer in 1926, auditor in 1927, administrative assistant in 1939, senior administrator in 1945 and business manager in 1954.

Year-Round Operation at Mich. Plant

DETROIT—Full control of the Michigan State Fairgrounds passes to the newly created Michigan State Fair Commission on July 1, the effective date of a recent act of the State Legislature, ending a 35-year period of split control that has plagued fair management throught that time.

Maintenance and rental of fairgrounds structures had been under the Michigan Department of Agriculture, except for the few weeks just prior to and during the fair, when the fair's board of managers took over.

"Only those close to the operation of the fairgrounds fully realized the deterioration of grounds and buildings that inevitably took place under the disastrous dual-control program," said Donald L. Swanson, general manager of the fair. "Previously the Legislature, understandably, was loathe to appropriate improvement funds to an entity with 'two heads,' neither of which was exactly sure where it was going. Also there was the uncertainty about keeping the fair at Detroit, but that is settled now, and the State Fair will remain where it is."

The 107th State Fair, said to be the oldest in the country, will be the first under the jurisdiction of the new State Fair Commission. Members of the old fair board, under President Harry Garling of Pontiac, continue on the new Commission.

Other changes in the fair operations under the legislation which becomes effective July 1, include: 1.) Authorization of contracts for services, such as for talent and entertainment, for periods up to five years, instead of for one year only. This is expected to improve the fair's bargaining position.

2.) Buildings on the grounds may be leased to public or private organizations for up to five years, providing a continuity of exhibit planning and more elaborate exhibits.

3.) Permanent exhibit buildings, which eventually become State property, may be erected and leased to exhibitors for up to 20 years, with renewable leases, with special approval of the State Administrative Board. This is expected to make possible some major investments by commercial and other organizations on the grounds.



TOP FAIR EVENT:

IT'S A FACT:

- The Sky Kings use 2 separate riggings situated 30 feet apart.
- The Sky Kings actually trade poles during a split second, mid-sky.
- The Sky Kings have 2 great units; one serving the east, the other the west.
- The Sky Kings will combine 2 units to form a 4-pole revue with 4-way changing of poles.
- The Sky Kings have never been televised!
- The Sky Kings are America's highest paid aerial act.

SKY KINGS



SOME OPEN TIME, CONTACT:

DARRELL HORNBECK, Mgr.
BILL ATTERBURY, Producer
P. O. Box 183
Springfield, Missouri
Phone 4-8227

ERNIE YOUNG AGENCY
203 North Wabash Ave.
Chicago, Illinois

State Participation Held Vital to Trenton Event

TRENTON, N. J.—Direct State participation in staging of the New Jersey State Fair here is being sought by fair officials. It is necessary, they contend, to insure the continuance of the showcase event.

In a meeting here fair officials, headed by George A. Hamid Sr., made note of the continuing offers from developers for the large and valuable tract of land. The implication was that a continuing lack of support would lead to the sale of the property and the end of the event which claims an attendance in excess of 400,000 and is said to be the outgrowth of the first fair in America.

At the meeting were Philip Alampi, who will take office on July 1 as secretary of agriculture; Joe McLean, head of conservation

and industry; Mary Roebing, William C. Lynn, George A. Hamid Jr. and Norman Marshall, fair manager. A second meeting is scheduled for July 7.

Grandstand Changes

Changes in the grandstand program were announced by Hamid. Stock car racing will replace the automobile thrill show on Sunday. Midget racing will be presented on Friday and big cars on closing Sunday. All races will be under the direction of Sam Nunis.

Jack Kochman and his Hell Drivers will be the Monday feature with the Joie Chitwood Hell Drivers in on Saturday. Harness racing will be presented on Tuesday, Wednesday and Thursday.

Names will be featured in the night shows. Included are Bill Haley and His Comets, Pat Boone, and Dorothy Collins. Package shows include TV Discoveries and Midwestern Hayride. Joe Basile and his band will be back after a three-year absence.

The World of Mirth Shows will be on the midway. Hamid reported concession space virtually sold out,

For Your Fair...Park...Celebration Book
THE MALKO TROUPE
Flying Trapeze Artists
MIKE MALKO P. O. Box 323
Evanston, Ill.

LADY RHODA

THE X-RAY VISION GIRL

With eyes completely sealed, she will drive a car down your Midway to the astonishment of the Fair's patrons.

Houdini Milk-Can Escape, Burning Boy Alive, Broomstick Suspension, etc., with Masler Michael & Baby Lois.

A MUST FOR GATE ATTRACTION! **A MUST FOR EVERY FAIR!**

Address: 452 PARK LANE PHILADELPHIA 44, PA.
Phone: Tennessee 9-6250

when answering ads . . .

Say You Saw It in The Billboard

CITY COLISEUM SITE

Greensboro Sale Set
But Fair Will Continue

GREENSBORO, N. C.—The sale of the Greensboro Fair plant to the city as a site for a new War Memorial Coliseum and a separate auditorium is reported set, with only minor details to be worked out.

Arrangements for the sale were reported worked out Monday (18) in Atlantic City between William H. Sullivan Sr., chairman of the War Memorial Fund Committee and George A. Hamid Sr., operator of the fair. Also in attendance were Clyde Kendall, fair manager; Thomas Turner, attorney, and Judge York, fund committee member.

The reported agreement to sell calls for a 15-year lease to the present operators for the continuance of the fair. In any event the physical aspect of the fair would remain unchanged for this year since plans call for the completion of the Coliseum in 1957 and the auditorium about a year later, in 1958. Consummation of the pact is expected to follow a meeting of the full committee.

To Benefit Fair

Hamid envisioned the development of a major fair if the plan is fulfilled. The operating pact would include the use of the new building by the fair for exhibition and show purposes and the remaining grounds, including parking space.

Space would not be a problem since the existing exhibit buildings

would be torn down with the completion of the coliseum. The new structure would provide ample and better exhibit space.

The Coliseum would be similar to the one opened last year at the Winston-Salem Fair. Estimated costs for the over-all project run to more than \$500,000.

Colusa Record

• Continued from page 82

more than last year's 14,948 total. Attendance for each of the four days was ahead of last year, with the largest margin on the closing day, when 3,864 people, 540 more than the same day in 1955, were admitted to the grounds. Largest attendance for a single day was on Friday, when the mark was 4,344.

There were only three paid admission entertainment events on the fair program. Of these were the two performances of the rodeo Saturday night and Sunday afternoon, which pulled 900 spectators, the California Hayride show, with Cottouseed Clark, attended by over 500. A free dance Saturday night, at which the Capital City Jazz Band was featured, was reported to have packed the Gardenway stage.

The Midway was played by the Foley & Burk Combined Shows, headed by L. G. Chapman.

Beauty Contest
Planned by
N. C. Group

RALEIGH, N. C.—Sponsoring of a beauty contest, with candidates for the finals to be held at the State Fair here to be chosen at member fairs, is planned by the North Carolina Association of Agricultural Fairs.

The contest is similar to that inaugurated several years ago by the Virginia State Association of Fairs in conjunction with the Virginia State Fair, Richmond.

Participation by at least 20 member fairs is needed to give promotion sufficient stature for association backing, spokesmen said. The winner will be crowned "Miss North Carolina Fair."

Fairs Canvassed

Because of the time element one of the rules, the recording of participation by June 1 each year, will be eliminated this year. Member fairs are now being canvassed and the extent of participation is expected to be known within a week.

The committee in charge of the contest is Curtis A. Leonard, Corbin Green, R. W. Shoffner, William Chaffin Jr. and E. C. Burks.

The plan calls for sponsoring fairs to award their winners with suitable prizes and to transport them, and their escorts, to the State Fair for the finals. The winner of the finals will be awarded additional prizes by the State Fair management, Dr. J. S. Dorton said.

The next annual meeting, in January, will again be held at the Su Walter Hotel, Raleigh. Association officials said the hotel had agreed to provide adequate facilities to replace the cramped quarters used for the past several years.

The Short Course at State College here in April drew only 29 representatives from 15 member fairs. This was well under the attendance of the first course held last year. However, it is planned to continue the course next year.

Ends Free Gate

• Continued from page 82

landscape designers in competition are being added and the flower show expanded so that it will be the largest ever sponsored by the fair. A 4-H horse show will be featured, with only trophies and ribbons being awarded by local merchants.

A kiddie parade is also scheduled on opening day. The parade is sponsored by the local Junior Chamber of Commerce.

Don P. Wyatt

• Continued from page 82

aces are being held weekly on the oval in front of the grandstand and are attracting crowds ranging from 4,000 to 6,000. The next major attraction before the fair will be the Days of '47 Championship Rodeo, July 19-24.

Contracts Awarded

At the fair, Western Service concessionaires, in on a percentage contract, will have all food and drink stands outside of the midway area.

Nina Rogers and Moe Levine, owners of Monte Young Shows, have the carnival contract and under that contract will have food and drinks on the midway.

Special attractions will include John H. Billsbury, master of ceremonies for all events; Allens and Company high-wire act in the center of the fairgrounds; PoPo the clown; wrestling; Holiday on Ice in the Coliseum; the Flying Indian Act, afternoon and evening; a touring band; Arabian Horse shows by local clubs; a Quarter Horse show by local clubs; horse races (no pari-mutuel betting in Utah); motorcycle races, and the Parade of Champions.

Wyatt was raised in Iowa and spent 12 years in the U. S. Army Engineers. He and his wife, Elmerime, have made their home in Salt Lake City.

Carle Heads

• Continued from page 82

orchestra, perennial favorites here, are set for Monday and Tuesday (2-3). This portion of the show is booked by Jo and Newton (Carolina) Brunson of the Hollywood Theatrical Agency, Hollywood. They have booked here for five years and are producing the Don Diego Super Circus which runs the full course of the exposition.

Carle and orchestra are booked by the GAC-Hamid office, which is booking this portion of the show for the first time. Sharing top billing with the pianist-leader are Russell Arms and Eydie Gorme. They open Wednesday (4) and run for five days until closing Sunday (8).

Mules "trained" to pull sulkies will be driven by the finalists in the "Fairest of the Fair" are a twice daily attraction, with performances both afternoon and night.

Kids are admitted free opening day. The regular one-pay-gate policy, however, of 85 cents and 25 cents is in effect. The admission also covers the grandstand, national horse show, the circus and exhibit areas.

The Frank W. Babcock Shows is featured on the midway.

N. Y. Agency to Publicize
GAC-Hamid Name Packages

NEW YORK—The GAC-Hamid grandstand attractions packages this year will be publicized by the John O'Malley office, New York public relations agency, which has set up a special department for the endeavor.

Altho the arrangement with the O'Malley office also includes the New Jersey State Fair and Steel Pier, intensive effort will go into the talent booking products which resulted from last winter's merger of General Artists Corporation and George A. Hamid & Son.

O'Malley's show business accounts have included the Versailles night club, Edith Piaf, Horace Heidt, Mary Small, plus numerous other accounts, including the Rheingold Brewery. O'Malley over the years earned widespread recognition for the last-named firm

thru development of the Miss Rheingold contest.

Schuler Press Rep

Essential element in the signing with the talent agency was that O'Malley assign to it a man experienced in traveling amusements and fairs. Thus, he signed Charley Schuler, veteran of the Ringling, Beatty and Cole Bros. circuses, United Artists' Pictures and Columbia Pictures Corporation.

Many of O'Malley's accounts have been handled by Schuler for more than 10 years.

Involved in the publicity are the three major packages evolving from the GAC-Hamid marriage, "T.V. Discoveries", "Midwestern Hayride", and "Rock 'n' Roll." They will appear primarily at fair dates, with a number of hillbilly parks and theaters included.



FAIR SECRETARIES
TROPHIES, PLAQUES and AWARDS for HORSE SHOWS DOG SHOWS LIVESTOCK SHOWS STOCK CAR RACES AND ALL SPORTING EVENTS

Write for Complete 1956 "Special Events" Catalog IT'S FREE

THE TROPHY & MEDAL SHOP
Dept. 88-6
10 S. Wabash Ave. Chicago 3, Ill.
Phone: CEntral 6-5018

CRAWFORD
COUNTY
FAIR

Meadville, Pa.

August 20
thru 25, 1956

Concession space available on our new wide INDEPENDENT midway.

For reservations contact Mrs. E. C. BALDWIN, Secy., Crawford County Fair, P. O. Box 413, Meadville, Pa.

Rides furnished by
KEN-PENN AMUSEMENT CO.

FIREWORKS

Pyrotechnic Displays

Fairs—Celebrations—Special Events

Distinctive displays of your ideas reproduced through the exciting and beautiful medium of Animated Fireworks. We render service free on large displays with full insurance coverage. Also "Fire-It-Yourself" Programs, \$50.00 and up. Assembled complete, with instructions to fire. Send for Free Catalogue.

WISDOM FIREWORKS CO.

P. O. Box 795, Route 5, Mehlville, Mo.
(Phone: Ivanhoe 7-4468)

FREE ACTS WANTED

For White County Fair, Sept. 4-7-8, 1956.
Contact: T. Stanton Hale, secretary.

P. O. Box 51
Sparta, Tennessee

BLEACHERS FOR SALE

Seating for 2,200 people. Walkways, Back & Side Railings. Creosoted Timbers for Base. In good condition, painted last year. Callaway County Fair Board.

W. C. WHITLOW
Fulton, Missouri

DISPLAY FIREWORKS OF DISTINCTION

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone Continental Fireworks Co. R. R. 24 Jackson, Tenn. Phone R-4913 or 1321

EVERYTHING in ENTERTAINMENT

For FAIRS ★ EXPOSITIONS ★ PARKS
CARNIVALS ★ PROMOTIONS
SPECIAL EVENTS

THRILL SHOWS — GRANDSTAND REVUES
OUTDOOR CELEBRATIONS — HOME SHOWS
SPORT SHOWS — INDUSTRIAL PARTIES
MUSIC and ART

AL DVORIN
AGENCY

"The Nation's Show Headquarters"
54 W. Randolph St., Chicago 1, Ill.
Phone: FRanklin 2-4980

Now Booking Grandstand Attractions

The 51st

WEST TEXAS FAIR

Abilene, Texas • September 10-15

D. H. Jefferies, President

Box 2281

Abilene, Texas

Miss BeBe Says . . .

**FAIR OPERATORS
SECRETARIES
CONCESSIONERS**

AND ANYONE INTERESTED IN
THE FAIR BUSINESS—

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe NOW—This Easy Way.



The Billboard 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12.
(Foreign rate, one year, \$24)

Name 872
Address
City Zone State
Occupation



Give
TO CONQUER
Cancer



AMERICAN CANCER SOCIETY

OFF-SEASON CALIF. PLANT USE RISES

Interim Sacramento Events to Pull 800,000; Food Fair Tops 30,000

SACRAMENTO—The second annual California Food Fair ended its four-day run in the Home Show Building on the California State Fair and Exposition grounds here Sunday (24). The attendance beat last year's 30,000 and added neatly to the total number of people who use the fairgrounds under the expanded "off-fair" program inaugurated by Dudley T. Fortin, who assumed the exposition's management early in 1955.

Fortin has urged civic groups, associations and others to make use of the State Fair facilities during

library to 100-mile races. One faithful drew a total of 100,000 persons when he held meetings at the fairgrounds last October. Another 12,000 attended the Indianapolis-type racing car meet of 100 laps.

Several evenings a week Governor's Hall is the scene of dinner parties or meetings with up to 1,300 persons in attendance. Teenage clubs, employers, unions or other groups hold dances here.

Early each summer, boys from all over California converge on the

fairgrounds where they are billeted during the Boys' State Model Legislature. Trade and merchant groups hold numerous expositions, such as the Food Fair, in the Industrial, Home Show or Foods and Hobby buildings.

But by far one of the major activities of the fairgrounds during its "idle" months concerns livestock. Less than two weeks after the 1955 fair was closed, 34 quarter horses were auctioned at the grounds. Within less than a week following this, the Ninth Annual California

Polled Hereford Association Show and sale was held. A total of 62 animals was sold for \$10,225.

Other shows and sales were held by the California Shorthorn Breeders' Association, California Hereford Association, Pacific Coast Aberdeen Angus Association, California Brown Swiss Association, the California Jersey Cattle Club and others.

In all, some 3,000 head of purebred livestock have been auctioned on the fairgrounds for \$355,073 since the 1955 fair.

Conventions find adequate facilities at do trade club members on the fairgrounds. And the Junior Museum is in operation there the rear around.

Under the Fortin plan, the State receives rentals and Sacramento has the use of adequate facilities for almost any event that can be conceived.

Celebration, Centennial Committees
FAIR JIMMIE DOWNEY
 7733 ARTHUR AVE.
 ST. LOUIS 17, MISSOURI
 Phone: Mission 5-2690
 ACTS — VARIETY SHOWS — THRILL SHOWS — HIGH ACTS — PLUS COMPLETE ENTERTAINMENT FOR INDOOR-OUTDOOR EVENTS.

HAIR-RAISING DEPARTMENT
 SWENSON THRILLCADE
 OPEN DATES
 Aug. 21, 22, 23, 24
 Iowa—Wisconsin
 P. O. Box 1233
 South Side Station
 Springfield, Mo.

GIVE TO DAMON RUNYON CANCER FUND



DUDLEY FORTIN

the 353 days that the exposition is not being held on the 207-acre site in an accessible residential section. When the fair opens next August 29 for 12 days (it formerly ran 11 days), Fortin predicts 800,000 or more people will have attended interim events.

Features Talent

The Food Fair, sponsored by the Northern California Food Dealers' Association, with Walter Kassis as chairman, and Roy Taylor, president, went all out to attract attendance. Twice daily, afternoon and night, a show featuring Frankie Laine assisted by Claud Gordon's orchestra, vocalist Vicki Kay; Mona Gleason, hula dancer who appears on the weekly Harry Owens TV show, and other acts, was presented. Another feature was that of individual exhibitors making food preparations continuously when the stagemat was not appearing.

When the fair is on, some 1,600 people are employed. But, at other times, the year-round fair business is transacted by a staff of some 70 people. The force is gradually enlarged, starting about April, and reaches its peak in late June.

One of the State Fair's interim events gives it the distinction of staging the nation's only "fair-within-a-fair." Opening Thursday (5) for four days will be the Sacramento County Fair, formerly held in Galt, for its third annual run on a section of the Exposition's grounds. Last year, when it had a free gate, the estimated attendance was 51,016. This year an admission of 25 cents will be charged, with children under 12 admitted free. The county fair is expanding its flower show and featuring a 4-H horse show. Robert Baker, the secretary-manager, has set a goal of 55,000 people.

In Use 353 Days

Activities during the 353 days when there is no State Fair range from revival meetings to political dinners, from cat shows to teenagers' dances or from a pet rental

join the party... come to the 1956
ILLINOIS STATE FAIR
 AUG. 10 thru 19
 SPRINGFIELD

GOVERNOR STRATTON... Welcomes You and Your Family

This year, the Illinois State Fair has planned an outstanding program for you and your family. The tremendous progress our State has made will be vividly portrayed in miles of attractive displays and colorful exhibits. In addition, there will be entertainment, pageantry and

thrills, which will make the 1956 Illinois State Fair one to be long remembered. Bring the entire family.

William G. Stratton GOVERNOR

BIG NAME STARS

STAGE .. SCREEN .. TV & RADIO
 for your thrilling entertainment

EXCITING ACTS	* 100 MILE USAC AUTO RACES
* TRAPEZE ARTISTS	* NATIONAL CHAMPIONSHIP MOTOR CYCLE RACES
* BIG WLS BARN DANCE SHOW	* SOCIETY AND WESTERN HORSE SHOWS
* STATE FAIR ALL-STAR REVUE	* GRAND CIRCUIT HARNESS RACES

... and many other added attractions

GREATEST AGRICULTURAL SHOW ON EARTH... 10 THRILL-PACKED DAYS

Every day, every hour, every minute is taken up with something exciting to do and see... for every member of the family. Rides and games galore in Happy Hollow Carnival of Thrills will especially delight the kiddies.

Write for Illustrated Folder : ILLINOIS STATE FAIR, SPRINGFIELD, ILLINOIS
 STILLMAN J. STANARD, DIRECTOR OF AGRICULTURE STROTHER G. JONES, GENERAL MANAGER

SEASON'S OUTLOOK

Grosses Expected at Least to Match Good 1955

THE up-coming fair and celebration season—the money-getting stretch for carnivals—abounds with indications that grosses will be every bit as good—and probably better than last year—one of the best for touring midway aggregations in recent years.

Not since the years immediately following World War II have prospects for the fair season—the determinant of the degree of success for carnivals—been as bright as they are now.

Rides are expected to do a whopping business—even bigger than last year, a big one for them. The rising ride grosses followed the trend which set in several years ago as show grosses either held close to previous levels and as concession receipt dipped; then leveled off.

The introduction of several new rides, among them the Scrambler and the Round-Up, among adult devices, and the use of more and better kiddie rides, did much to spark the rise. So, too, did the post-war population rise, which took effect as the post-war babies became of ride age.

There will be more rides out with carnivals this year than in any recent year. Many of them are new. And, the increased number of rides—and the appeal and stimulus of the new ones—should serve to continue the upward trend in ride patronage. So, too, should the ever-mounting number of youngsters who attain ride age.

Show grosses figure to be about as good as last year. How they fare will depend largely upon the merits of the individual shows, the ability of the operators, and the routes of the carnivals.

The number of shows on carnivals has declined slightly in each of the last few years. There have been relatively few newcomers among show operators—too few to offset those lost to death or retirement.

Contrasting with the ride field, few new units have been introduced in the show field since World War II. Principal exceptions have been water shows, such as "Dancing Waters" and "Miracle Fountains." Carnival owners in the last few years have tried to whittle down their losses on their revues which most consider as loss-leaders for the total midway operations. Some have refrained from carrying such shows at still dates and, instead, plan to put more into them in the way of talent just before or at the opening of fair season when the potential to make money with them—or, at least, come close to the break-even point—is greater.

Games concessions are expected to fare better in the coming months than they did in the corresponding period of recent years. This prospect is based on reports of better business from concessionaires thus far this season. Again, as in recent years, those concessionaires who liberally dole out merchandise are expected to enjoy the best business.

In their over-all operation, carnivals are expected to intensify their pitch to the youngsters. The Royal American Shows—the biggest of the carnivals—points up the trend. At many of its fairs this year the RAS will go all out in efforts to build up small-fry patronage. Where space permits, it will have a huge Kiddieland, with a special entrance arch, lights, and decorations, plus benches for foot-weary parents, and a magnificent old band organ as an added attraction.

Smaller carnivals in many cases have added new kiddie rides to their line-ups, reflecting confidence that such investments will pay off. A large number of carnivals of all sizes plan to introduce new promotional approaches or beef-up their customary promotional efforts to bring out the kiddies. Pony, bicycle and miniature automobile giveaways are expected to hit all-time highs in numbers as carnivals—and fairs, with them—add strength to their kid days or tack on an added kids' day.

Generally, carnival owners will find their costs slightly higher than last year. Skilled ride and show help continues difficult to get. And, no end to this tight help situation is in sight.

"But, I don't mind the tight help situation," notes one veteran carnival owner. "When show help is hard to come by, I always know we're in for a good fair season, for it means that general employment also is high."

NEW BLOOD NEEDED

Acute Labor Shortage Noted as Fairs Near

NEW YORK—The existing carnival labor situation is described by one major operator as "the worst since the war." The period referred to covers the years when operators were faced with a record scarcity of needed help, both in terms of numbers and ability.

The need for knowledgeable personnel seems to extend to all areas and reflects the nation's record high employment rates. Especially needed are skilled foremen who know how to fit the complicated rides together and maintain them for maximum operating efficiency and safety.

Also needed, and in quantity, are the muscle men to wrestle the heavy equipment up and down. Setups have been slow, and acceptable, during the comparatively relaxed approach to still dates. But the time before fairs is being whittled steadily and the worry of help shortage is increasing. Fast setups at fairs can mean the earning or loss of many additional dollars. The early completion of all units can also have the same dollar significance.

Reasons Why

The scarcity of good help has been blamed in part on the shortening of the season thru late openings by some shows attempting to avoid the weather perils of early spring. This theory doesn't hold water on examination. Shows which were among the earliest to open are in the same short-handed predicament.

Help hasn't shown up in its old-time abundance probably for the reason that the carnival business can't compete with industry, either in terms of wages or fringe benefits. Good men on the operating level often have been given a share in the earnings of the costly rides they manage in addition to their salaries to provide sufficient incentive.

The Sunday-Monday lot inquiry from persons anxious to earn extra dollars in return for helping to up or down the shows has virtually disappeared. Such a force is worth little without proper direction.

Old-timers are around, of course, but their dwindling ranks are but thinly filled by new recruits. Nomadic living, day and night activity, and seven-day weeks today attract only the most adventurous.

Majestic Joins Miller Unit For 2 Weeks

NEWPORT, Ky.—Sam Goldstein's Majestic Greater Shows, which set up on a lot adjoining neighboring Bellevue, Ky., Friday (15), pulled stakes after last Tuesday night's (19) showing after two feuding teen-age gangs had used the shows' midway several nights in a row to settle their differences.

Newport police chief suggested that the show change location to avoid further disorder and even arranged for a lot at Fifth and Isabel, in downtown Newport. The rides were two-thirds up Wednesday (20), when a complaint came from the management of a nearby housing project, charging that the traveling show was interfering with a civic carnival then in progress.

Rather than fight the matter, Manager Goldstein tore down his rides and shipped them to Indianapolis to augment the Paul Miller unit there over last weekend. The Majestic rides will continue with the Miller org in Cary, Ind., this week and at Hoopston, Ill., next week.

Majestic Greater reopens on its own with its initial fair date of the season at Rising Sun, Ind., July 9, and following with fairs in Sunman, Ind., and Orleans, Ind., before moving into Kentucky, Tennessee, Alabama and Georgia.

Bright Spots Seen On Prell Horizon

HICKSVILLE, N. Y.—This has proven far from the best season Prell's Broadway Shows has experienced on Long Island, but two coming dates are expected to haul business up to its usually good level. Next week the show plays Westbury, a thickly populated area, and then it heads out to Riverhead, where summertime population usually swells with vacationers.

Miserable weather in extremes—cold, rain, torrid heat—has its expected unhappy result to date, but enough has been seen to have the management confidently predicting good things to come once the fair season rolls around.

Huntington, L. I., where downpours washed out the tail end of Decoration Day week, was encouraging. Joe Prell noted, since patrons flocked out to the midway during the first days when weather was mild. Earlier in the spring, a good week had been scored in Staunton, Va., giving the show hopes that fairs in that area will pan out well this year.

Following Riverhead, the Prells head to Newark, N. J., where they play again for their traditional Elks sponsors. Where they showed

within a stadium in 1955, they will be in full view this year, at a different lot. From there they head into their fair route, opening with the July fair in Harrington, Del. Hyattsville, Md., follows, as do the Pennsylvania fairs of Bedford and Carlisle.

Setbacks Recalled

Generally speaking, the Prells view the outlook as fine, despite (Continued on page 94)

Wade Greater Nears Opening Of Fair Route

CHEYBOYGAN, Mich.—The Wade Greater Shows have been playing Fun-O-Rama promotions under Lions' Clubs' sponsorship, will launch their fair season July 2-4 at Lake Odessa, Mich., the first fair scheduled in Michigan.

In preparation, show equipment has been refurbished under the supervision of Manager Cameron D. Murray.

A substantial number of personnel changes has been made since the show opened in March. Felton Terza has replaced Harold Masters in the office, Bozo Ringl now is in charge of the Dodgem, Randall Meyers is foreman of the Merry-Go-Round and Ray Mitchell is foreman of the Ferris Wheel, with his wife handling kid ride tickets.

Ed Evershore and Robert Petrie joined with jewelry and Ellis Morgan joined with a hi-striker, Teddy Burd took over the block pitch, Russ Tossy is on with the rabbit racer, Sammy Burd and Jimmy Knapp are on the raffle, Earl Kelly is stock man, Jim Stinko has the cover-of-the-spot store, and Frenchy Ellis is working Earl Kelly's six cats.

Joe Howard joined the advance. Howard Patterson has charge of the kid rides. Thompson's freak animal show joined recently.

Juanita Hanrahan purchased Moores' candy floss and also took delivery of a 36-ft. Starlite trailer. Clark Swain took delivery of a 1956 Mercury hardtop.

J. B. Davis Sets Summer Park Season

PANAMA CITY, Fla.—John B. Davis, a veteran of 52 years in show business, has his Southern States Shows spotted here for a park-type operation. This will be his second season at the Wayside Park location, on the Gulf of Mexico, just off U. S. Highway 98.

Davis has owned and operated his show for the past 20 years and presently has 14 rides and a variety of merchandise concessions. Following the park season, the show will play eight or 10 fair dates in Georgia and North Florida. Winter quarters is in Tampa where Davis has his home.

Well known in show business, Davis was an actor, billposter, press agent and general agent before acquiring his own show. He is a member of the Board of Governors of the Greater Tampa Showmen's Association and is active in many fraternal and civic organizations.



"Shoot the Chute?"

—Ozzie Johnson, 1132 N.W. 45th Street, Oklahoma City, Okla., winner, June 15 issue GACSTER Cartoon Contest.

New Rides Set For Dominican Fair Midway

NEW YORK—Bernard (Bucky) Allen will leave here Tuesday (26) for Ciudad Trujillo, Dominican Republic to supervise the installation of additional ride equipment for that government.

A Skooter was shipped from Philadelphia Thursday (21). Three new kiddie rides are slated to leave the Allan Herschell factory, North Tonawanda, N. Y., Thursday (26). On July 6 a new Round-Up and a new Tilt-a-Whirl will be en route to Ciudad Trujillo, Allen said.

Allen will return to the United States and his concession operation on the World of Myth Shows when the work of setting up the units is under way.

MIDWAY CONFAB

The choir of Temple Emanuel, Foxchester, N. Y., was featured last week on WATV, Newark, N. J. Mrs. Joe Prell, a five-year member, joined with the cantor in two numbers.

Eddie Elkins, a patient at Lebanon Hospital, Grand Concourse, Bronx, N. Y., would like to hear from friends. Eddie, confined to the hospital for five weeks to date, underwent an operation two weeks ago and expects to be confined for several more weeks.

The personnel of the Frank W. Babcock United Shows feted three of its members at a joint birthday party at Bellflower, Calif., June 16. Honored were Mrs. Ella Mae Hunting, whose husband, Harold, is manager of the midway kitchen; Cal Lipes, who owns shows on the midway, and John Lorman, manager of the Cecchini & Lavaggi concessions. All members

of the show were present and ice cream and cake was served to more than 75 guests.

Mr. and Mrs. Bob Gore, former glass pitch concessions with the Bill Geren Shows, visited Johnny United Shows at Murfreesboro, Tenn., and brought Tommy Kelley, their nephew, with them from Miami. Tommy is the son of Mr. and Mrs. Lloyd Kelley, concessionaire on Johnny's United.

Frank C. Busch has moved up to assistant manager of Dyer's Greater Shows. Ellsworth McAtee has taken over as the show's goodwill ambassador, and J. Hollingsworth has replaced Louis H. Mercy as supervisor of transportation. Oscar Kabage is now the Tilt-a-Whirl foreman. Hank and Betty Dial, concessionaires, recently joined the show. . . Mrs. Josephine Struber was feted recently at a party given by ladies of the C. A. Stephens Shows before she entered University Hospital, Charlottesville, Va., to undergo surgery. Her daughter, Frances, left the show to be near her during her hospitalization. White Struber and their son, Billy, remained on the show to continue the Strubers' concession operations.

Forrest Flint has novelties on the Sonny Myers Amusements. . . Mrs. John Portemont Jr. recently gave a birthday party for 10-year-old Butchie Hall, son of Mr. and Mrs. Eddie Hall, on Johnny's United Shows. Those present were Lou Ann Carroll, David and Virginia Jones, Ronnie, Sharon and Karen LeMay, Tommy Kelley, Connie Lee Moran, Carolyn Brown and Rosie Hall. Butchie received many gifts and the youngsters enjoyed games, favors and prizes.

James N. Walker, semi driver on the James H. Drew Shows, escaped injury when the unit carrying part of a Tilt-a-Whirl went out of control at Fenwick, W. Va., early Sunday morning, June 10. The Drew show continues to get satisfactory business when given weather. Recent visitors were Mr. and Mrs. Harry Boyles, former carnival operators, now motel operators in Florida. Jean Rita Novak pens from the Hamilton Nursing Home, New Brunswick, N. J., that she and her husband, Gabriel Novak, are grateful to the many show people who have sent her flowers and cards during her illness.

The corporate name of Harold's Amusement, Inc., has been changed to Hawaiian Amusement, Ltd., effective June 14. Richard E. Uehara is president, Mike M. Yanagida, secretary, of Hawaiian Amusement, Ltd. . . Third birthday of Denise Coleman, daughter of Mr. and Mrs. M. Coleman, was celebrated recently with a party in Bonnie Bell's Girl Show top on the Pan American Shows. Those attending were Mrs. John Ward, Foots Reeves, Mrs. H. L. Hardin, Mrs. Don Donovan, Mrs. Walter Gary, Mrs. Bob Tuttle and sons, Bobby, Donnie and Stutts; Sandra Lee, Bonnie Bell, Mrs. Roy Smith, Mrs. Al Summers, Mrs. Roy McCurtry, Mrs. Schneckel and daughter, Judy; Mrs. Whitey Gilbertett, Mrs. Crandel and son, Tommy, and Mrs. Jimmy Nide.

Lani and Tommy Broome Jr. recently stopped off for a visit with friends on the O. C. Buck Shows while en route from Miami to their home in Derby, Vt. The Broomes were with the Buck organization the past four years, Mrs. Broome doing the organist chores in the Girl Revue, and Broome acting as an assistant to Danny Dorso on Bingo. They were unable to re-join the show this season because of Broome's health.

Baddley Bros. Gets Good Biz At First Stand

LADNER, B. C.—Baddley Bros. Shows opened here on the Canadian Legion Grounds, Tuesday (19) for a two-day stand to fair business and threatening weather, then jumped to Coquitlam for the balance of the week under Elk Lodge auspices.

The show carries three major and as many kiddie rides, Bingo Hausers' Jungle Compound and 15 concessions.

The show opened late this season, May 11, at New Westminster, to good business. Besides a number of still dates, the Klowna Regatta is booked in August along with fairs thru Northern British Columbia to Prince Rupert.

Bill Baddley is manager, Lev Baddley, ground superintendent and assistant manager. Dick Watkins handles the advance and bill posting.

Vermont Date Disappoints Continental

BARRE, Vt.—Ideal weather graced the run of Continental Shows in St. Albans, Vt., last week, but even so, business was below par. Altho most units were off the nut without too much trouble, no serious money was in the offing.

Show personnel attributed the disappointment to unstable working conditions in town and the business of rural folks with their crops, what with the season's first good break in the weather rolling around at that time.

Continental is spotted here on the Barre-Montpelier Road, in the town of Berlin.



I GO FOR FIGURES, TOO

Especially on Checks, Money Orders or Cash. Make today your

NED E. TORTI DAY

Send money orders, checks or cash—Omit the Flowers

WISCONSIN DELUXE CO.

1902 North Third Street Milwaukee, Wisconsin



BIRD CAGES

All metal (Unichrome) wire finish. Tinned base with plastic hook-on cup. FOR PARAKEETS or CANARIES. Size: 5 1/2" long, 6" deep, 6" high. Shipped (K.D.) flat.

Packed 4 dozen to carton. Extra Special Offer! 50¢ EACH. Price 3 Cross Lots.

Express or freight shipments only F.O.B. N. Y.

25% deposit with order, bal. C.O.D.

HERSHEY COMPANY 189 Washington St., New York 7, N. Y. Tel.: WORTH 2-5234

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Salem, New Jersey, this week; Milford, Delaware, 4th of July week.

Want Custard, Photos, strictly American Mill Camp, Novelties, Long and Short Range Gallery, Hi-Striker, French Fries, Cigarette Shooting Gallery, Pitch TU Win, Fish or Duck Pond, Hoop-La, Bowling Alley, Want Man and Wife Agents for Hanky Panks. Want 10-in-1 Manager, Acts for same and good Annex Worker, Snake, Wildlife, Monkey and Unicorn Shows, live Pony Ride. Girl Show Manager wanted with two or more Girls. Will buy used Side Show and Snake Banners. Mail and wires to

WM. C. (BILL) MURRAY

"DESBRO SHOWS"

This is the Big One. The Annual 4th of July Livingston Manor, N. Y., Celebration. Thousands of Vacationists. 2 Nights of Fireworks. Big Firemen's Parade. Concessions Wanted: Will book all Stock Concessions. Ride Help: Foreman for '56 Tilt and Second Men. Wheel Foreman and Second Men on all Rides.

A. R. DESIDERIO
Lafayette Hotel, Buffalo, N. Y.

GAME CONCESSIONAIRES

Coming Real Soon—2 More Fine Games By

RAY OAKES

We have in stock at all times—Punks, 2 sizes (11 inches & 13 inches); both at \$36.00 per dozen.

- New One—Ball Bottle Game, uses plush and 12-inch soft ball.
- Buckets—New Huckley Buck aluminum Kegs.
- Coin Pitch, Penny or Nickel; Hoopla Boxes and Six-Cats.

If you did not get your catalog at General Delivery, it came back to us. If you want a catalog sent to you c/o General Delivery, please send 12¢ postage.

RAY OAKES & SONS
P. O. BOX 4344 - TAMPA, FLORIDA
Telephone: Tampa 73-8121

NEW GAMES NOW READY

Scissor Picture Frames, works same as scissor buckets. Price \$45.00 each. Four foot, two-way striker, works same as hand binger. Price \$125.00 each. Also two-way Cuke and Fork game, \$30.00 each. Mail orders only, nothing shipped open.

STAN BAKER
(Formerly Baker's Game Shop)
13036 Foley Detroit 27, Mich.

WANTED

For 25th Annual Pancake Festival, Glenn, Mich., June 28-30-July 1. Handy Punks of all kinds. One more Major Ride. Phone or Wire.

JACK LINDLE
Lindle Amusements, Glenn, Mich.

CARNIVAL SECRETARY AVAILABLE

Female, settled, sober and reliable. Capable of assuming A.L.I. duties. Experienced in pop vail, taxes, etc.

All replies to 3306 Algonquin Parkway Louisville, Ky.

WANTED

All types of Ride Help on small & Ride Unit with 14 stands. Can place elderly Foreman on Allan Herwell Auto and Kiddie Airplane Ride. Repair, erect and operate. \$50.00 week. Stand Man, \$30.00 per week; also small adult Chaperone. Never missed a party. Come on. Can place some legitimate Concessions.

D. VAN BILLIARD
Emvna, Del., until June 30; Lewis, Del., until July 7.

MARATHON MOBILE HOMES

Made for TROUPERS . . . by TROUPERS who know YOUR PROBLEMS!

"No longer with it—Still for it."

- Styled to Stand Out
- Price Right
- Compact Convenience
- Gleaming Streamlined Beauty
- Features You'll Appreciate

It's really luxurious living in the MARATHON . . . a Mobile Home with a multitude of quality features . . . features you'd expect in a much higher priced unit. There's streamlined beauty, too, in the 33 ft. model with single bedroom or two bedroom arrangement and 37 ft. model with two bedrooms (seven sleeper)—a choice of aqua, turquoise or coral two-toned with shell beige or charcoal—7 foot ceilings thruout. The MARATHON is quality and looks quality—every inch of it, to make it a standout among all others . . . you have the best—in everything for luxurious living. The surprise comes when you learn the price, for indeed you expect to pay more. See your MARATHON Mobile Home dealer today or ask for his name and address.

Let us send you our latest MARATHON Mobile Home booklet . . . it's FREE. Write for it today.

har·mac INC. Stratford, Wisconsin

HILL'S GREATER SHOWS

18 FAIRS—STARTING AT CANDO, N. D., THIS WEEK—18 FAIRS

Including North Dakota Fairs as follows: Rugby, Rolla, Bottineau, Crosby, Flaxton, Bismarck, Carson and Forman; followed by Duluth, Minn.; Big Centennial (10 Days and Nights downtown); Wadena, Minn.; Fair; then the Fargo, North Dakota, State Fair; Foreman, N. D.; Labor Day Fair; Hutchinson, Minn.; Fair; Portales, N. M.; Fair; Reeves County Fair, Pecos, Tex.; then the "pappy" of all New Mexico Fairs—Eastern New Mexico State Fair, Roswell, N. M.

FAIRS NOW TO THE LAST OF OCTOBER. IF YOU WANT MONEY, GET WITH THIS SHOW

CONCESSIONS

Hanky Panks of all kinds. No exclusives. Fish Pond, Duck Pond, Bear Pitch, Glass Pitch, Balloon Dart, Ball Game, Hi-Striker, etc. Will sell "es" on Short and Long Range Galleries. Want AIBI Outfits, such as Buckets, Six Cats, Swinger, etc.

RIDES

Will book Round-Up, Scrambler, Sky Fighter, Boat Ride, Large or Small Dipper and Baby Ferris Wheel.

DAVE KELLY needs Concession Agents.

KITTY ALLEN wants Girls for Gift Show. Experienced or inexperienced. Wardrobe and transportation furnished. Top salaries and percentage.

All Wire and Calls: H. P. HILL, Mgr., CANDO, NO. DAK., this week; then per route

SHOWS

Fun House, Glass House, Monkey Show, Motordrome, Snake Show, Illusion, Geek Show, Athletic Show.

RIDE HELP

Foreman for Rock-a-Plane. Second Men on Dodgem, Twin Wheels, Octopus, Tilt, Jenny, Kollaplan, Flying Scooter and Mix-Up. General Help on 10 Kid Rides and Light Towers.

DEE WYRICK wants Bingo Help, Relief Caller and 3 Counter Men.

LISA DEL MAR wants for Side Show; Freaks to feature and useful Working Acts.

DON DOWIS would like to book "Dancing Waters" for Duluth, Fargo and Roswell.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR RIVERHEAD, L. I., JULY 2 TO 7 AND NEWARK ELKS CIRCUS & FROLICS TO FOLLOW FOR 10 DAYS, JULY 9 TO 18; THEN HARRINGTON FAIR

CONCESSIONS

Photo, Novelties, Age and Scales, Hanky Panks of all kinds. Those joining now given preference at Fairs.

RIDES

Book or lease Ferris Wheel, Scooter, Scrambler, Round-Up, Dark Rides. Will book 2 or 3 Kiddie Rides, Live Pony Rides.

SHOWS

Girl Show Revue, Fat Show, Peep Show or any good Show with merit. TIRZA, get in touch. HONEY LEE WALKER, get in touch.

HELP

Show Painter for balance of season, Ride Help in all departments, semi drivers preferred. Prof. Vidalia wants Musicians and Performers to enlarge Show. Musicians—\$35.00 to \$45.00 a week; Chorus Girls—\$30.00. Guitar and Piano Players. Bart Sheeley, answer at once.

SAM PRELL

ALL ANSWER: PRELL'S BROADWAY SHOWS
WESTBURY, NEW YORK

GLADSTONE EXPO SHOWS

HARTFORD, KY., 4TH CELEBRATION—3 BIG DAYS

Followed by Scottsville, Ky., Fair, July 9-14; Barron Co. Fair, Glasgow, Ky., 16-21; Muhlenberg Co. Fair, Central City, Ky., July 23-28, and 12 more in Kentucky, Tennessee and Mississippi.

Bingo for Balance of Season

Also Concessions that work for Stock, Age & Scales, Ball Games, Fish Pond, Pitch Tilt-U-Win, Balloon Dart, Jewelry, Coke Bottle, Cudard, Ice Cream, American Palmistry (no Gypsies), Haha, Bear or Bird Pitch, all Hanky Panks open, Pin Stars, Bowling Alley, Blower.

RIDE HELP on all Rides, must be able and willing to drive semi.

F. O. POOLE, Owner
c/o SHOW

Contact

JACK OLIVER, Bus. Mgr.
GILCHER HOTEL

Danville, Ky., all this week

C.S. PECK presents

KEY CITY SHOWS

WANT FOR MOUNT VERNON, ILL., JULY 4 CELEBRATION, JULY 2 THRU 8, OUR SECOND YEAR HERE.

PLAYED TO 70,000 PEOPLE LAST YEAR. AND FAIRS TO FOLLOW

ESPECIALLY WANT—FOR MOUNT VERNON ONLY—GIRL SHOW. MUST HAVE OWN EQUIPMENT AND AT LEAST 3 GIRLS

CONCESSIONS—Cook House, Bottle, Cork, Age & Weight, Dart, Shakes, any Hanky Pank of merit. No gypsies or flats.

RIDE HELP that have license and drive semi. If you do not qualify stay away.

Contact C. S. PECK

Kankakee, Ill., Phone 2-8215, Watseka, Ill., this week

WANTED

4th of July Celebration in Whiting Park, Whiting, Ind., 5 Big Days, June 30-July 4. Game of skill of all kinds. This is it! Also can use good clean Grab Stands. This is the largest Celebration within a radius of 50 miles. Contact:

LAWRENCE MATURA

8232 S. Mayfield, Oaklawn, Ill.

Garden 3-1337

WANT

Ponies and other Kid Rides to join Albert Lea, Minn., July 3-4, for season. Montevideo, Minn., Fiesta this week.

SUNSET AMUSEMENT CO.

READY TOP SHOWS FOR OLSON FAIRS

CHICAGO — Gene Vaughan has been signed to assist in staging the featured revue on the Olson Shows, Paul Olson, manager and co-owner, announced during the shows' stand here.

Maurice (Lefty) Ohren will be in charge of producing the unit. The show is to have all-new wardrobe, lighting and a new stage.

Charles Teichner's Rock 'n' Roll Revue, now being readied in Chicago, is to join at the show's first fair, Anderson, Ind., the week of July 4. It will offer an all-Negro cast.

Make-ready for the show's long fair season was pushed here. The show will play one more still date—Toledo, O.—before its first fair.

Virgil Pierson, press agent, was hospitalized here for several days and then resumed his duties. He plans to make an early trip to Birmingham for a check-up by his doctor, then rejoin the show at Anderson.

A torrential rain greeted the show here opening night, Monday (18), but the weather then took a decided turn for the better. Indications were that the show, if given weather, would have a strong finish here.

Besides Olson and Pierson, the staff of the Olson Shows consists of Lou Barber, assistant manager; J. L. Machamer, secretary-treasurer; Dan Machamer, assistant to the secretary-treasurer; Chester Mays, concession secretary; L. J. Berger, general agent; Louis Rice, legal representative; Jack Morgan, trainmaster; George Powell, purchasing agent;

Sensational Ortons Join Lynch Shows

HALIFAX, N. S.—The Sensational Ortons, now the free act with the Halifax-based Bill Lynch Shows, have piled up considerable mileage thus far this year.

They played the prairie provinces of Western Canada with the Orrin Davenport Circus until June 2, when the show closed its tour at Edmonton. From Edmonton, the Ortons jumped to Medina, O.—a distance of a mere 2,000 miles—to pick up equipment. And then they dashed 1,500 miles more to join the Lynch Shows here. They will continue with that show until it closes about the third week in September.

Jersey Dates Fizzle, WOM Pushes Building

SOUTH PLAINFIELD, N. J.—Only meager business has resulted here for the World of Mirth Shows in its first try at this location. Business last week at East Brunswick, N. J., was also reported poor.

There has been little fault to find with the weather. Altho cool, the skies have been clear. Still the interest of the public was not captured.

The dates have fulfilled a previously stated purpose. Owner Frank Bergen routed the show primarily to provide the most possible working time to replace units and decorations sold to the Dominican Republic. Work has been progressing satisfactorily, Bergen said.

Back to Rails

The show returns to the rails for the move to Elizabeth, the last and most promising, of the New Jersey dates. Success at Elizabeth, which has not been played by a similar attraction for about six years, will give the show three winners out of the five played in the State.

The back end will be expanded as the show heads up country. The

Frank Flanagan, chief electrician; James Blankenship, assistant electrician; Louis Burdick, towers and searchlights; Tex Robbins, scenic artist, and Charles Fink, mail and The Billboard.

Ride personnel includes Charlie Goss, Velares' Rotor; Harry Wagner, Merry-Go-Round; Frank Arnot, Octopus; Merle Wilcott, Skooter; Frank Goodale, Ferris Wheels; Joe Garland, Rocket; James Tackett, Roll-O-Plane; Fay Ayers, Pony Ride; Jack Stutes, Tilt-A-Whirl and Caterpillar; Round-Up, Sip Baker; Carl Miller, Roller Coaster, and Alton Pearson, Scrambler.

Kiddieland, with Dorothy Crouch as superintendent, has a Boat Ride, Ferris Wheel, Airplane, Sky Fighter, Merry-Go-Round, Jeep, Cart Ride and Auto Ride.

Powelson Buys Four Trailers

STRAßBURG, O.—Four trailers have been delivered to Powelson Amusements and will be converted into show fronts for the fall fair season, Happy Powelson, general manager, disclosed here.

Unit which played Eaton, O., Sesquicentennial garnered top business on the streets. Three Ohio July 4 celebrations are coming up, Centerburg, under the auspices of the firemen; Marietta, sponsored by the American Legion, and Newton Falls celebrations each have parades, fireworks and free acts scheduled.

Speedy Sayres joined with his Motordrome at Eaton. Ela Williams with his monkey show also joined there.

Powelson and Frank D. Bland, the general representative for the Powelson operation, were guests of Lloyd Serfass and Buster Westbrook of the Penn Premier Shows during the latter's recent Columbus, O., stand. Frank Gorman and Johnny Bass have been frequent visitors at the Powelson headquarters in Coschocton.

During the engagement at Xenia, O., Mr. and Mrs. W. S. Curl, former owners of the W. S. Kurl Shows, and Mrs. Billy Sells, former, carnival and circus concessionaire, were nightly visitors.

Hermine Midgets, Thelma Fat Show and Sindell's Unborn will all be added in New Britain, Conn., two weeks hence. A Wild Life, featuring separate cage wagons, is being readied.

Dixie Gordon's Club 18, principal back-end attraction, is scheduled for opening at Portland, Me. Its opening was delayed rather than to settle for an abbreviated performance that would have been required by the light business at these dates.

The towers are expected to be completed by the time the show arrives in Maine. Neon has been added to the recently acquired Spitfire.

Show officials have been informed that its plug on the Dave Garroway show has been set for Wednesday (27).

TEX ROBERTS

Wants Agents for Peek and Count Store. Also Up and Down Man, Bucket Agents. Estill, Ky., June 25-30; Greenup, Ky., July 2-7. Eleven fairs to follow.

BEE'S OLD RELIABLE SHOWS

Walt Nealand Back to Marks Publicity Post

BALTIMORE—Walter D. Nealand has rejoined the John H. Marks Shows to handle publicity after closing with Cristiani Bros. Circus, where he functioned in a similar capacity thru the month of May. Nealand has been associated with Marks, off and on, for many years.

A date in the Finlico area here, sponsored by four veterans' organizations, is proving good when the weather is right. In this respect it matches previous stands, mostly described as okay, again depending upon the weather experience.

The show, which has confined its activities to its native Virginia until now, creeps North next week for a date at Camden, N. J.

WALLACE BROS. SHOWS INC.

"AMERICA'S MOST SPECTACULAR MIDWAY"

FAIRS FAIRS — CELEBRATIONS — FAIRS FAIRS
STARTING JULY 2, MADISON, WIS., 30TH EAST SIDE FESTIVAL; FOLLOWED BY DELAVAN, WIS., CELEBRATION, THEN THE FOLLOWING OUTSTANDING ROUTE OF FAIRS:

WISCONSIN FAIRS	ARKANSAS FAIRS	MISSISSIPPI FAIRS
WAUSAU JEFFERSON BEAVER DAM ELKHORN MANITOWOC JANESVILLE DARLINGTON CENTENNIAL	EL DORADO MONTICELLO PINE BLUFF, ARK.	KOSCIUSKO JACKSON CLEVELAND GREENVILLE BYRUM

CONCESSIONS BEAR PITCH, SHORT RANGE, PHOTOS, SCALES, HITS, STRIKER, PITCH-TILL-YOU-WIN, DARTS, BALL GAMES, UNDER 11-OVER 30, SHUFFLE ALLEYS, SHOOT-TILL-YOU-WIN, CORK GALLERY, MATS, JEWELRY, FRENCH FRIES, SNOW, FLOSS, COKE BOTTLES, ROMAN TARGETS, HANKY PANKS OF ALL KINDS.	SHOWS 10-IN-1, MECHANICAL, WILDLIFE, ATHLETIC, MOTORDROME, MONKEY, FAT, FUNHOUSE, ILLUSION, MONKEY SPEEDWAY, CLASS HOUSE, MICKEY MOUSE OR ANY KIND SHOWS.	RIDE HELP MEN ON ALL RIDES, ESPECIALLY FERRIS WHEEL, SPITFIRE, TILT, LITTLE DIPPER, KID RIDES, MERRY-CO-ROUND. ALSO MAN FOR LIGHT TOWERS.
---	---	--

GENE CAIN WANTS HANKY PANE AGENTS APPLETON, WIS., THIS WEEK	CAN PLACE POPCORN ALL REPLIES E. E. FARROW, Mgr. c/o Western Union	GROVER BOSTWICK WANTS CATERING HELP MADISON, WIS., JULY 2-8
--	---	--

Grand American Shows

Want for 4th of July Celebration, LA PORTE CITY, on the streets, sponsored by Chamber of Commerce. Three day program, July 2, 3 and 4. This is a BIG DATE.

TOLEDO Celebration on Court House Square, July 5-7; NEW HAMPTON Celebration on streets, July 9-10; WILTON JUNCTION Celebration on streets, July 12-14.

Want for WATERLOO, first in, Lafayette St., Evansdale lot, Highway 297, Programs, Bands. This event known as Evansdale Booster Days, sponsored by Kiwanis Club, July 16-21.

ACKLEY Sauerkraut Days, on the streets, July 23-24; CLARION Celebration, sponsored by Junior Chamber of Commerce, July 26-28; JESUP Farmers' Day, on the streets, July 30-31.

All these Celebrations are in IOWA.

Want for the first 2 big Fairs in IOWA: Butler Co., Centennial Fair, ALLISON, Aug. 2-6; Jackson Co. Fair, MAQUOKETA, Aug. 8-12; also Central Iowa Fair, MARSHALLTOWN; Cass Co. Fair, ATLANTIC; Clayton Co. Fair, ELKADER;

Audubon Co. Fair, AUDUBON, and OTHER FAIRS TO FOLLOW.

Want for Waterloo, Allison, Maquoketa, Marshalltown, Audubon:

WANT SHOWS—Side Show, Girl Show, Bally Shows, Arcade, Motordrome, Grind Shows, any Exhibits. These are all BIG DATES and Shows will get money. Will book Shows, 30% to office, including insurance.

WANT RIDES for above Fairs: 3 Major and 2 Kiddie Rides that do not conflict. We are carrying a Merry-Go-Round, Kiddie Auto Train, Kiddie Swing, 2 Ferris Wheels, Tilt-A-Whirl, Octopus and Rock-a-Plane.

WANT CONCESSIONS: Will book of once Ice Cream or Custard, Photos and Jewelry, all kinds of Skill Games, Basketball, High Striker, Balloon Dart, Hanky Panks of all kinds.

WANT RIDE HELP: Ferris Wheel Foreman for one Wheel, Foreman for Allan Herschell Roller Coaster and Flying Scooter. All Ride Help must drive trucks. Moving is part of this business.

All address L. O. WEAVER, Mgr. Colfax, Iowa, June 25-26; Oxford, June 28-29-30; then La Porte City.

FAMILY TRADITION

JOHNNY'S

* UNITED SHOWS *

WANTED WANTED WANTED WANTED WANTED

For Gigantic July 4th Celebration in beautiful Forrest Park, Brazil, Ind., with plenty shade. Car Give-away, Band Concert, Contests, Free Acts for all including fireworks at night. Followed by Danville, Ind., Street Fair around square; Car Give-away, Band Concert, Free Acts on Courthouse lawn. Followed by this star studded route of continuous bona fide County Fairs: Spencer Co. Fair, Rockport, Ind.; Dubois Co. Fair, Huntingburg, Ind.; Jackson Co. Free Fair, Brownstown, Ind.; White Co. Fair, Carmi, Ill.; Lawrence Co. Fair, Bridgeport, Ill.; Carroll Co. Fair, Huntington, Tenn.; Dyer Co. Fair, Dyersburg, Tenn.; Limestone Co. Fair, Athens, Ala.; Morgan Co. Fair, Decatur, Ala.; Cullman Co. Fair, Cullman, Ala.; Jackson Co. Fair, Scottsboro, Ala.; Calhoun Co. Fair, Anniston, Ala.; National Peanut Festival, Dohen, Ala.

WANT CONCESSIONS: Novelties, Photo, Custard, Glass Pitch, Long Range, Short Range, Basketball, African Dip, Auction, Demonstration Pitch and any Hanky Pank not conflicting.

SHOWS WANTED: Snake, Monkey (Carroll Miller, contact), Motordrome (Palmer, let me know something), Side Show (Billy Logsdon, contact). Want Manager with at least Four Girls for All Girl Revue now being built. This is a Sitdown Show. Wagon-type Front to Join Rockport, Ind.

RIDE HELP: Merry-Go-Round Foreman for Allan Herschell Little Beauty, loads in 30 ft. drop frame van. Help on new 12-car Dodgem. Kiddie Ride Help; all must drive.

All replies **JOHN PORTEMONT**
BLOOMFIELD, INDIANA
No phone calls, please.

WANTED FOR 1956 EDITION OF DIXIE GORDON'S CLUB 18 THE BIG SHOW ON THE WORLD OF MIRTH MIDWAY

Opening Portland, Maine, Monday, July 16

WANT PERFORMERS

Chorus Girls

★★★★★★★★★★

Also Want:

- Female Singer
- Male Singer
- Young Dance Team
- Acts
- Features
- Master of Ceremonies
- Talker
- Canvas Help
- Ticket Sellers

ALL REPLIES TO:

DIXIE GORDON

En route with WORLD OF MIRTH SHOWS

New Britain, Conn., July 2-7; Worcester, Mass., July 9-14; then Portland.

GRIGGS BROTHERS SHOWS

CONCESSIONS: BINGO, low percentage or \$26.00, Photos, Jewelry, Long or Short Range, Diggers, Glass Pitch, Bear Pitch, Bird Pitch, Balloon Darts, Cig. Gallery. Will book Pen Pool or any P.C., except Pan Game, Six Cats, Buckets, Swinger. All prize-every-time Concessions \$21.00. Will sell "ex" on Popcorn, Apples, Floss and Snow. Must have a deposit.

SHOWS: Will book any Grind Show with own equipment. Miss Aldeen Hall and Doc Jones want Girls for Girl Show, top salary. All pay-roll towns and work every week. Soldiers' pay day first week in August and first of September. RIDES: Will book Tilt and Octopus, 25%. Will book, buy or lease Merry-Go-Round. HELP: Foreman for Chairplane, salary \$50.00 if you know your business. Also Foreman for new Allan Herschell Little Dipper, \$60.00 and bonus.

Fairs in Kentucky, Tennessee, Arkansas and Louisiana until Nov. 15. Big Du Pont payroll this week. Can use couple of good Grind Store Agents. Aberdeen, Ohio, this week. All wire to Western Union, Maysville, Ky.

CHARLES GRIGGS, Owner & Gen. Mgr.

P.S.: Rebel Marchette would like to know Directory of Kenny Guyton, Rex Sullivan, Henry Gibson and William Walker.

WANT

Rides, Shows and Concessions after the 4th of July. Roachdale, Ind. Have New Richmond, Ind., Lion's Club, July 9-14; Petersburg 4th Fair, July 16-21; Oakland City, July 22-28; Russellville, Aug. 1-4; Greencastle, Ind., 4th Fair, Aug. 4-11; Oden, Ind., Old Settlers, Aug. 13-18. Out until Oct. 30. Jimmy Hart, ride foreman, wants First Man for Octopus and Bull-o-Plane; Second Man for Merry-Go-Round, Two Wheels, Tilt-a-Whirl and Double Loop-o-Plane. Acton, Ind., Fair this week; move into Bainbridge June 27. Ride Help, top salaries. Drunks, diarraguters and trouble makers, stay away, have plenty of them.

CLIFF THOMAS, 1202 West 32nd St., Indianapolis, Ind.
P.S.: Need Bingo Caller and Counter Men.

GOLDEN GATE SHOWS

WANTED WANTED WANTED

Ride Men who drive, a few Foreman and Second Men on all Rides. No drunks or chasers wanted. Top salaries and excellent treatment. A few Concession Agents for office wanted. Concessions, Man and wife for Grab Trailer.

J. P. HARVEY, Mgr.
Write, wire or come on. Corte Madera, Calif., June 28 thru July 4.

WANT FOR JULY 3 & 4 AT PARK RIVER, N. D.

Pre-4th at Carlstad, Minn., June 29, 30 and July 1, and 22 Celebrations and 10 Fairs to follow.

CONCESSIONS: Glass Pitch, Long Range, Bear Pitch, Add 'Em Up, Dart, Short Range, Coka Bottle, Guess Your Weight or any other working for Stock we do not have. Want Snake Show.

STAN-NELL'S SHOWS
PETE WOLF, Mgr. Northwood, N. D.

INCLUDE THIS NEW SENSATION IN YOUR ACT!

The Cobra in the Basket—the latest and most novel idea in show business. Write now for details.

LESTER, LTD.
29 E. WABASH AVE. CHICAGO 3, ILL.

FOR SALE

18-CAR CATERPILLAR

In excellent condition, new tunnel, used one season.

BOX D-216, c/o THE BILLBOARD, CINCINNATI 22, OHIO

CENTRALIA DOWNTOWN CITY PARK MIDWEST'S LARGEST 4TH CELEBRATION—EIGHT BIG DAYS & NIGHTS

25th Annual—50,000 people last year—Free gate day and night—A bona fide Celebration. Two Kiddie days—Two mammoth fireworks displays—Water Show on grounds—Thunderbird car give-away—Plenty of inducement to draw the people.

SHOWS: Manager and people for Minstrel for southern route. Red Marcus, answer. Want Dancing Girls for office owned Girl Show, Slide Show, Acts, Operators for Glee, Snake and Monkey Speedway, also office owned Animal Show. Will book Independent Shows.

CONCESSIONS: Will book any Legitimate Merchandise Concession non-conflicting. Have 16 bona fide fairs, including four late fall Florida fairs. Our southern fairs start Aug. 1.

RIDES: Will book or buy for balance of season Super Rolloplane, Spiffing, Fly-a-Plane or any non-conflicting Ride. Especially interested in Live Ponies and Train. Want a Wheel Foreman who can care for good equipment. Must drive. Need few more Indians—got plenty of chiefs. Must drive. All Summers needs Waiters and Griddle Men—no ups or downs. These are white collar jobs.

J. BILL CARNEER c/o Centralia News Co., Centralia, Ill.

CARAVELLA AMUSEMENTS

CONNEAUT, OHIO (on Lake Erie), SEVEN BIG DAYS, July 2-8, including Sunday
LAST CALL FOR THE SEASON'S BEST 4TH OF JULY DATE

CAN PLACE FOR BEST PENNSYLVANIA AND OHIO BONA FIDE DATES

CONCESSIONS: Custard, Waffles, Glass Pitch, Age and Seater, Photo, Ball Games, Basketball, Novelties, Long Range, String Game.

RIDES: Book or lease set of Kiddie Rides. Can place for the Meadville Firemen's Convention: Tilt-a-Whirl, Moon Rocket or any good Major Ride not conflicting.

SHOWS: Wildlife, Honkey, Mechanical City, Arcade, any Show of merit catering to family trade.

HELP: Experienced Men for Octopus, Wheel, Merry-Go-Round and Chairplane; semi drivers preferred. General Ride Help on other Rides.

CAN PLACE EXPERIENCED LOT AND ADVANCE MAN

Can place one or two more Counter Men and Relief Caller on Bingo, good proposition. Ralph Getz, contact me as soon as possible, important.

All wire—F. H. Caravella, Warren, Ohio, this week

ANNUAL 4th of JULY CELEBRATION, PAINTSVILLE, KY., July 2 to 7 inclusive.
ANNUAL HOME COMING CELEBRATION, CAMDEN, OHIO, July 9 to 14 inclusive.
With all fairs solid to follow until November.

WILL PLACE All Merchandise Hanky Panks and Outright Sale Concessions. Good opening for Short Range, African Bobo, Hi-Striker.

EXCLUSIVE OPEN on Novelties and Custard at all fairs North and South.

WANT—Mechanical Show and Monkey or Motordrome. (Palmer, answer.)

NOTE—We are now booking Independent Rides, Shows and Merchandise Concessions for the Porter County Free Fair, Valparaiso and the Great Wabash Valley Fair at Terre Haute, Ind., and other large fairs on our route.

All address this week. Wire Western Union

JAMES H. DREW SHOWS

Olive Hill, Ky. (No Phone Calls)

SONNY MYERS AMUSEMENTS

Can place for Maitland, Mo., Blue Grass Festival, starting June 28, and Northwest Missouri's biggest 4th at Stanberry, and balance of season

CONCESSIONS: Grab Outfit that will cater to show people. Custard or Ice Cream. Have exclusive opening for a well framed Photo, Hi-Striker, Basketball, Center Pitches, Long Range, Cakes, Hoop-La or any non-conflicting Concessions. No flats or gypsies. Will place Fun House or small Grind Shows, low percentage.

We have a proven route of fairs and celebrations. Playing Iowa, Kansas, Nebraska and Oklahoma. Closing second week in October at Great Holden Street Fair, Holden, Missouri.

Contact **BILL DILLARD**, Manager, Sonny Myers Amusements
Maitland, Missouri, this week; then as per route.

AL BARKER'S SHOW

STREET CELEBRATION, CENTER POINT, IOWA, JUNE 27-30;
BIG 4TH CASCADE, IOWA

WANT CONCESSIONS—Photo, Hi-Striker, Coke Pitch, Pitch Tilt U Win, Bear Pitch, Glass Pitch, Balloon Dart, Long and Short Lead Gallery, Snow Balls, Age and Weight.
WANT RIDE HELP: Second Men on Wheel, Merry-Go-Round. Must be able to drive semi. Can use one Agent, Committees in Iowa, have July 31 to August 4 open. Committees in Tennessee and Mississippi, have open time in September and October.
Write to

ALBERT BARKER, Center Point, Iowa

HOLIDAY AMUSEMENT CO.

Can use Cigarette Shooting Gallery, Balloon Darts, Hit & Miss, Percentage with one Sium Outfit and all others not conflicting. Also one Grind Show and Athletic Show. Foreman for Wheel, also Kid Ride Men who can work top of Wheel.
Playing Peabody, Kansas, July 4, then nothing but the best in Fairs and Celebrations until October.

FIELDING GRAHAM
Harrisonville, Mo., this week.

HOWARD BROS.' SHOWS

FAIRPORT HARBOR, OHIO

Want Foreman and Second Man for Allan Herschell Merry-Go-Round; loads in 34 foot van. Need two Second Men on Rides to drive semi.

MAMMOTH ANNUAL CELEBRATION

OLNEY, ILLINOIS, 4TH JULY

20,000 expected. Everything open, no ex., but will not overload. Will book Scrambler, Twister, Spinners or any Flat Ride not conflicting. Want 2 Girl Shows for Olney. Can place Grind Shows not conflicting. Want Wheel Foreman, top salary and bonus. Those joining now given preference at our Illinois Fairs.

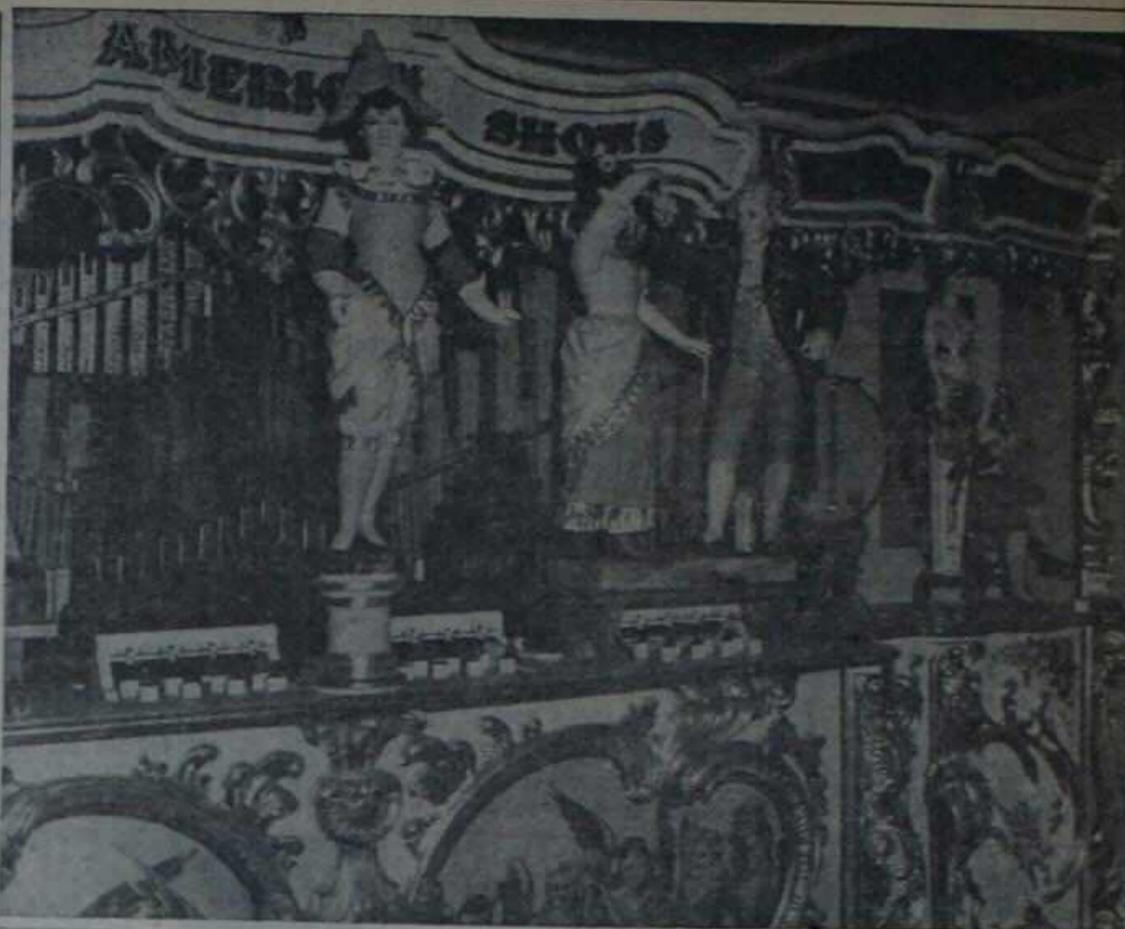
JACK'S UNITED SHOWS

All replies to **JACK SETTLE**, Plainfield, Ind., now; Olney, Ill., to follow.

UNITED EXPOSITION SHOWS

HELP — HELP — HELP

HANKY PANK AGENTS who know how. Skills, Rattle and Clothes Pin Agents. Cook House Help. Two Up-and-Down Concession Men. Good pay. CAN USE UNGFUL SIDE SHOW ACTS AND GENERAL HELP. Foreman for Ferris Wheel (must know how), also Chairplane Foreman and Second Men that drive. Sure salary every Tuesday. Playing only day-rail fairs. Address: C. A. VERNON, Mar., Maywood, Ill., this week; then 4th Celebration: 21 Unit, Porter, Ind.; 22 Unit, Three Oaks, Mich., July 2-7.



Faithfully and beautifully restored, an old German band organ is proving a delight to patrons and is the source of much publicity and good will for the Royal American Shows, on which it stands out strikingly in the shows' Kiddieland. Top photo is a close-up of a portion of the organ and shows the artistry of the figurines, murals and adornments. Bottom photo shows the organ mounted in a specially built, all-steel show wagon.

GEM WITH TOURING KIDDIELAND

Beautifully Restored Old Band Organ Delights on Royal American

A MAGNIFICENT German band organ, believed to be anywhere from 60 to 75 years old, is proving a gem on the Kiddieland with the Royal American Shows.

Art lovers, music enthusiasts, those who delight in antiques, and the youngsters are finding the organ a source of great pleasure. Carl Sedlmayr Sr., Royal American owner, is seeing his gamble, the expenditure of a considerable sum to restore the organ, pay off in added publicity and good will.

Mounted in a specially built, all-steel, pneumatic-tired, 20-foot show wagon, the organ is beautiful to behold either when silent or playing. This was not the case when Sedlmayr acquired the instrument late last year in Kansas City, Mo., after considerable negotiation.

Spends Months On It

Then, it was mounted in a dilapidated old wagon. Many of its parts had rotted away or had been dam-

aged. Figurines were nicked or otherwise marred. The painting had flaked, faded, and in some cases chipped to reveal several layers of varied color paints.

The organ was taken to the Royal's winter quarters at Tampa. Antonio Crescio, 66-year-old organ repairman, was brought to quarters to take over the job of restoring the instrument.

Piece by piece, he carefully dismantled the thousands of parts, discarding those no longer good. Then, just as painstakingly, he began the long tedious job of acquiring or making replacements. This proved monumental.

There are no standard parts to the organ. They had to be made to specifications or fashioned by Crescio from hard-to-get material. The work went on for several months in Tampa, and when the show hit the road in May, Crescio was still at it. Only when the show played Davenport in June was the

organ restored to operating condition.

Wicks Restores Murals

Meanwhile, Bobby Wicks, the Royal's accomplished artist, had spent many weeks, first working off much of the old paint, a time-consuming task; then carefully repainting the organ after considerable study.

The seven wooden figurines were treated with soft paint to give the effect of sculptured plaster. For one mural, Wicks decided to copy the Angeli Musicanti (Musical Angels) by Reini from the San Gregorio Church in Rome. For the other mural, Wicks brought to life Bacchus, God of Wine, and Pan, Patron of Shepherds, God of the Flocks, pastures, Forests and Wild Life.

Wicks did an outstanding job of restoration and of mural work. In the process, besides carefully selected paints, he used about \$500

5,000 BIRDS

All kinds — 60c up

Live arrival guaranteed. Wire or phone us your requirements for the Fourth.

WAUGH-FERGUSON AVIARIES

115 E. Sixth St., Joplin, Mo.
Phone: Mayfair 3-9218

EDDIE'S EXPO. SHOWS

Wolf Corners, Pa., July 2, 3, 4

WANT

Novelties, Block, Fish-Till-You-Win, Dart Balloon, Cake Bottles, Break Dishes, Photo, Long Range Gallery, Hi-Striker, Prof. Duke wants People for 10-14-1.

EDDIE DIETZ

This week, Petrolia, Pa.

in gold leaf and \$200 in silver leaf for trimming. The final effect is rich and striking.

Change to Electric Motor

The operating mechanism of the organ was changed from steam power to electric motor. The instruments, xylophones, drums, cymbals, bells, horns, clarinets and piccolos, were carefully rebuilt.

Animation is provided largely by the center figurine, the leader, whose arms move mechanically to direct the band. Gentlemen seated at either side also provide some animation; they tap silver bells. The organ operates when air is forced thru holes punched in cardboard. The cardboard, contrasting with music rolls, is heavy and folds accordion fashion, and feeds from one bin to another.

There are many facts about the two-ton instrument that have not been pinned down. Its actual age has not been determined. Records found pasted on the organ when it was acquired by Sedlmayr indicate it was repaired in 1890. Another date, less legible, appears to indicate it was first repaired in the 1870's.

ATTENTION, CONCESSIONAIRES

THE WORLD'S GREATEST XMAS RETAIL TOY AND GIFT SALE EVER!!

almost 3 weeks of selling at the fabulous
MADISON SQUARE GARDEN

December 5th to 22d

A great advertising campaign using all the known media—Newspapers, Radio, Television.

SPACE WILL BE LEASED TO SELL THE FOLLOWING MERCHANDISE:

• complete line of toys • perfumes and cosmetics • costume jewelry • jewelry • watches • leather goods • Xmas ornaments • Xmas lights • Xmas wrapping paper • pen and pencil sets • lighters • wheel goods • dolls • silverware • religious items • china novelties • brass gifts • tinware • ribbon • artificial trees • games • trains and many other gift items. EXTRA—An exciting and colorful toyland featuring Santa Claus! Don't miss this opportunity to SELL and make BIG PROFITS at MADISON SQUARE GARDEN. Space sold on a first come basis... for information

WRITE WIRE PHONE

WORLD-WIDE EXPOSITIONS CORP.

14 West 44th Street, New York, N. Y. Phone Bryant 9-9174

BEAM'S ATTRACTIONS

4TH JULY CELEBRATION AND OLD HOME WEEK, SLIGO, PA.

This event next week is one of the biggest in Western Pennsylvania. Fireworks—three parades—a real old-fashioned celebration.

MECHANIC—Want first class man with tools. Must be sober and able to get show over the road.

RIDE HELP—Need Men who can drive and have license.

SHOWS—Monkey Show or any other type or Animal Show.

CONTACT STEVE DECKER, SHOW GROUNDS, CHERRY TREE, PA.

Tel. Pioneer 3-6250

60" SEARCHLIGHT CARBONS, \$30.00 PER CASE

(Clean—Dry—Perfect)

COMPLETE 60" SPERRY ARC LAMP \$55.00

MECHANISMS

(New—While They Last)

60" SEARCHLIGHTS \$375.00 each GENERATORS \$550.00 each

(All Spare Parts in Stock)

PUBLICITY SEARCHLIGHT CO.

38 West 52 Street Plaza 5-4980 New York 19, N. Y.

*Make Long Distant Calls Person-to-Person to Mr. Wendelen

HILLSBORO, OHIO, JULY 2 thru SUNDAY, JULY 8 ANNUAL 4th OF JULY CELEBRATION

NORTH FORK LAKE ON NORTH BEACH. OVER 100,000 PEOPLE WILL ATTEND THIS EVENT IN FIVE DAYS AND NIGHTS. BOAT RACES, FIREWORKS, ENTERTAINMENT DAY AND NIGHT.

Want Concessions of all kinds for this event. No exclusives. Must have deposits. Space is limited. Need Hanky Pank Agents and Ride Help, come on.

GRIGGS BROS.' SHOWS

Aberdeen, Ohio; all wires r/o Western Union, Maysville, Ky.

P.S.: Will book one more nice Kid Ride for this spot.

SUNSET AMUSEMENTS

PIPESTONE, MINN., JULY 2-3-4 CELEBRATION

One of the few 3-Day 4th Celebrations. Grandstand Shows and all. Can place Pitches, Parakeet, Glass, Lamp and Penny, also Hanky Panks and Ball Games. Will place Cookhouse or Eat Stands open. Photos and Long Range. Want Athletic Show, Arcade, Mechanical, Side Show, Lung or Blind Shows. Second Men who drive semi to start at \$40.00, more if capable.

South St. Paul, Minn., VFW Festival July 6, 7, 8 to follow, Monticello, Minn., Fiesta, new, June 29-30, and July 1; Pipestone, Minn., next.

MAMMOTH CELEBRATION, Cochran, Ga., July 2-7

SPONSORED BY JUNIOR CHAMBER OF COMMERCE
PEPPERS ALL STATE SHOWS

Want Agents, man and wife, wife to work Ball Game, man to work office Concessions. Want Agents for Coupon Shows, Ball Darts, Spinners, Milk Cans, Penny Pans, Cake Bottles. Also want Concessions, Ags & Scales, Short Range, Add-2m-Up-Darts, Hi-Kicker and Gum Jewelry.

All this week, Hawkinsville, Ga.

SESQUICENTENNIAL WEEK

JULY 9-14

MAIN STREET—HEART OF TOWN

WILLIAMSPORT, PA.

WANT LEGITIMATE CONCESSIONS AND PITCHMEN. NOVELTIES
SOLD, WANT MERRY-GO-ROUND AND FERRIS WHEEL.

All replies to MICKEY PERCELL, South Williamsport, Pa. Phone 34010

CARNIVAL

WANTED

FOR

ANNUAL WARREN

COUNTY FAIR

ROSEVILLE, ILLINOIS

AUGUST 7-10

Contact: J. C. BAGLEY

Box 366, Roseville, Illinois

Phone: 23, Days—or 328, Nights

WANTED

Wheel Foreman, top pay for top-notch man. Must drive. If you can stand better than good treatment and appreciate good equipment, this is the place. Want Concessions that work for stock. Best fair route. Big 4th of July around Courthouse Square, Pineville, Mo.

H. C. SWISHER

PARADA SHOWS

Coney, Kansas, until June 27; then

Pineville, Mo.

American Beauty Shows

WANT

First and Second Men on all Rides, must drive and have chauffeur's licenses. Can use High Striker & Basket Ball, also Long and Short Range Galleries.

REPLIES TO:

H. W. BARTHOLOMEW, MGR.

Camanche, Iowa

DYER'S LOTTA HOOEY

LADD, ILL., THIS WEEK;

AMBOY, ILL., NEXT WEEK

Want Second Men on Rides, Bingo Help, Hanky Pank Agents, Foreman for Kiddieland, Long Range, Basketball and other Concessions open. Funhouse or any clean Show open. Ellsworth McAtee with Gem City Shows wants Working Men for Scrambler, Space Chaser and Tractors. Contact per route.

SMITH AMUSEMENT PARK

Lawton, Okla. Want—Girl Show with two or more girls, with or without own outfit. Book Major Ride, Live Pony Ride. All kind of Hanky Panks. Agents—One Central Store and Park Store. Best location in the Southwest for Taitos Artist who can work and stand property. 20,000 soldiers, also new bronzes every few months. Work seven days a week.

ROLAND SMITH

3182 Gore Blvd., Lawton, Okla., Ph. 2481.

WANTED

Agents for Six Cats, Buckets and Hanky Panks on Bill Hames Shows, opening Brady, Tex., June 29, 15 Celebrations and Fairs.

JACK LITTLEFIELD

c/o Bill Hames Shows

Brady, Texas

AT LIBERTY

MAC'S COOKHOUSE

Can job at once. Following people get in touch: Bob Roberts, Harlin Scherwathorn, William Hill. No distant calls or wires.

Arthur H. McInyre

305 Baker St., Winchester, Va.

WANT WANT WANT

For 10 weeks, Concessions of all kind, played the best route on Long Island. Want Balloon Darts, Parakeet Pitch, Balloon Pitch, Glass Pitch, Cork Gallery, Cake Bottles, String Game, Hoop-La, Bowling Alley, Novelties or what have you.

Side Help Wanted—Foreman and Second Man; top wages; prefer drivers.
FOR SALE FOR SALE FOR SALE
New Concession Trailers, size 8 ft. by 18 ft. Ready to go, priced at \$725; cost a lot more. First come, first served. Photo sent on request. They can be drawn by any small car as they are built very light. All replies to

PRUDENT'S AMUSEMENT SHOWS

124 Cedar Ave., Patchogue, L. I., N. Y. Phone Grover 3-0318

DEL FLORE AMUSEMENTS

Want for Irwin, Pa., Mammoth Fourth of July Celebration, July 2-7; Carbon, Pa., July 9-14; Chippewa Township Fair, Beaver Falls, Pa., July 16-21; then Connellsville, Pa., Sesquicentennial and Western Pennsylvania Firemen's Fair, Aug. 10-18

Concessions of all kinds. No mitt camps.

This week Youngwood, Pa.

STAR AMUSEMENT COMPANY

Wants for the largest July 4th Celebration in State of Arkansas at Portia, Ark., 30,000 attendance, and for balance of season with Celebrations and Fairs to follow

Stock Concessions of all kinds, Ball Racks. Ride Help in all departments who can drive semi. Pay day every week. Nice 3-1p-1 or 10-1p-1, or any Show not conflicting with Athletic or Snake Show.

Write, wire or phone B. E. MILLER, Mgr.

OSCEOLA, ARKANSAS, THIS WEEK.

ASHVILLE, OHIO, JULY 2-3-4

ANNUAL FOURTH OF JULY CELEBRATION

Parades, Fireworks, Free Acts, Dances and Entertainment Every Day.

MIDLAND, PA., GOLDEN JUBILEE, JULY 2-7

WANT CONCESSIONS, SHOWS AND RIDE HELP

NOLAN AMUSEMENT CO.

Whitehall, Ohio, this week. Phone DO-3073.

OAKLAND, MD., BIG FIREMEN'S CELEBRATION

JULY 2 TO 7

Want Ball Game, Fish-Till-You-Win, Fish Pond, Hi Striker, Swinger, Buckets, Hoop-La, Basket Ball, Snow Cone, French Fries, Photos, Balloon Dart, Penny Arcade. Want Snake Show, Monkey Show, White Girl Show, Side Show, Wildlife, Chairplane Foreman, Spitfire Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks, Truck Mechanic. Marty Ashley wants Grind Store Agents and Six Cats Agents. Beamon Yancey wants Count Store Agents. All replies to

GEORGE CLYDE SMITH SHOWS

Frostburg, Maryland, this week; Oakland, Maryland, next week.

WANT—FIDLER SHOWS—WANT

HANKY PANK CONCESSIONS OF ALL KINDS

RIDE HELP: Ferris Wheel foreman, other Ride Help. Must drive semi. Address: Auburn, Ill., this week; 4th Celebration, City Park, Princeton, Ill. followed by Atlanta, Ill., Annual Homecoming, and Princeton, Ill., Celebration in downtown City Park.

SHORTER'S GREATER SHOWS

WANT FOR WISCONSIN'S BIGGEST 2, 3 & 4 OF JULY CELEBRATION.

ON THE STREETS, STRUM, WIS.

Papernon, Carmel Corn, Moo-Corn, Jewelry, Novelties, Bird Pitch, Hanky Panks of all kinds, Swozy Allen, snowier. Also Agents. Will book Girl Show, see me at top. Colonel Middleton, still waiting, call me. Will hire Truck Drivers and give bonus. Summer Festival at Trempealeau, Wisconsin, June 29, 30 and July 1; Strum, Wisconsin, July 2, 3 and 4.

Call Manager, Shorter Greater Shows

WANTED

Reliable, sober Ferris Wheel Foreman, immediately. Excellent salary. Contact

MRS. W. A. SCHAFER

130 West 9 Street, Dallas, Texas, or Phone WH 2-4202.

Can place you immediately for fairs starting July 4th.

AMUSEMENT CORPORATION OF AMERICA

OLSON SHOWS

"THE WORLD'S GREATEST MIDWAY"

CAN PLACE

STARTING ANDERSON, IND., FREE FAIR, JULY 2

Legitimate Concessions, Including Balloon Darts, Duck Pond, Basketball, Cake Battles, Photo Gallery and any other Honky Punks of merit.

Fort Wayne, Ind., Fair; South Bend, Ind.; Milwaukee (Wis.) Lakefront; Northern Wisconsin District Fair, Chippewa Falls, Wis., and the Big Illinois, Iowa, Kentucky and Alabama State Fairs; Chattanooga, Tenn.; Montgomery, Ala., and Beaumont, Tex. Preference to all who join early.

Contact PAUL OLSON, General Manager, Toledo, Ohio, this week

(Jack (Ray) Frost, get in touch with Jimmie Chavonne at once.)

10 BIG DAYS

Including 2 Saturdays, 2 Sundays and 4th of July. Gigantic Fireworks Display. Washington Park School Grounds, Peru, Illinois. Dates, June 30-July 8. Auspices of American Legion.

Want Concessions: Photo, Jewelry, Glass Pitch, Hoop-La, Ball Game, Bumper, Fish Pond and any Honky Punks. No Flat or Mitt Camps. Due to illness Popcorn, Cotton Candy, Ice Cones open. Concession privilege, \$50.

Can use Fun House or clean Side Show.

Can use Ride Help, First and Second Man on all Rides. Dwight Bazinet, contact me.

FRED A. POTENZA

741 N. Walcott Ave., Chicago 22, Ill. Phone evenings only—Haymarket 1-4121.

T. J. TIDWELL SHOW

Wants for LYNDON, KAN., 4TH OF JULY CELEBRATION and 12 Kansas, Oklahoma and Texas Fairs, plus best cotton territory in Texas

Concessions of all kinds—Photo, Lead, Fishpond, Bumper, Will book Bingo, Derby, Diggers, Need Monkey Show. Have top and banners or use yours. Shows of all kinds. What have you? Will book or buy Funhouse if reasonable. Eddie Lynch wants Agents.

All answer

T. J. TIDWELL—TIDWELL SHOW

Pawhuska, Oklahoma, June 25-30.

WANT—BIG TEN AMUSEMENTS—WANT

FOR J. C. 10TH ANNUAL JULY 4TH CELEBRATION, LA PORTE, IND.

Big Parade, 60 Floats, 20 Bands, Fireworks and Free Acts every night. Free admission to grounds and grand stand. To be held on fair grounds in downtown La Porte.

RIDES: Will book Merry-Go-Round and major Rides of all types for this spot. Should be a big spot for Rides.

CONCESSIONS: Will book Cook House, Eat and Drink Stands and all types of Honky Punks. What have you?

SHOWS: Want Fun House, Glass House, Monkey Show, Motordrome, Snake Show, Side Show and Illusion Show.

Contact JIM DAVIS

COOPER MOTEL, TUSCOLA, ILL. (Phone: 619 or 580)

SPRING MILL FAIR

CONSHOHOCKEN, PA.

8 BIG NIGHTS—JULY 6-14—FREE GATE

Advance ticket sales assure you of people. Want Family Type Shows, Skill Games for merchandise and straight sales. All replies

All replies MORRIS HANNUM

934 Murdock Road (Phone: Philadelphia-Chestnut Hill 7-8176) Philadelphia, Pa.

OLSON SHOWS

MAPLE WILLIAMS

OLSON SHOWS

NEEDS AGENTS AND HELP ON FOLLOWING CONCESSIONS:

Barkets, Bat-a-Ball, Roll-a-Pin, Balloon, Cake Tip-Over, Slum Blower and Hurky-Buck. Agents who have been with me before, get in touch at once. We have the best route in the country coming up—a few more still spots and then Milwaukee on the lake front, followed by a solid route of large fairs and five State Fairs. If you can stand to make money and can cut it, contact me at once here at Toledo, Ohio, this week; Anderson, Ind., Big Fourth of July Celebration, July 2-7.

JACK ROYAL'S AMUSEMENTS

Want for Big Fourth of July Celebration—Bettles Academy, Augusta, Georgia. Concessions of all kinds except Popcorn and Apples, Eat, Photos, Hinky Parks and Jewelry. Want well-trained Colored Girl Show with three or more Girls or Minstrel. This is the oldest Fourth of July Celebration in the South. Need Ride Help that drive. James Chocolate Candy, get in touch. Need reliable party to take complete charge of Grab; only one on midway.

All replies to Charleston Heights, S. C., this week; Augusta, Ga., next week.

HELP - - - HELP - - - HELP

DICK PALMER

Wants Ticket Sellers, Talkers, Grinders for Single-O Girl Show, Rescue and Geek Shows.

FRANK SPIENA

Wants Agents for Park Shows, Count Shows, also Bucket Shows. Write, wire or call all replies to TIVOLI EXPO SHOWS, Lexington, Ill., this week; Rushville, Ill., next week.

COLORED SKY BEAMS? WELL, MAYBE IN '57

NEW YORK—The strong possibility of dependable colored-beam searchlights being used for bally purposes by traveling shows next year was brought out this week by George Wendelken, whose Publicity Searchlight Company is a leading provider of lights, carbons and parts.

Difficulty to date in developing colored beams to stab the dark skies has been the terrific heat generated by the burning carbons, which has been enough to crack and discolor lenses.

Wendelken said a specialist has developed a lens with promising qualities, which will probably be good enough to offer for sale next year. Colors will be amber and pale blue, since deep colors like greens and reds hold back so much light that the beam drops to nothingness before going very high. "Follow the gold beam" or similar slogans would likely prove a stimulating force at front gates, he added.

For the last several weeks Wendelken has been trying legally to force the city to rescind its ban against his lights. The ban is not a written one, but there has been no permit issued for nearly two years. There was no trouble when Police Commissioner George Monaghan was in office, but present Commissioner Kennedy apparently has a different attitude than his predecessor.

Wendelken sought to bring the commissioner into court recently

for one date, but the city obtained enough adjournments to pass by the contracted date, with no decision being handed down. Now the lights have been asked for the opening next week of the film, "The King and I." A decision was promised for Tuesday (26) and an okay, it is hoped, will offer precedent for additional use of the lights within city limits.

MIGHTY INTERSTATE SHOWS LAST CALL

For Mammoth Fourth of July Celebration, Galax, Virginia. Firemen's 23d Annual Celebration, Bands, Floats, Parades, Clowns, Free Acts daily, Irish Horan's Hell Drivers.

SHOWS—Any worthwhile Grind Shows or Family Shows. Girl Shows with own equipment. Tommy Stewart wants Man to help up and down Motorcycles, Sell Tickets and Drive Truck. James Beach wants Working Acts for Side Show. RIDES—Will buy, book or lease Octopus, Spillfire, Rotoplane, Rockplane or any Flat Ride not conflicting. Will also book any Kiddie Rides not conflicting. RIDE HELP—Foreman for Wheel, Merry-Go-Round, Chair-a-Plane, Second Men on all known GM Diesel Plants; references required. Must drive semi. CONCESSIONS—All Legitimate Merchandise Concessions open. Good opening for Monogrammed Hats, Hi-Striker, Auction, Frozen Custard, up to date Cookhouse, Foot Long Hot Dogs, Pronto Pops, Root Beer, Ice Cream, Bear Pitches, Parakeet Pitches, Glam Pitches, Novelties. Want Bingo to join week of July 9 and balance of season.

Replies to: H. B. ROSEN
Care Western Union, Bristol, Virginia

RAINIER SHOWS

WANT FOR FOLLOWING ROUTE OF CELEBRATIONS AND FAIRS

RIDES—SHOWS—CONCESSIONS—NOT CONFLICTING

Sedra Woolley, Wash., June 28 thru July 4, Auburn Days; Lake City Pioneer Days; Seattle Sea Fair Mardi Gras (All Washington); St. Helens, Oregon, Fair; Vancouver, Wash., Fair; Oregon State Fair, Salem, Oregon; Lane County Fair, Eugene, Oregon. Want Cook House, Pitch-Til-You-Win, String Game, Derby, Hi-Striker, Parakeet, Fish Pond, Add Pins, Add Darts, or any Honky Punks not conflicting. Can also place Six Cal Agents.

Those joining now will be given preference at State Fair, Salem, Oregon.

Write or wire: K. R. "ANDY" ANDERSON
Sedra Woolley, Wash., June 28 thru July 4

WANTED

Rides and other Attractions for Richmond Sesquicentennial, week of August 5.

ROBERT C. KING, P. O. Box 235, Richmond, Indiana

FUN FAIR SHOWS

Sylvania, Ohio, Firemen's Celebration, Opening Thursday, June 28-July 1.

Want Swinger, Foot-the-Spot, Tin-Em-Up-Coke. Must work for Stock and follow orders. Glass Pitch, Bear Pitch, Fat Pitch. Sell exclusive on Ice. No Ride Help or Ride Solicitors needed.

Want Snake Show, Girl Show and Grind Shows.

All replies to CHARLES G. or M. ROBERT STAPLETON

Sylvania, Ohio; Mt. Pleasant, Mich., July 2, 4 & 5

NOTE—Michigan Committee, we have some open time in August and September.

CHEROKEE AMUSEMENT COMPANY

Wants for July 4, Pittsburg, Kansas, and all celebrations and fairs to follow: CONCESSIONS: Cookhouse, Novelties, Scales, Cork Gallery, Ice Cream, String Game, Hoop-La, Hit and Miss, and Basketball Game, Watch-La, Heart Pitch, Phone or wire

G. W. MAHAFFEY, Ottawa, Kansas

WANTED

LOCATION FOR HOT ROD AUTO RIDE

HOT RODS, INC.

220 West 42nd Street, New York 36, N. Y. Oxford 5-3094

FLOYD O. KILE SHOWS

WANT AT ONCE

Hi and Caterpillar, Foremen and Second Men, Man for 2 Kid Rides, salary no object if you are first class. No drinkers or tourists, please. James Perry, can place you. Real Ride Men come on, First or Second, Truck Drivers, etc. Want neat Cookhouse for season. Stock Concessions of all kind. Jewelry, Cake, Novelty, Pitches, Cats, and Barkets for stock only. Barkets of all kind. We play two 4th's—Licking, Mo., and Eminence, Mo., then Annual Dairy Fair, Cabool, Mo., and all Fairs till November. Get on the wagon, we are ready to roll. All replies to Floyd O. Kile, Mgr., Rayville, La., till 30th, then Licking, Mo., till July 7.

LINTON, IND., 4TH OF JULY CELEBRATION

Can place a few clean legitimate Concessions. Space is limited. Will sell X on Custard, Want Age & Seals, Striker, Dip Ice Cream, Bottle Up, Six Cal, etc. Want Ride Men in all departments. Must have license and drive semi. Will place Girl Show for Linton only, must be Dasher. Will place Drume, Fun House, Snake, Fat or Illusion Show. Will book one major Ride not conflicting. All replies to

ERNIE ALLEN

Spencer, Ind., this week.

Shop Center For Show Lot

NEW BRITAIN, Conn.—A shopping center is planned for a 10-acre lot off Stanley Street, used for numerous circus and carnival sites in the past. The area was known as the old Vibberts lot.

Milt Hinckle's Texas Rangers Rodeo will be at Louisville June 30 and July 1 and at Cayuga, Ind., July 3-4. He writes that the show is headed for Michigan.

From Hunt Bros. Circus, Ray Bickford reports that Capt. David Hoover was scratched by a lion when he slipped on rocky ground.

Eddie Arvida is using devil wardrobe in his single trapeze act.

George Foster is assisting Capt. Roy Bush with the Hunt bulls. . . . Bob Stanley's wire act is the finale on Hunt.

STARLIGHT SHOWS

Want sober, reliable Wheel and Jenny Foreman who drive. Good salary to men who can produce. No drunks. Can use Second Men. Concessions for July 4th, Logan, Iowa—30,000 people last year.

Wilbur, Neb., June 25-30.

WILL LEASE TWO MAJOR RIDES AND A SKY FIGHTER KIDDY RIDE TO PARK, BEACH OR KIDDLAND
Box ST. L-40, Billboard, 390 Arcade St. Louis, Mo.

WANTED

Honky Punks that do not conflict for BIG-FOURTH OF JULY CELEBRATION
LOVELAND, OHIO

and all celebrations to follow. Must be strictly legitimate. No flats, Gypsies or racket wanted.
LEE RECHT AMUSEMENTS
Poplar & Dalton Sts. Cincinnati, O.
Permanent address
P. O. BOX 72 Mt. Healthy, Ohio

WANT AGENTS

12 Solid Weeks Fairs and Celebrations. Opening July 4, Pinaville, Mo. Six Cats, Buckets, Saddle, Bee Hive, Nickel Pitch, Roll-A-Ball, Cake Bottles, Cal Barks, 8 Milk Bottles. Work for stock in Missouri.
Forrest C. Swisher
PARADE SHOWS
Canev, Kansas, until June 27, then Pineville, Mo.

STOCK TICKETS

1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 34.00
100 Rolls 64.00
ROLLS 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

TICKETS

of every description
Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
Toledo 13, Ohio

SPECIAL PRINTED

Cash With Order Price
Machine
2,000 \$ 4.90
4,000 7.80
6,000 8.75
8,000 9.60
10,000 10.50
15,000 15.25
100,000 32.00
250,000 112.00
1,000,000 250.00

Double coupons, available price

GEM CITY SHOWS INC.

FEATURING ORG. GLEM
MIDWAY AMUSEMENTS

Want for French Lick, Ind., Annual 4th of July Celebration, July 2-7. 10 communities participating. Parades, Bands, Fireworks and Free Acts. A top money spot

RIDES Want complete set of Kid Rides. Will also book additional Major Rides of any kind. Especially want Merry-Go-Round.

SHOWS Want Fun House, Glass House, Monkey Show, Matrodrome, Snake Show and Illusion Show

CONCESSIONS Will book legitimate Concessions of all types.

Contact: **THOMAS D. HICKEY** or **SAM GRECO**

Phone or mail: **IRVING PARK, TUCUMCA, ILL.**, or care of Western Union, TUCUMCA, ILL.

WILLIAM T. COLLINS SHOWS

WANT FOREMEN

For Round-Up, Dodgem and Roll-o-Plane. Must be able to take complete charge of these Rides. Salary, \$60.00 a week and 2% of gross. Also want Second Men on all Rides, must be licensed semi drivers, \$50.00 a week.

Can place Grind Shows of Merit. Also want to book Motor Drome.

Contact: **WILLIAM T. COLLINS, Mgr.**
Fargo, N. D., thru June 30; then all fairs until Nov. 1

PENN PREMIER SHOWS

worlds • cleanest • midway

BIG 4TH OF JULY CELEBRATION, FIREWORKS, FREE ACTS, SPECIAL EVENTS, LIMA, OHIO

CONCESSIONS: Can place Jewelry, Novelties, French Fries, Derby Races, Fish Pond, Fear Pitch or any other legitimate Concessions.

SHOWS: Can place good Wildlife, real territory. Irene Burton, call me. Wax Show, Monkey Circus with Acts. We have complete outfit. IR. E. Leonard, contact me at once. Colonel Jeffries can place Ticket Sellers and Acts for Side Show.

AGENTS: Charlie Allen wants Six Cat Agents and Gunner, also Punk Rack Agents.

HELP: Can place at once, Foreman for Octopus and good Wheel Man. Also place Second Men on all Rides who drive semis. Drunks and agitators not wanted.

All phone calls to **HARRY (BUSTER) WESTBROOK, Bus. Mgr.**
Highway Motel
Marion, Ohio

All mail and wires to **LLOYD D. SERFASS, Gen. Mgr.**
Penn Premier Shows
Marion, Ohio

JOE SCIORTINO

WANTS

TALKER FOR COLORED REVUE

This Show will play some of the nation's biggest dates, including Michigan State Fair.

IF YOU DRINK, DON'T ANSWER

CANDY PITCHMEN, state experience. TICKET SELLERS, experienced on shows. GIRLS for Girl Show and Posing Show. Wardrobe and transportation furnished. Top salaries paid. All answer

JOE SCIORTINO

General Delivery or wire Western Union, Gary, Ind., this week; Hoopston, Ill., next week.

BIG CITY SHOWS

WANT FOR

CLARE, MICH., JUNE 25-30; THEN THE BIG BONA FIDE 4TH OF JULY CELEBRATION, LAKE CITY, MICH., with a good route to follow.

Hanky Punks of all kinds. Will give Exclusive on Popcorn, Floss, Candy Apples, also 50 Down Grab and Photos. No Flats or NIH Camp, please. Agents for Hanky Punks, Age, Scale, Buckets, Swinger, Six-Cats, Coke Bottle, BIDE HELP—First and Second Men on Merry-Go-Round, Ferris Wheel and Help on other Rides. Will book set of Kidline Rides, also Live Ponies.

All answer **JIMMY ACKLEY, Business Mgr.**

MIAMI VALLEY AMUSEMENTS

Want good Grab, Hanky Punks of all kinds, Scales, Mug Outfit, Short Range, Popcorn, Siring Game, Duck Pond, Bear Pitch, Glass Pitch, Ball Games, Snake Show, Blinded Show or any Grind Show with own outfit for committee money only. No Girl Show.

Want Second Men with license who can drive. Pan Game Agents: P.C. works here. This show carries 6 Rides. Ronald Lee Campbell, call me at once, collect, at Bremen's Shopping Center, Dayton, Ohio, June 25-26, 4th of July (one day only), Payne, Ohio; Waterloo, Ind., Centennial, July 2, 4 and 7. Then Rockford, Ohio, Street Fair. Will send Fair route to interested parties.

WANT FOR HOOPESTON, ILL.

ONE OF THE LARGEST 4TH OF JULYS IN THE MIDWEST RIDES, SHOWS and CONCESSIONS

New playing East Gary, Ind. All replies to

PAUL MILLER

Phone Maress 4-5551, Indianapolis, Ind. or wire East Gary, c/o Western Union.

TIVOLI EXPOSITION SHOWS

Want for 18 bona fide Celebrations and Fairs starting now until Nov. 1.

CONCESSIONS: Can place Fish Ponds, Balloon Darts, Pitch-Till-You-Win, Long and Short Range Galleries, Penny Arcade, Ball Games, Siring Games, Coke Bottles, or what have you?

WANT TO BOOK ONE MAJOR RIDE SUCH AS ROCK-O-PLANE, SPITFIRE OR ANY RIDE NOT CONFLICTING.

H. V. PETERSEN

Jubilee Celebration, Lexington, Ill., this week; Rothville, Ill., Fair, July 1 thru 4.

KLEIN AMUSEMENT CO.

Can place a few more legitimate Concessions—all have Exclusive: Photo, Short Range, small Crab, Apples, Scales, Novelties. Want two more Agents for legitimate Concessions. Want Fun House, Mechanical Shows.

Algonia, Iowa, June 24-27-28; La Sueur, Minn., June 29-July 2.

RIDE HELP WANTED

Come on in. What Foremen for new Octopus and Wheel. Second Men on all Rides. No would-be big shots or drunks wanted.

Concessions for July 4-8 at Shelbyville, Ill. Wires only.

IDEAL RIDES

3701 Frankfort Ave., Louisville, Ky.

WANT

Foreman for Whip, \$100.00 per week. Also Foreman for Fly-o-Plane and Caterpillar, \$75.00 per week and percentage. Must drive semi trucks. Also want Second Men and Mechanic who can move a fleet. Can place Funhouse Operator.

All wire

FAMOUS AMERICAN SHOWS

CENTRE, ALABAMA

AGENTS WANTED

For Buckets, Bee Hive, Coke Bottles, One-Ball Bottles and other Hankies. All Fairs until mid-November starting Griggsville, Ill., Fair, June 28-July 4; Elmora, Ill., Fair, July 5-10; then as per route.

JOE STEVENS & CHARLIE ELDER

c/o Schaefer's Just for Fun Shows

WANT

Concessions and Ride Help for new and balance of season. Albuquerque, 250th Anniversary Celebration, July 4-14. Location fronting on two main streets.

SOUTHWEST AMUSEMENTS

William T. Tucker, 2413 Fransen Rd., Albuquerque, New Mexico

PAUL H. MILLER

WANTS AGENTS

For Pin Store, Buckets, Parakeet Pitch, Push-Up Coke, and Hanky Punks of all kinds. Clayton Klandrud and Forest Donovan, contact.

DON'T BE MISLED—

We play 18 fairs, starting at Wapello, Iowa, July 15. Address: Care

AMERICAN BEAUTY SHOWS

Camanche, Iowa, this week; Ottumwa, Iowa, July 2-7.

STANDARD SHOWS

Want for 2 Big Celebrations—Lander, Wyoming, June 29-July 4; Laramie, Wyoming, July 6-11. Both on street

We have Bings, Bird Pitch, Glass Pitch, Balloon Darts, Jewelry, Scales, Diggers and some more. All others open. Come on. Don't need any Ride Men. White Dixon wants one Count and one Peak Store Agent. Only three Stores on Show. Can place Monkey and Snake Show. Have Girl Shows and Athletic Show.

Manager, STANDARD SHOWS

As per route.

WANT

CARNIVAL OR INDEPENDENT RIDES & CONCESSIONS

For June 30 and July 1

Near Detroit. Conjunction with Rodeo already booked.

Call **Wm. P. Hall**

Woodward 1-0309 or Prescott 5-5154, Detroit, Michigan.

TENNESSEE VALLEY AMUSEMENTS

49TH ANNUAL JULY 4TH CELEBRATION

Red Belling Springs, Tenn.

Want Hanky Punks of all kinds; reasonable privileges. Capable Ride Help. Six Cats Gunner and Ball Boys.

THEO. MEADOWS or KIRK DECKER

Knoxville, Ky.

WANTED

Ferris Wheel and two or four other Rides for LABOR DAY weekend—four days.

E. DON BULLIAN

Phone: GR 48748 Greenbelt, Maryland

JIMMIE CHANOS SHOWS

Want for Fairborn, Ohio, Fourth of July Celebration, July 3-7; Winchester, Ind., American Legion Celebration, and Spencerville, Ohio, Firemen's Celebration, on the streets, to follow.

Want legitimate Concessions of all kinds: Balloon Darts, Pitch-Till-You-Win, Fish Pond, Siring Game, Hoop-La, Popcorn, Crocker Jack, Candy Apples and Candy Floss. Want Help for Flying Scouter, Second Man on Wheel or any other sober and reliable Help. Must drive semis. Want Shows for Portland, Ind., and Kendallville, Ind., Fairs for committee money only. All replies to

JIMMIE CHANOS

Red Key, Ind., this week.

WANT! DOBSON'S UNITED SHOWS WANT!

For 17 Established Fairs, Celebrations and Centennials

CONCESSIONS: Cork Gallery, Add-'Em-Up Dart, Hi-Striker, Sno-Cone, Cat Rock, Watch-La, Heart Pitch, Fish Bowl, Parakeet, Tile or Can. **NO MITT CAMPS, FLATS OR F.C.**

WANTED: Penny Arcade, Animal or Monkey Show.

RIDE HELP: On all Rides, must have chauffeur's license and drive semi. If you drink and chase, stay away.

LUMBER JACK DAYS—Stratford, Wis., June 29-30 July 1;
Then WISCONSIN RAPIDS BIG 4TH, July 2-3-4.

P.S.: Cook House Help, contact Curley Rose.

JAMES E. STRATES SHOWS

AMERICA'S BEST MIDWAY

WANT **WANT** **WANT**

SCRAMBLER, Comet, 2nd Cook for cafeteria style Cookhouse, Specialty or Sister Team for Revue, Colored Performers, Line Girls, Musicians for Ebony Revue. Can place Wildlife and other capable Shows for our Fair Route starting July 30 thru Nov. 3. Can use 2 Boss Canvasmen, Ride Help, Ride Foremen, Tractor and Mule Drivers. Greatest Fair Route in East.

All replies to **JAMES E. STRATES, General Mgr.,** or **L. HARVEY CANN, Mgr.**

This week, June 25-30, Schenectady, N. Y.; followed by Mammoth Combined Dominion Day and Fourth of July Celebration, July 2-7, Plattsburg, N. Y.

BILL HAMES SHOWS

WANT **WANT** **WANT**

Can place capable Ride Help on all Rides. Top salary. Will book a few more Legitimate Concessions not conflicting. Will book Side Show and Grind Shows of all kinds. Snippy Kolb wants Waiters for Cookhouse, also Grab Stand Help.

Want to Buy—Fun House and Allan Herschell Sky Fighter.

ADDRESS: Fort Worth, Texas, Until June 28 (Phone: Wayside 3-8911 or Terminal 8-6649); then Brady, Texas, June 29 thru July 4.

Want for Stearns, Ky., Big 4th of July Celebration

BINGO AND HIGH ACT FOR BALANCE OF SEASON

Can also use Stock Concessions

Any Grind Shows with own equipment except Girl.

All wire

J. L. KEEF, CAPITAL CITY SHOWS

Williamsburg, Ky.

FRAMES GREATER SHOWS

Shinglehouse, Pa., Centennial, July 2-7; Parade every day, Cars given away. Followed by Oil City, Pa.; Warren, Pa.; then all Fairs.

Want Hanky Punks of all kinds, Cookhouse, Ice Cream, Novelties, Glass in Pottery Pitch, Long Range, Hi-Striker, Live Duck, Pan Game.

Want Ride Help who drive, uniforms furnished; Mechanic wanted.

HARRY FRAME

This week Smithport, Pa.

FUNLAND SHOWS

Marshfield, Mo., Annual July 4 Celebration—30,000 people last year.

Slim Stout not connected here.

Want Cookhouse Help, also Help to up and down Concessions. Will book any Hanky Punks; Side Show People for 20x30, 20x30 and 20x40 top. Ride Help on Wheel, Tilt, Jerry, Mixup, four Kid Rides; semi drivers preferred. Agents for Buckets, Six Cats, Swinger, Ball Games, Fishpond or any type of Concessions. Vera, Jim, Chucky, Jean or all People who have been with me, come on. Be with Show on or before July 2.

Phone: 6-7720 3005 W. 66th St. Springfield, Missouri

WANT FOR 16 FAIRS

Novelties, Photos, Bumper, Glass Pitch, etc. Also Live Ponies and Kid Rides. All Shows except Girl and Animal. Want Spitfire and other Ride Foremen. Salary, bonus, percentage, plus \$22.00 per week unemployment insurance. Want two Pin Store Agents. Tea Pool Dealers, Funhouse and Fruit Gate Men.

F. C. BOGLE SHOWS

Ozarkville, Kansas, till Thursday, June 28; Manhattan, Kansas, June 30-July 7; Soldiers' Mayday, P.S.—Glenn Soglin, Cretus Johnson, Larry Johnson Dupew, Clyde Warren, Spitfire Paul, call Luther Nichols collect at once.

HELP ON ALL RIDES

Contact

TOM THORNER

c/o O'Neil Amusement Co.,
Maple Lake, Minn., June 26-
July 1; Powderhorn Pk., Min-
neapolis, Minn., July 2-4;
Onalaska, Wis., July 5-8.

HELP ON ALL RIDES

Contact

CARL COOPER

Dobson United Shows, Strat-
ford, Wis., June 29-July 1;
Wisconsin Rapids, Wis., July
1-4; Prairie Farm, Wis., July
6-8. P. S.: Need Cook House
Help.

**Blue Ribbon
PARAKEETS****BREEDERS—BABIES**

Priced for Concessions.

Write, wire, phone

**BLUE RIBBON
PARAKEET FARM**

2814 Adams St. Hollywood, Fla.
Phone 27412

**HELEN GOLDEN
WANTS**

For Side Show, fast working Mental Art,
Tattoo Artist, Sword Swallower, Fire
Art, Capable Side Show Help.

Care Rainier Shows, Sedro Woolley,
Washington, June 29 to July 4, then per
route.

**BORDER LAND SHOW
WANTS**

Dart, Balloon, String Game, Bumper,
Short Range or any Concession not con-
flicting. No flats. Need Agents for
Bear Pitch, Grab Stand and Coke Bot-
tles. Boots Roberts, call me. Tex Scrib-
ner wants Man to take Kid Rides; must
drive.

HOWARD PEARSON

Elmira, New Mexico, June 25-30.

EXHIBIT DIRECTOR

Experienced Sales and Set-Up Trade.
Industrial, Home Shows, etc. Must be
good deal. Available July 1. Write

BOX D-217

The Billboard
2148 Patterson St., Cincinnati 22, Ohio

MANAGER OF CONCESSIONS

Refreshments, Programs, etc. Available
balance summer and fall. Reliable, ex-
perience on large operations. Write

BOX D-217

Care of Billboard
2148 Patterson St., Cincinnati 22, Ohio

AGENTS WANTED

For Count Store, Pin Store and Hunky
Punks. We play two spots a week. Only
two Outfits on Show.

JACK ODELL

LEE UNITED SHOWS
Saranac, Mich., June 26-30; Mecosta,
Mich., July 2-4.

July 3 & 4 & 7 Fairs

Want Concessions, Bingo and Grab,
Help on Wheel and Mixup. Want Kid
Rides, any Show or Funhouse. Best
route in years.

Dickson United Shows
This week Tishomingo, Okla.

FOR SALE

New top and frame, in air twice, 10x12,
blue canvas. Black Shooting Gallery,
new guns, new flash. Sell together or
separate. One 8x8 top and frame, 5 ft.
wings. Beautiful straight spindle,
slim jewelry, etc. Sudden death, Hexon-
able.

Mrs. Ruth Frederiksen
1584 Ambs Dr. Gills Lake, Jackson,
Michigan. Phone State 3-9122

Piggyback Operations

• Continued from page 76

NORTHERN PACIFIC

Service—RR's trailer-loads at truck-competitive rates.
Cars—40 53-foot flat cars.
Terminals—From Minneapolis-St. Paul to Duluth-Superior,
 Fargo; Seattle, Portland, Tacoma, others.
Interchange—Southern Pacific.

PENNSYLVANIA

Service—RR's trailer-loads at truck-competitive rates; trailers
of common-carrier truck lines at per-trailer rate.
Cars—500 75-foot flat cars; 90 50-foot flats.
Terminals—North Western, Santa Fe, Norfolk & Western.

READING

Service—RR's trailer-loads at truck-competitive rates.
Cars—35 47-foot flat cars.
Terminals—Philadelphia, Reading, others.
Interchange—With Western Maryland; with North Western.

ST. LOUIS & SAN FRANCISCO

Service—Common-carrier truck freight from subsidiary com-
pany.
Cars—35 42-foot flats.
Terminals—St. Louis, Dallas, Fort Worth, Kansas City,
Tulsa, Oklahoma City.
Interchange—Nickel Plate, Wabash.

ST. LOUIS SOUTHWESTERN

Services—RR's trailer-loads at truck-competitive rates.
Cars—60 42-foot flats.
Terminals—St. Louis to Arkansas, Louisiana and Texas
points.
Interchange—Southern Pacific, Nickel Plate.

SANTE FE

Service—RR's trailer-loads at truck-competitive rates.
Cars—48 53½-foot flats and 10 60-foot flats.
Terminals—Chicago to Kansas City, Denver, Hutchinson,
Dodge City, Oklahoma City, other points in Kansas, Colorado,
Oklahoma, Texas; San Francisco to Los Angeles, San Diego,
El Paso, points in Arizona and New Mexico.
Interchange—At Stockton, Calif., with Western Pacific and
Great Northern; at Kansas City with Wabash, at Chicago with
several Eastern roads.

SOO LINE

Service—RR's trailer-loads at truck-competitive rates.
Cars—4 53-foot flat cars.
Terminals—Minneapolis-St. Paul to Neenah-Menasha-App-
leton, Wis.

SOUTHERN PACIFIC

Service—RR's trailer-loads at truck-competitive rates.
Cars—193 53-foot flat cars; 58 41-foot flats; 250 on order.
Terminals—Portland, West Coast, Southwest, Texas.
Interchange—With Northern Pacific, Union Pacific, Frisco,
Great Northern, Cotton Belt.

TEXAS & NEW ORLEANS

Service—RR's trailer-loads at truck-competitive rates; com-
mon-carrier freight of subsidiary truck line.
Cars—17 53-foot flats; 40-foot flats.
Terminals—In Texas and Louisiana.
Interchange—With Southern Pacific, others.

TEXAS & PACIFIC

Service—Trailers of private trucker.
Cars—3 flat cars.
Terminals—Fort Worth, Odessa, Texas.

UNION PACIFIC

Service—RR's trailer-loads at truck-competitive rates; trailers
of private trucker.
Cars—42 and 52-foot flats.
Terminals—California cities, Utah, Idaho, Oregon, Wyom-
ing, also Omaha-Kearney, Neb.
Interchange—With Southern Pacific, North Western, Wa-
bash.

WABASH

Service—RR's trailer-loads at truck-competitive rates.
Cars—70 53-foot flats; 20 75-foot flats.
Terminals—Eight cities, including Chicago, Kansas City,
St. Louis, others.
Interchange—With nine roads, including Union Pacific,
Santa Fe, Lackawanna, Lehigh, Frisco, MKT, Cotton Belt,
T&NO.

WESTERN MARYLAND

Service—RR's trailer-loads at truck-competitive rates.
Cars—17 53-foot flats.
Terminals—Baltimore and other points in Maryland and
Pennsylvania.
Interchange—With Reading, Nickel Plate, North Western,
Union Pacific, Santa Fe.

WESTERN PACIFIC

Service—RR's trailer-loads at truck-competitive rates.
Cars—10 56-foot flats.
Terminals—San Francisco, Oakland, San Jose, Stockton,
Sacramento, others.
Interchange—With Great Northern, Santa Fe.

Bright Spots

• Continued from page 83

setbacks of weather and mishaps, the latter including an opening week blowdown in Columbia, S. C., a Girl Show fire in Bristol, Pa., and severe damage to the Caterpillar in a highway accident. A couple of thousand dollars had been spent refurbishing the unit and it reportedly is beyond salva-
tion.

On Long Island the show looks impressively clean and smartly or-
ganized. For fairs it is expected the ride line-up will grow to over two dozen, including a Scrambler, and additions will also include three Girl Shows and six new light towers now under construction. One Girl Show was left in Staun-
ton. Also due for heavy action will be the Jones bingo managed by Joe Cennane, which has been sitting out the Nassau County dates on Long Island.

Equipment up here included the Merry-Go-Round, Chairplane, Octo-
pus, Rolloplane, Rock-o-Plane, Ferris Wheel, Whip, Tilt-a-Whirl, Little Dipper, donkey ride, and a half-dozen kiddie units. Back end had the Minstrel Show, managed by Professor Vidalia; Motordrome, Johnnie Burro; Side Show, Frank Allen; Baron's Wild Life, managed by Johnson; and monkey speedway. Allen's Snake Show and Russo's Girl Show will join shortly, Joe Prell reported.

Maxie Sharp, functioning as legal adjuster, has had fortune paralleling that of the show, and concurs with most other operators that spending should be very good from here in, barring the age-old bugaboos of bad weather and economic conditions.

Concessionaires include Sharp, 7; Lou Burello, 3; Silverberg, 2; Stevens, 2; Bill Kolbaugh, 1; Charles Wolpert, 1; Lil Prell, 2; Zudie, 1; Mary Stephens, 2; the Baron, 1; Paul Prell, 3; Charles Gross, 1; Jack Russell, 2; Paul Williams, cookhouse; Harry Stephens, custard, candy apples and floss. Joe Prell is president; Abe Prell, vice-president; Ben Prell, secretary-treasurer; Johnny Hoffman, lot superintendent; Jimmie Zabriskie, electrician.



Strangest Attractions on Earth
Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk-en Heads. Many others. Send for folder.

TATE'S CURIOSITY SHOP
3858 E. Van Buren
Phoenix, Arizona

WANTED

Complete Carnival to play at Parkway
Inn Amusement Park, 4 miles East of
Poplar Bluff, Missouri, from one to two
weeks. Population 12,000. Contact
TOM CANTRELL
Poplar Bluff, Missouri

TATTOO ARTIST

NEEDED IMMEDIATELY

Call

JERRY HAVENS

Phone: 3400, Sunfield, Mich., June 25-30.
(Markay Logsdon, have good deal.)

A&T SHOWS

Want Wheel Man and Hunky Punks.
Would like to book a small Jenny for
July 4 week.

PETE TURNER, Mgr.

Phone BL 35894 Portsmouth, Ohio

WANTED

Capable Agents for only Swinger and
Tip-Up Coke Concession on Show. Must
meet standard of Show. Strong line of
fairs. Contact

DAVID DECORTE

CETLIN & WILSON SHOW
Dravestown, Pa.

TILT FOREMAN WANTED

Also help on other rides.

Dows, Iowa, June 29-30;
Charles City, Iowa, July 2-4;
Omaha, Neb., July 6-15.

Contact

ROBERT GOODEN

c/o Robinson Shows

JOE (BLACKIE) SAVANO**\$100.00 REWARD**

For location of Savano. About 33 years
old, wife supposedly named Janet. Can
work any Concession. For reward call
collect.

GEORGE TURNER

Victor 2-9888 Oklahoma City, Okla.

WANTED

Have building available, A-1 location,
next to Merry-Go-Round and Kid Rides.
Prefer Cotton Candy, Apple and Sno or
any direct sales or Hunky. No competi-
tion. 25 per cent. Want Ride Foremen
and Second Men for Wheel, 32 ft. Merry-
Go-Round, Fly-o-Plane, Rideco and Kid
Ride. Good pay, free rooms. If you
drink, don't come here.

LEO LANE

CASINO PARK

Virginia Beach, Va.

Want Side Show Help

Fire Eater, Sword Swallower, Girls to
Bally, Ticket Sellers, good, sober Half
& Half who can get money, Emmell,
Joe Hurst, Eddie, People who worked
for me before, answer; must join at
once. Also Tattoo Man who can stand
properly. No drunks. Wire, do not
write.

EARL MEYER

c/o O. C. Buck Show

Poughkeepsie, N. Y.

RIDE HELP WANTED

Merry-Go-Round, Rock-o-Plane, Tilt and
Scramble. Top salary and bonus.

DELGARIAN AMUSEMENT

1737 N. Newland Ave. Chicago 25, Ill.
Merrimack 7-2102

**AL BROWN'S
TRI-STATE SHOWS**

Can use a few more Stock Concessions.
Eddie Kelly can use 2 Girls for Girl
Show, also semi Hunky Pank Agents
Billy Craig wants Pin Store Agents and
Colored Dart Agents. Plenty of money
here, come on.

ADDRESS AS PER ROUTE

WANTED

Merry-Go-Round, Ferris Wheel, Tilt-a-
Whirl Operator. First and Second Man
for Tilt-a-Whirl. Good Wheel Man who
can put Wheel up and down and operate.

DAVID SWARTHOUT

2812 Northwest Highway, Chicago 21, Ill.
Newcastle 1-5123

FOR SALE

14 ft. Aluminum Trailer fully equipped
with Carmel Corn, large Star Popper
and Nashville Cotton Candy.

MRS. JOHN FRANCIS

c/o Monarch Shows, Pekin, Ill., this
week; Granite City, Ill., July 4 week.

**Peotone Centennial
Celebration**

Dance: August 2, 3, 4 and 5. Concessions
interested contact

HAROLD PATTENGALE

between 5 and 6 P.M. Peotone 2894,
Peotone, Ill., (approx. 30 miles south of
Chicago, U. S. route 54.)

REWARD

\$25.00 Reward will be paid for informa-
tion leading to the whereabouts of

HOWARD B. TRAYER

formerly of Rock Island, Ill., and Badger
State Shows. Contact Mr. Myers at 319
Harrison Street, Davenport, Iowa.

**Alfred Wall Amusement
WANTS**

Concessions for Big Celebration at
Tremont, Illinois, July 2-4, and for
July 5-7 at Onarga, Illinois. No flats
or supplies.

All replies to Watska, Ill.

PARAKEETS
70c
BABIES—90c ea.
CHROME CAGES
50c ea.
Shipped Daily F.O.B. Los Angeles.
Minimum Order 48 Birds.
—Call or Wire—
24-Hour Service
Burke's Bird Farm
2747 E. Colton Rd., Pico, California
Phone: Oxford 9-5210

BIG MONEY FOR YOU!
With our new 20 size P.C. Round Blocks, you can also use 4 with slots, or 4 with numbers, or 4 with letters. Frame entirely new & same as gives you big savings. We have Nickel Pinch Boards.
New Home-La Blocks, Dual Whisks, New Design, Dart Boards, send today for folders and prices.
Williams Novelty Co.
227 E. 47th Chicago 27, Ill.

WANT
Hanky Punks, Short Range, Grab, Cork, Fish, Glass Pitch, Basketball, Dart Balloon, Watch-La, Coko, Ride Help; Jenny Foreman, Tib Help, Second Man on Eli No. 5 Wheel.
ROBINSON'S GREATER SHOWS
Daws, Iowa, June 29-30; Charles City, Iowa, July 2-3-4; Omaha, Neb., 24th and Vinton Sts., July 6-7.

ROD LINK WANTS
For one of Ohio's Biggest July 4th Celebrations
WOODVILLE, OHIO
June 30 thru July 7
Bucket, Swinger and Hanky Pank Agents, Jack, Erwin, Ted, Sam & Lewis, wire me. Sault Ste. Marie, Michigan, till Friday, June 29.
Care World of Pleasure Shows

FOR SALE AT SACRIFICE
125-K.W. Light Plant (almost new), G.M. Twin 2871 Motors, 3-Phase Westinghouse Generator. Only one motor used at a time. Two together will operate 250-K.W. generator. Unit complete with panel boards and ready to operate at once. Mounted in Hyde 24' trailer equipped with air brakes and opens on three sides. See at Annapolis, Md. For appointment call George Harms, Colonial 5-6317. Also 25 K21 Wheel with or without transmission. Any reasonable offer considered. Also 2 horse power 3 phase motor used 40 hours. Two 20' Van Fraunhofer air brakes.
GEORGE H. HARMS
12 EAST ST. ANNAPOLIS, MD.

WANT
Have opening for Athletic, Girl and Terrific One Shows, Foreman for Spiffing, Wheel, Merry-Go-Round and Tilt-a-Whirl who can drive semis. No collect wires or calls.
Good route fairs and Celebrations until Sept. 20. Meet me in Newtown, N. D., week of July 4.
Berry Kahn, contact San Reed.
DELBERT NORTON
NORTON'S RIDES

MERRIAM'S MIDWAY SHOWS
WANT
Girl Show, Athletic Show, 10 in 1 or other Shows with nice equipment for Cannon Valley Fair, Cannon Falls, Minn., July 2-4; Detroit Lakes Water Carnival, July 12-13-14-15; Shell Prairie Fair, Park Rapids, Minn., July 16-17-18. Can use about 10 more Concessions, Mountain Lake, Minn., June 25-26; Fountain, Minn., June 29-30.

SCOOTER FOR SALE
(New Plates) or will trade on Merry-Go-Round or Kiddie Ride.
BADGER STATE SHOWS
Blue Earth, Minn., July 1 to 4; then as per route.

WANTED
I require, sober, reliable Men to work on new lightweight Scooter. Top salary every Tuesday. Must be experienced semi drivers and have chauffeur's licenses. Contact immediately by wire.
LLOYD BURGE
Will be in Madison, Wis., July 1.
c/o Burger's Rides

1956 Fair Dates

Continued from page 72

West Chester—Guthrie Co. Fair, July 28-Aug. 4. Horace J. Neff.
Westmoreland—Westmoreland Agri. Fair, Aug. 22-24. W. R. Snow.
Wind Ridge—Jacksons Fair, Aug. 8-11. Thomas M. Tharp.
Yellow Chees—Northern Bedford Co. Fair, Aug. Oct. 4-6. Mrs. Blaine Owens.
York—York Inter-State Fair, Sept. 11-13. Mrs. Catherine O. Margart.
Youngsville—Youngsville Community Fair, Sept. 4-8. Mrs. Ross Davis.

Rhode Island
East Greenwich—Rocky Hill Fair, Aug. 21-22. Warren F. Moorehead.
Wickford—St. Paul's Church Village Fair, July 20-21. Franklin H. MacDougall.

South Carolina
Anderson—Anderson Fair, Oct. 13-20. I. V. Hulme.
Bensonville—Marlboro Co. Fair Assn. Sept. 24-29. J. Murray Jackson.
Camden—Kershaw Co. Fair, Oct. 15-20. B. H. Gardner.
Charleston—Charleston Agri. & Ind'l Fair, Oct. 29-Nov. 3. W. M. Frampton.
Columbia—South Carolina State Fair, Oct. 22-27. Paul V. Moore.
Florence—Eastern Carolina Agri. Fair, Oct. 22-27. E. D. Ballenger.
Greenville—Greenville Co. Legion Fair, Sept. 24-29. Karl E. Rosemer, Box 1267.
Greenwood—Greenwood Co. Fair Assn. Oct. 1-6. George P. Fred.
Kingstree—Williamsburg Co. Fair, Sept. 17-22. H. C. Crawford.
Laurens—Laurens Co. Fair, Oct. 22-27. John D. Galvin.
Mauldin—Clarendon Co. Agri. Expo. Sept. 24-29. Jim Spritt.
Marion—Marion Co. Fair Assn. Oct. 8-13. W. L. Dren.
Moncks Corner—Berkeley Co. Agri. Expo. Oct. 22-27. H. W. Mitchell.
Newberry—Newberry Co. A. L. Fair, Oct. 8-12. Frank Sulston.
Orangeburg—Orangeburg Co. Colored Fair, Oct. 8-12. W. C. Lewis.
Orangeburg—Orangeburg Co. Fair, Oct. 15-20. W. A. Schiffley.
Rock Hill—York Co. Fair Assn. Sept. 11-22. H. D. Black.
Spartanburg—Piedmont Interstate Fair, Oct. 8-12. Tom Moore Craig.
Sumter—Sumter Co. Fair, Oct. 15-20. J. Cliff Brown.
Union—Union Co. Fair Assn. Oct. 1-8. H. L. Kirby.
Walterboro—Colleton Co. Fair Assn. Oct. 30-Nov. 3. J. L. Schwab.

South Dakota
Aberdeen—Brown Co. Fair Assn. Aug. 27-30. Ullie M. Gaynor Jr.
Edgemont—Fall River Co. Fair Assn. Sept. 2-5.
Gettysburg—Potter Co. Fair Assn. Aug. 22-26. Francis Buckley.
Hermosa—Custer Co. Fair Assn. Aug. 24-29. R. J. Gibson.
Huron—South Dakota State Fair, Sept. 2-8. Kenneth Balgeman.
Martin—Bennett Co. Fair & Rodeo, Aug. 22-26. Floyd Windmeizer.
Niand—Butte Co. Fair Assn. Aug. 22-25. H. W. Milberg, Newell.
Oelids—Sully Co. Fair Assn. Aug. 16-18.
Parker—Turner Co. Fair Assn. Aug. 27-29. T. C. Jensen.
Rapid City—Black Hills Expo. Aug. 16-19. Kenneth L. Roberts.
Sioux Falls—Sioux Empire Fair, Aug. 20-24.
Tripp—Hutchinson Co. Fair Assn. Aug. 30-Sept. 1.
Webster—Day Co. Fair Assn. Aug. 22-25. W. H. Cameron.

Tennessee
Alamo—Crockett Co. Fair Assn. Aug. 21. T. M. Moore.
Alexandria—DeKalb Co. Fair Assn. Aug. 1-4. William T. Ealon.
Athens—McMinn Co. Fair Assn. Sept. 10-14. Ashland City—Cheatham Co. Fair Assn. Aug. 22-24. Mrs. Inez P. Davis.
Camden—Benton Co. Fair Assn. Aug. 28-Sept. 1. Mrs. Sara A. Holladay.
Carthage—Carthage A. M. & L. E. Assn. Aug. 7-11. Stanton Hunter.
Centerville—Nickman Co. Fair Assn. C'pt 5-8. J. W. Shouse.
Chattanooga—Chattanooga Hamilton Co. Interstate Fair, Sept. 17-22. Mrs. Maude H. Atwood.
Church Hill—Eastern Hawkins Co. Fair Assn. Aug. 23-25. Mrs. Dennis Christian.
Clarksville—Montgomery Co. Negro Fair Assn. Aug. 18-19. Pope G. Garrett Sr.
Clarksville—Montgomery Co. Fair Assn. Sept. 6-8. Mrs. Louise Begish.
Clinton—Anderson Co. Improvement Fair, Aug. 23-25. H. F. Rutherford.
Coalfield—Morgan Co. Fair Assn. Sept. 2-8. Ross H. Wilson.
Columbia—Maury Co. Fair Board, Sept. 10-15. B. H. Hardwick Jr.
Cookeville—Putnam Co. Fair Assn. Aug. 22-25. Dabrell Boyd.
Cookeville—Putnam Co. Negro Fair Assn. Sept. 13-14. T. B. Maddox.
Covington—Tipton Co. Fair Assn. Sept. 17-22. Stanley Hsaff.
Crossettville—Cumberland Co. Fair Assn. Aug. 28-Sept. 1. Mrs. Ruth Hodges.
Deerport—Meigs Co. Free Fair Assn. Sept. 6-8. Mrs. O. H. Burke.
Dickson—Dickson Co. Fair Assn. Aug. 22-25. E. W. Daniel.
Dunlap—Sequatchie Co. Fair Assn. Sept. 14. L. L. Swafford.
Dyersburg—Dyer Co. Fair Assn. Sept. 2-8. George O. Wilson.
Dyersburg—Dyer Co. Negro Fair Assn. Sept. 13-15. Dorothy Herring.
Elizabethton—Carter Co. 4-H Fair Assn. Sept. 6-8. Cullen Perkins.
Fayetteville—Lincoln Co. Fair Assn. Sept. 10-13. Thornton Taylor.
Gallatin—Sumner Co. Fair Assn. Aug. 22-25. J. O. Barnes Jr.
Gallatin—Sumner Co. Negro Fair Assn. Aug. 22-25. Ed V. Anthony Sr.
Greenville—Greene Co. Agri. Fair, Aug. 28-Sept. 1. Mrs. Bernabille Barkley.
Harriman—Roane Co. Fair Assn. Sept. 2-8. W. B. Stout.
Hohenwald—Lewis Co. Fair Assn. Aug. 10-13. T. B. Spicy.
Huntingdon—Carroll Co. Fair Assn. Aug. 27-Sept. 1. J. P. Walters.
Jackson—West Tenn. Dist. Fair, Sept. 10-13. A. D. Taylor.
Jonesboro—Washington Co. Fair Assn. Aug. 22-Sept. 1. Mrs. Paul A. Dillow.

Kingport—East Tenn. Dist. Fair & Horse Show, Sept. 2-4. A. B. Coleman.
Knoxville—E. Tenn. Negro Fair Assn. Aug. 20. Lena Latta.
Knoxville—Tenn. Valley Agri. & Industrial Fair, Sept. 18-19. Pal W. Kerr.
Lafayette—Maury Co. Fair Assn. July 28. Fletcher Lusk.
Lawrenceburg—Middle Tenn. Dist. Fair, Sept. 24-28. Thomas H. Locke.
Lebanon—Wilson Co. Fair Assn. Aug. 28-Sept. 1. A. W. McCartney.
Lebanon—Wilson Co. Negro Fair Assn. Sept. 11-13. A. L. Matlock.
London—Perry Co. Fair Assn. Sept. 17-22. Mrs. Chan Army.
Livingston—Overton Co. Fair Assn. Sept. 6-8. D. E. Isaacs.
Lynchburg—Maury Co. Fair Assn. Aug. 17-18. Guy H. Ewin.
Manchester—Coffee Co. Fair Assn. Sept. 20-22. Rufley Hickerson.
Maryville—Union Co. Fair Assn. Aug. 20-22. Maryville—Union Co. Fair Assn. Aug. 27-Sept. 1. Ernest Jones.
McMinnville—Warren Co. Fair Assn. Sept. 13-15. Mrs. Leonard F. Smith.
Memphis—Colored Tri-State Fair, Oct. 4-7. Edwin C. Jones.
Memphis—Mid-South Fair, Sept. 21-26. O. W. Wynne.
Milan—Milan Community Fair, Aug. 23-24. Marvin W. Blevie.
Mossy Co. Agri. Fair Assn. Aug. 30-Sept. 1. B. E. Hestland.
Mountain City—Johnson Co. 4-H Club Fair, Sept. 8. John E. Walker.
Murfreesboro—Mid-State Negro Fair Assn. Aug. 8-11. Wm. H. Butler.
Nashville—Tennessee State Fair, Sept. 17-22. L. E. Griffin.
Newport—Tennessee-Carolina Fair, Sept. Oneida—Scott Co. Fair Assn. Aug. 20-Sept. 1. E. C. Terry.
Paris—Henry Co. Fair Assn. Sept. 2-8. John M. Upchurch.
Parsons—DeKalb Co. Fair Assn. Sept. 17-22. H. C. Dalley.
Pikeville—Madison Co. Fair Assn. Sept. 13-15.
Palmetto—Giles Co. Agri. Fair Assn. Oct. 1-4. J. H. Stevenson.
Rogersville—Hawkins Co. 4-H Fair Assn. Sept. 27-29. Ralph Testerman.
Rutledge—Grainger Co. Fair Assn. Sept. 6-8. Sidney Bishop.
Savannah—Hardin Co. Fair Assn. Sept. 17-24. T. B. Garth.
Berterville—Sevier Co. Fair Assn. Sept. 2-8. Ernest Thurman.
Snedville—Hancock Co. Fair Assn. Sept. 7-9. Smith Garland.
Somerville—Fayette Co. Negro Fair Assn. Nov. 23. McAdams Sloan.
Sparta—White Co. Fair Assn. Sept. 2-8. T. Stanton Hale.
Sparta—White Co. Negro Fair Assn. Sept. 10-15. Emma L. Officer.
Spencer—Van Buren Co. Free Fair, Sept. 2-8. Roy Phifer.
Spring City—Hibbs Rural Fair Assn. Aug. 21-Sept. 1. Mrs. Loy Alley.
Springfield—Robertson Co. Fair Assn. Sept. 12-15. Cuiver Burnett.
Sweetwater—Monroe Co. Fair Assn. Sept. 24-25. Ralph Duncan.
Tracy City—Grundey Co. Fair Assn. Aug. Warburg—Morgan Co. Fair Assn. Sept. 2-8. Ross H. Wilson, Coalfield.
16-18. E. J. Cunningham.
Waverly—Humphreys Co. Fair Assn. Sept. 2-8. J. B. Sheppard.
Woodbury—Cannon Co. Fair Assn. Sept. 13-15. Betty T. Paschal.

Texas
Ahlens—West Tex. Fair Assn. Sept. 10-15. Joe Cooley.
Amarillo—Tri-State Fair Assn. Sept. 17-22. Rex B. Baxter.
Angleton—Brazoria Co. Fair Assn. Oct. 8-11. N. Leslie Kelley.
Baytown—Baytown Fair Assn. Oct. 3-8. Nelson McElroy.
Beaumont—South Tex. State Fair Assn. Oct. 18-21. Karl D. Schwartz.
Blanco—Blanco Valley Fair Assn. July 27-28.
Bowie—Montague Co. Fair Assn. Sept. 28-29. Mrs. Karl Rankom.
Brenham—Washington Co. Fair Assn. Oct. 11-12. Melvin Kettler.
Boerne—Kendall Co. Fair Assn. Sept. 1-2. A. McD. Gilliat.
Center—Shelby Co. Fair Assn. Oct. 2-8. Mann Pinkston.
Delbart—Inter-State Fair Assn. Aug. 24-25. Nick P. Craig.
Dallas—State Fair of Texas, Oct. 6-21. James H. Stewart.
Denison—Denison Co. Agri. Fair, Sept. 18-22. J. P. Heath.
Edna—Jackson Co. Fair Assn. Sept. 11-13. Willie Mae Marshalljohn.
El Paso—El Paso Co. Fair Assn. Aug. 28-Sept. 1. C. W. Swan.
Fredericksburg—Gillespie Co. Fair Assn. Oct. 13-15. Morris N. Dye.
Aug. 17-18. Wm. M. Petmucky.
Iowa Park—Texas-Oklahoma Fair Assn. Sept. 24-28. T. Leo Moore.
Johnson City—Blanco Co. Fair Assn. Aug. 19-21. Mrs. Bill Strickling.
Junction—Junction Fair & Race Meet, Aug. 8-11. Rip Martin.

WANT FOR BURDICK'S GREATER SHOWS
BRIDGEPORT, TEXAS, 4th of July, Grab or Cookhouse, Hanky Punks, Agents for Bingo, Want Wheel Man to join at once, top salary. Have the good Celebrations starting July 4th. Call
IRA BURDICK
Walnut Springs, Texas

CAN USE
For all Celebrations and Fairs: Fish Pond, Coko, Hoop-La, Watch-La or any Hanky Punks. Can use Bingo for East Cary 4th of July Celebration. Want Man to take full charge of show-owned Bingo. Need Second Man on Merry-Go-Round and Tilt, good pay.
BURKHART SHOWS
Warrenville, Ill., this week; East Cary, Ind., next.

Sensational! New! 360° REVOLVING LIGHT
TRIPPE HI-BALL
Hi-Powered attention getter! Its parabolic mirror rotates around the powerful light bulb at 60 TIMES A MINUTE. Intense flash can be seen at great distances. Plastic dome available in Red, Amber, Blue, Green or Clear, 115-130 Volt, A.C. 9 1/2" diameter. Heavy chrome. Ultimate in beauty and operation—and the price is LOW!
Write or Wire for Beautiful Catalog or Call Your Jobber
TRIPPE MFG. COMPANY Dept. R
123 N. Jefferson Street Chicago 6, Illinois

NEW TERRIFIC-OUTSTANDING ANCHOR TENT FRAMES
for CONCESSION and 4-WAY TENTS
THE SHOWMAN'S CHOICE
Best Delivery—Write Today—Low Prices
Designed of lightweight, rustproof aluminum 1 1/2"x2". Hinged Legs, Slip Joints. No screws, bolts or keys. TENTS IN ALL COLORS, regular and flame resistant. Ask about NEW NYLON Fabric in Red—Blue—Yellow—White.
ANCHOR SUPPLY CO., INC.
EVANSTON, ILLINOIS PHONE WA 8-4128
MFRS. OF CANVAS TENTS FOR ALL PURPOSES

WANT FOR 4 MICHIGAN FAIRS
LAKE ODESSA, JULY 2-6
TECUMSEH FREE FAIR, JULY 9-14
ROMULUS ROTARY FAIR, JULY 17-22
MILAN FREE FAIR, JULY 24-28
Legitimate Concessions of all kinds, Pitch Men, direct sales, etc.
SHOWS: Snake Show, Pit Show, Platform Shows, Fun House.
RIDES: Octopus, Rock-a-Plane, Roloplane.
HELP: Experienced Ride Help all departments, must drive semi.
WADE GREATER SHOWS
CAMERON D. MURRAY, Mgr.
WIRE COLEMAN, MICH., THIS WEEK; THEN ROUTE

SHOP-O-RAMA SHOWS
"A REVELATION IN CARNIVALDOM"
Showing two spots a week—FEATURING gigantic FREE CIRCUS twice daily on the Midway. Right Up Town, on the Streets. Every day like a Fair Date.
Want for the biggest July 4 in Kansas, Hays, Kans., July 3-4 (downtown in City Park). In the heart of the Wheat Belt with bumper crops, and for balance of season.
Can place Concessions of all kinds, no "EX" here. Want capable Legal Adjuster with several Concessions. Can place Cookhouse Help. Slim Cantrell wants Agents who know how for Ball Games, Spindles, Hanky Punks and P.C. (Jack Shannon, contact.) Want money getting Shows that can set up on streets. Cliff Travis wants Athletic Show Talent. Can place capable Banner Man (Buck Reger, Joe Sullivan, this is "IT"). Want Ride Help on Jenny, Wheel, Kid Rides; top salary, come on in.
Address: "DOC" CAPELL, Mgr.
Elizeworth, Kans., June 28-30; then Hays, Kans.
P.S.: Remember, Mr. Concessionaire—You get 2 spots a week here for the price of one—with plenty of people day and night—look us over.

LEE UNITED SHOWS
SCHOOL SECTION LAKE, MECOSTA, MICH., JULY 2-3-4; ALL STREET CELEBRATIONS AND FAIRS TO FOLLOW
Want Ride Men who drive. Salary and percentage, come in. Will place Shows that can set up on streets. Have openings for Hanky Pank Concessions only.
CHARLES H. LEE, MGR.
Sarasas, Mich., June 26-30.

14 FAIRS PAGE BROS.' SHOWS 14 FAIRS
Want for Eminence, Ky., Annual 4th of July Celebration and Fourteen Fairs to follow. Bingo, Lead Gallery, Jewelry, Arcade, Custard, Ice Cream, Slum Concessions of all kinds, Six Cats.
Ride Help on all Rides come on. Cook Show or any Grand Show that does not conflict. Will book Ride that does not conflict—Pony, Octopus, Chairplane, Roloplane.
Hodgenville, Ky., now; Eminence next week.

GLASS CITY SHOWS
Can place legitimate Concessions for Wayne, Ohio, June 25-30; Dundee, Mich., July 2-4; McClure, Ohio, July 6-7. Can also place Ride Men who drive and stay sober. Committees, have two open dates in September.
W. T. HOPKINS, Mgr., as per route

100,000...\$32.00
10,000.....\$10.00
20,000.....12.50
50,000.....20.00
200,000.....55.00
Price Chg.....\$3.00
Color Chg.....\$1.00
ROLL TICKETS
Printed to Order
DALY TICKET CO.
Cullinville, Ill. Union Made
Prices Cash With Order No C.O.D.
Coupons Double Price
Stock Tickets, 1x2 inches
1 Roll.....\$.90
5 Rolls.....4.25
10 Rolls.....8.00
30 Rolls.....22.00

PARAKEETS CARNIVAL BIRDS

Wire Your Order 24 Hour Service

For Quality See

COMRICK BIRD FARM

8900 SO. WESTERN AVE. LOS ANGELES 47, CALIF. PHONE: PLEASANT 8 5294

WANTED

DANCERS SINGERS BAR MAIDS WAITRESSES

Apply

TOMMY THOMAS

Club Mardi Gras, 92 Duval St. Key West, Fla., after 8 p.m. Phone 5-9147

CUSTARD TRAILER

FOR SALE

Stainless steel body, Electro Freeze and accessories. Can be seen New York City.

BOX 29

The Billboard 1364 Broadway New York, N. Y.

JACK COOK WANTS

SHOW HELP AND AGENTS

Half-and-Half, Working Oddities, Second Opener and Grinder, Girl and Talker for Single-O. Can place Hanky Panky Agents. JOHN AND BETHA, GILDA LEE, UNCLE EZRA, ROGERS AND GEORGE MOORE, CONTACT AT ONCE, Address

GREATER DIXIELAND SHOWS

Creston, Iowa, July 1-7. Be on Sat Sunday, July 1.

WANTED AT ONCE

CAPABLE AMERICAN MITT READERS

No experience. Good territory for Mitt Camp. Big July 4th at Mandan, N. Dak., Boder, with "B" Circuit of Montana Fair to follow. Contact:

Mrs. Marguerite Stone c/o Northern Exposition Shows, Williston, N. Dak., this week; Mandan, N. Dak., July 3-8. Phone or wire.

WANTED TO BUY

TRAILER GRAB

OR 12x12 GRAB STAND

Must be first class. With or without truck. E. L. JENKINS 2102 Mediterranean Ave. Virginia Beach, Va. Phone 3927

WANT A-1 WHEEL FOREMAN

Top wages and bonus, long season. Must drive semi. Answer as per route.

BERNARD THOMAS

Art B. Thomas Shows

EDWARDSBURG, MICH.

RIDES WANTED

For S.E. Michigan Homecoming Week, sponsored by Lions, any week of Aug. Write or call H. T. SMITH, Edwardsburg, Mich.

PRODUCING AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW

BANNERS

Snap Wyatt Studios Rt. 1, Box 559, Tampa, Fla. (Phone: 44-2732)

- Extensive list of carnivals and fairs across various states including California, Utah, Vermont, Virginia, West Virginia, Wisconsin, Washington, Wyoming, Canada, and Manitoba.

WHOLE OF A BUY



80¢ EACH

ONE PIECE PLASTIC HANDLE
Glass Rod Shaft • Approx. 5 Ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold.

TELESCOPIC BAMBOO POLE
12-ft. length • 3 section • Fully equipped • 3 guides and full metal tip • Red lacquered wraps • Full metal clamp holder for reel • Individual clear bag sleeve • Blue Ribbon Brand. Per Doz., \$18.00.

SPINNING LINE Soft Manilla
ment • 100 yards to spool • 6 lb. test • Dupont Tynex • 12 spools packed to box • Per Doz. Spools. \$3.00. No less sold.

TROUT FLIES On #10 Hooks • 12 each, numbers mounted flies on two cork strips packed in Paulownia wood box • Box re-usable for men's cuff links and jewelry • 12 boxes total of 144 flies packed to container • Doz. Boxes, \$4.75. No less sold.

ALL ABOVE ITEMS ARE PROVEN WINNERS AND SPECIALLY LOW PRICED.
25% deposit money order at bank check with order, balance C.O.D., F.O.B. Chicago.

COOK BROS., 916 S. Halsted St., Chicago, Ill.

MERCHANDISE TOPICS

C & G Sales, Chicago, moved into new and larger quarters at 1080 Milwaukee Avenue on June 25. Formerly located at 1180 Milwaukee Avenue, the firm will have the same phone number, Everglade 4-6313. The more than 5,000 square feet of space in the new location are necessary to meet growth requirements of this general merchandise wholesaler whose versatility has resulted in it becoming a one-stop pick-up for the trade. C & G, a relative newcomer in the field, is constantly adding new lines, according to owner Corinne Goldstein, who also announced that mail orders are processed the same day received. The firm has made available a new merchandise list for July.

National Distributing Company, formerly at 222 Calumet Building, Miami, has moved to 1751 West Flagler. National Distributing is well known for its seven-piece men's jewelry set called the famous Geneva. The set consists of jeweled wrist watch with fancy dial, matching expansion band, spring clip tie bar, matching cuff links, retractable ball-point pen, propel-repel lead pencil, satinated box with "Advertised in Life" tag and \$71.50 price tag, plus a one-year written guarantee. A sample is \$6.95. The price drops to \$5.95 if you order six or more.

A graphite container and gun that dispenses graphite with a squeeze of the fingers, has been placed on the market by Serwell Products Company, Cleveland, under the direction of Steve Harelik, manager. The gun promises to do for graphite what the aerosol bomb did for insecticides, the firm states. It is small enough to hold in the hand and sprays dry lubricant while held in any position. Enough graphite is contained in the unit to permit several thousand shots of lubrication. The Blaco graphite gun is low in cost and handy to have in homes, offices, stores, garages, etc. It penetrates the smallest openings for lasting lubrication. Large areas up to 100 square inches are easily covered by full finger-tip pressure on the rubber bulb. Write for prices.

The Wilkro razor planer tool, invented by Wilhelm Kromer, Cleveland Heights, O., and patented in 1942 under U. S. Patent 2,289,504, has been licensed exclusively to Laco Die Casting Company, Euclid, O. In merchandising the razor plane the firm gives assurance that it is offering the public not only the genuine original, but the finest tool of its kind.

Premium users, auctioneers, wagon jobbers, agents, salesmen and distributors who as yet have not seen the 1956 general catalog of Gellman Bros., 119 North Fourth Street, Minneapolis, should write for one. This firm is proud of its 35-year record of dependable service and says its illustrated catalog contains the greatest line of imported and domestic novelties as well as nationally advertised name brand merchandise, including housewares, electric appliances, jewelry, watches, clocks, stuffed toys, blankets, carnival goods and dozen of other fast-moving lines.

Milwaukee Novelty Company, specialists in low-priced costume jewelry, offers the trade two new circulars listing a wide variety of merchandise. In addition to a number of styles of bracelets for men and women, the company is pushing its lines of scatter pins, earrings, cuff links, watch bands, charms bracelets, children's items, lockets and crosses, wedding rings.

SALESMEN CARNIVAL MEN WAGON JOBBERS!



BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

ASSORTMENT OF 10 for \$69.50

Choice Lot—Famous WATCHES, 6 for \$49

TERRIFIC VALUE!

—and What a Profit-Maker!

Man's 7-Piece Jewelry Set, in lots of 6 or more—Only \$5.95 Ea.

Sample Set—\$4.95

INCLUDES: Man's 17-jewel Wrist Watch with modern expansion band featuring imitation lizard inlays • matching 14 Kt. Gold-Plated Cuff Links • Springs Tie Bar • Money Clip • Key Chain • In beautiful metal rayon-lined case.

Men! This is it! The deal with everything . . . quality, flash, outstanding value . . . to bring you biggest, easiest, surest profits! Order today while limited quantities last! Terms: 25% with order, balance C.O.D.

BURTON SALES CO.
843 W. Madison St. Chicago, Illinois

Also available in 17-1 \$9.95 each

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

PARAKEET CAGES

No. 7143—Completely assembled.
4 1/2" x 4 1/2" x 23 1/2" high.
Packed 60 to carton.

1 Carton (60 cages) . \$.50 ea.
In quantity lots of 5 cartons (300 cages) .48 ea.

We carry a complete line of Concession & Premium Merchandise.

Write for Catalog. State Business in First Letter.

WISCONSIN DE LUXE CO.
1900-12 N. 3d Street Milwaukee 12, Wisconsin

SPECIAL, \$42.00 Doz.-BRAND NEW

Swiss Gold Finish Sport Watch. A money maker at this new low price.

171 LUCERNE REBUILTS & NAME BRANDS
\$4.30 to \$8.75 with exp. band—new cases & dials. Also elec. skillets—fryers—steak sets—trouble lights—lowest canvasser prices.
Sample \$1.00 extra—25% deposit.

B. & B. Jewelry Sales Wholesale Only
316 Fannin Street FA 3-8579 Houston, Texas

Jeweled Anti-Magnetic Sweep Second

\$3.50 Each Price Inc. Fancy Exp. Band

MOONSTONE SNAP-IT BEADS

LOWEST PRICES

5 in 1 Snap Earrings, 5 colors

Earrings, \$1.00 doz. up
Special prices in quantity

DELMAR-SPOJAS NOVELTY CO.
19 W. 34th Street New York City
Wisconsin 7-9910, Rm. 1114

OVER 600 PINS AND IDENT FOR ENGRAVING

twenty-four (24) inch heart or round necks, polished nickel or gold plated, at twenty-seven dollars (\$27.00) per gross.

Expansion Idents. Doz. \$ 4.00
Photo Expansions. Doz. 5.00
Pearl Anklets. Gr. 32.00

CATALOG WITH NEW NUMBERS READY FOR ENGRAVERS & DEMONSTRATORS

DEXECO, INC.
Manufacturers of engraving jewelry
191 SOUTH STREET, PROVIDENCE 3, R. I.

State your business

ACME Combination Tool

Fastest selling all purpose sharpener and glass cutter

Raymond Mfg. & Sales Corp., 1803 So. Delford Duarte, Calif.
Raymond Mfg. & Sales 98 Frelinghuysen Newark 5, New Jersey Bigelow 3-7350

Order from either address. Direct all inquiries to main office, Duarte, Calif.

BUY DIRECT FROM MANUFACTURER ATTENTION, WHOLESALERS, JOBBERS and PREMIUM HOUSES

Trouble Lights

In 25', 30' and 100' lengths with new snap-off metal guard.

Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneer's item. Special prices for quantity buyers. We ship C.O.D., F.O.B. our plant.

25% Deposit, Balance C.O.D.
Sheldon Cord Products
2547 W. 5th Ave. Chicago 24, Ill.
Phone: NEvada 3-3898

Also available in 17-1, \$9.95

The Famous Geneva 7 PC. MENS JEWELRY SET
AT THE NEW LOW PRICE \$5.95 6 or more

Sample \$6.95
1 To, Withno Guarantee 25% deposit with order, balance C.O.D.

NATIONAL DISTRIBUTING CO.
PHONE 42-6473
1751 W. FLAGLER MIAMI, FLORIDA

NEW—NEW—NEW—GET THEM WHILE THEY'RE HOT

ALL JEWELLED BOTIQUE NEW GIFT ITEMS
SPECIAL INTRODUCTORY OFFER

- JEWELLED DOORKNOCKERS \$6.75 doz.
- JEWELLED SILENT BUTLERS 6.75 doz.
- JEWELLED CAN OPENERS 6.75 doz.
- JEWELLED BEER CAN OPENERS 6.75 doz.
- JEWELLED ADDRESS KEY CHAINS 6.75 doz.
- JEWELLED ASH TRAY (CLAM SHAPE) 6.75 doz.
- JEWELLED PIGGIE BANKS 6.75 doz.
- JEWELLED JOHNNY SEATS (Toilet seats—black or white) 8.75 ea.

Send \$11.25 for 3 of every item (we ship you 31 items). (Include \$8.75 additional if Johnny Seat wanted.) RUSH YOUR ORDER TODAY TO

BARGAIN JEWELRY CO., 396 Harvard St., Brookline, Mass.

ENGRAVERS

Nickel Silver Necklaces - Rings Bracelets - Anklets

Send \$5.00 for Samples & Price List

Salpro Co. 1844 S. 55th Ave. Cicero 50, Ill.

GROOM'S DELIGHT

Direct from manufacturer. Wholesale. Hottest pocket novelty in years! See what 99 out of 100 will never get. Send \$1.00 for samples.

CIRKEL DISTRIBUTING CO.
Solana Beach, California

TOP VALUES

RUBBER SQUAWKER HORSE
w/ bowtie
\$1.80 doz.
\$20.00 Gr.



RUBBER SQUAWKER ELEPHANT
w/ bowtie
\$1.80 doz.
\$20.00 Gr.



CUB HUNTER KNIVES
w/ leather sheaths
Blade Handle \$ 1.90 doz.
18.00 gr.
Kilted color handles \$ 1.40 doz.
11.00 gr.
Deluxe Pearl Handle \$ 1.75 doz.
20.00 gr.



RUBBER SQUAWKER MONKEY
w/ bowtie
11" \$1.80 doz.
\$20.00 gr.
15" \$3.00 doz.
\$33.00 gr.



CELLO HEAD FUR MONKEYS
w/ pins and goggles
Des. Gr.
2" \$ 1.70 \$ 7.20
3" (no goggles) .70 7.20
4" 1.10 12.00
5" 2.00 21.00
18" Jumbo Feather Monkey 4.80 24.00



PEARL OPERA GLASSES
w/ Compass and Shoulder Strap, ass'd toelts.
Des. Gr.
Small \$1.40 \$18.00
Medium 2.00 22.50
Large 2.75 32.00
Extra Large 4.20 44.00



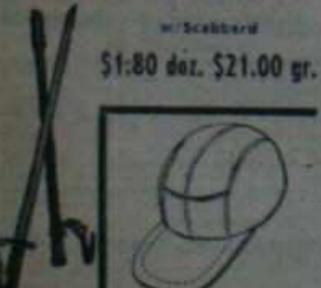
De Luxe Western Straw HATS
Finest made, firm body cowboy print w/ chin cord and band.
\$4.50 doz.
Masks for Hats grass 90c



LARGE BLACK FIELD GLASSES
8 1/2" x 4"
\$3.25 doz.
\$36.00 gross
Jumbo size 5 1/2" x 3 1/2"
\$7.20 doz.



BLACK METAL SABER
w/ Scabbard
\$1.80 doz. \$21.00 gr.



TOYO CLOTH CAPS
Per Search or Sportswear, assorted sizes packed 3 doz. or 3 doz.
\$3.00 doz. \$33.00 gr.



Ladies' Toyo CAPS
packed 3 doz.
\$3.75 doz.
\$42.00 gr.



KIDDIE STRAW ETON CAPS
w/ Pom Pom
\$2.75 doz.
\$31.50 gr.



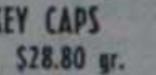
STRAW JOCKEY CAPS
w/ Pom Pom
\$3.25 doz. \$36.00 gr.



KIDDIE FELT ETON CAPS
\$2.00 doz.
\$22.50 gr.



FELT JOCKEY CAPS
\$2.50 doz. \$28.80 gr.



RUBBER HORSE, INFLATES
w/ saddle
Des. Gr.
12 1/2" \$1.00 \$12.50
15" 3.75 32.00
18" Jumbo 4.50 43.00
Large Horse w/ Jockey 2.40 40.00



STUFFED TOYS
7" Scotty Dog \$3.25 doz.
6" self-up Scotty \$2.50 doz.



4 1/2" Plush Bear w/ Squeak \$3.50
7" Dog Squeak Tail 2.50
5" Dog Squeak Tail 1.50
8" Teddy Bear 2.00
9" Stuffed Monkey w/ Pipe 1.50
5 1/2" Zebra w/ Elastic 1.20



11" TEDDY BEAR
w/ Overalls
Des. \$4.20
5 1/2" HONEY BEAR \$1.60



Bird Nest Straw Hats
\$12.00 per 100
\$25.00 per bale (250)



BLACK & WHITE PANDAS
w/ Bell
5 1/2" \$1.50 doz.
\$16.50 gr.



ADMIRAL HATS
Heavy Material, Navy Blue.
\$6.00 doz.



FAST SELLING ITEMS

Des.	Gr.
20" Double Cork Rifle	\$4.30 \$75.00
20" Search Cork Rifle	3.75 42.00
Flying Birds w/ Sticks	4.00
Chinese Paper Snakes	.45 4.75
12" by 18" Pirate Flags	3.00 33.00
12" by 18" Rebel Flags	3.00 33.00
12" by 18" Speedway Checker Flags	3.25 35.00
12" by 18" US Flags	1.50 17.00
8" by 12" US Flags	.90 10.00
4" by 9" Silk Rebel Flags	.50 4.50
4" by 6" Davy Crockett Flags	.70 8.00
Black Berries	3.75 43.00
Felt Robin Hood Hats	1.00 11.00
Felt Firemen Hats	1.50 13.50
Metal Water Pistols	.40 4.00
Bamboo Walking Canes	.90 10.00
Heavy Bamboo Canes	1.20 20.00
12" Coolie Hats	1.35 15.00
Jap Straw Bunnets w/ snap button	1.25 15.00
Felt Top Hats	5.50 60.00
Rebel or Union Officers' Hats	4.50 75.00
3 1/2" Camie Buttons, Per 100	8.00
Air Force Sun Glass w/ elastic case	3.50 43.00
Rainbow Flying Birds w/ Sticks	4.00
Felt Parkie Pie Hats	5.50 63.00
14" Coolie Hats	3.00 31.00
7" Cello Dells, Gold Head	.90 9.00
RWB Batons w/ Bell	1.50 16.50
Cowboy Lash Whips	1.25 14.00
Metal Cork Pistol	1.80 21.00
9" Cloth Sailor Doll	1.25 14.00
22" Double Barrel Cork Rifles	4.00 44.00
Davy Crockett Fur Hats	3.00 33.00

BADGEPORT ITEMS

Des.	Gr.
4" Panda Bears	\$ 1.70 \$ 8.00
4" Cub Knife w/ Sheath	1.00 10.00
4" Deluxe Pearl Handle Cub Knife w/ Sheath	1.75 20.00
Jumbo Rabbit Feet, Per 100	4.50
Fur Dog w/ Squeak	1.00 10.50
3 1/2" Indian Dolls	1.50 15.00
Padlock w/ Keys	.75 8.40
5" Feather Dolls	.70 6.75
5" Sailor Dolls	.70 6.75
Compass w/ Spy Glass	.75 8.40
Pearl Handle 2 Blade Knife w/ Key Chain	1.00 20.00
Pearl Opera Glass	1.40 18.00
4" Scotty Dog	.75 8.40
5" Telescope w/ Compass	.75 8.40
7 1/2" Telescope w/ Compass, Per 100	1.50 16.50
50L ass'd Cowboy Buffets	1.50
50L Comic or Flag Buffets	1.50
Per 100	1.50
Be Bop Cigarette Pipes	.45 7.20
Miniature Knife w/ Key Chain	.50 5.50
Miniature Harmonica w/ Chains	.50 5.50
Round Compass, Mirror Back	.70 7.20

SLUM ITEMS

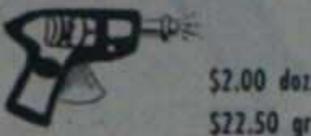
1,000 ass'd Slum includes Whistles, Daggers, Razors, Magnets, \$5.50

Plastic Cigarette Pipes	\$1.75 gr.
Balloon Squawkers	3.00 gr.
Purse Mirrors	1.75 gr.
3" Harmonicas	3.00 gr.
Kiddie Ident Bracelets	3.00 gr.
Dangling Davits	2.25 gr.
Dangling Skeletons	2.25 gr.
Hawaiian Lids	1.50 gr.
4" Mex. Straw Hats w/ Elastic	3.00 gr.
3 Foot Long Balloons	1.00 gr.
Indian Tomahawks	3.50 gr.
2 1/2" All-Nation Dolls	3.00 gr.
Feather Balloon Squawkers	1.25 gr.
Ass'd Key Chain Ornaments	3.25 gr.
Police Whistles	1.75 gr.
Police Badges, corded	3.25 gr.
Bead Necklace	3.00 gr.
Metal Trumpet w/ Handle	2.50 gr.
3 1/2" Kazoos	2.40 gr.
Hand Puppets	2.20 gr.
Spin Tops w/ string	5.75 gr.
Large Razors	1.75 gr.
Feather Balloon Squawkers	1.00 gr.
6" Coolie Hats w/ elastic	3.00 gr.
5 1/2" Indian Tomahawks	2.50 gr.

Wind Up Hopping Fur Dogs
\$35.00 Gr.
Swiss Warblers..... 60c Gr.



METAL SPACE SPARK GUNS
\$2.00 doz.
\$22.50 gr.



MOTOR CYCLE CAPS
Black or Pastel Colors
\$5.75 doz.
\$67.50 gr.



PARASOLS
w/ Floral Design and Assorted Colors
20" Spread \$ 1.75 ds.
24" Spread \$ 2.40 ds.
28" Spread \$ 3.00 ds.
30" Canoe Parasol \$ 2.00 ds.
24" Plastic Parasol \$ 2.00 ds.



Tri Motor Bombers
\$14.00 Gr.
Five Motor Bombers
\$20.00 Gr.



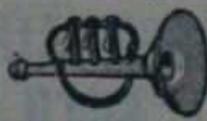
BEE BOP CAPS
w/ Pom Pom
\$3.75 doz.
\$42.00 Gr.
FRENCH BERET w/ Pom Pom
\$4.00 doz.



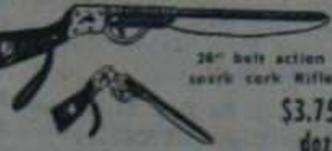
METAL CAP REPEATER PISTOLS
.75 doz. \$8.50 gr.
Half Caps
30c per 100 Halls



CHROME 3 KEY TRUMPETS
\$1.75 doz.
\$20.00 Gr.
Chrome Trombones
\$2.25 doz. \$24.00 Gr.



BREAK ACTION CORK RIFLE
\$3.00 doz.



CHIRPING BIRD IN CAGE
Des. Gross
Large \$1.80 \$20.00
Small .75 8.40



HI HAT FEATHER DOLLS
Des. Gr.
6" \$ 8.00 \$ 9.00
7" 1.10 12.00
8" 1.40 16.00
9" 1.75 19.00
7" Undressed Dolls 4.00
22" Colored Doll Sticks \$1.75 per 100



CELL HEAD CLOWNS
Des. Gr.
4 1/2" \$1.50 \$17.00
8" 1.75 19.00
8" Fur Trim 1.50 16.50
10" Fur Trim 1.75 19.50



CORDUROY JOCKO MONKEYS
7" \$1.50 doz.
\$16.50 gr.
8" \$1.75 doz.
\$19.50 gr.
10" \$2.75 doz.
\$30.00 gr.
SPECIAL:
15" Jocko Monkey w/ fur trim \$3.60 doz.



BALLOONS

- #10 Mouse Head, Gr. \$2.50
- #12 Mickey Mouse Club w/ black ears, Gr. 7.50
- Mickey Workers, Ea. .50
- #11 Two in One (21) w/ Mouse Balloon for inside, Gr. 4.75
- #26 Two in One (26) w/ #12 Mouse for inside, Gr. 12.50
- Mouse or Clear Worker, Ea. .50
- #14 Tiger Balloon, Gr. 7.50
- #10 Star Balloon, Gr. 4.50
- Atom Bomb Balloon, Gr. 7.50
- Workers for Atom Balloon, Ea. 4.25
- #11 Circus Animal Print, Gr. 3.50
- Serpentine Balloons, stretched, Gr. 3.50
- Balloon Sticks, Gr. .40
- Hand Balloon Pump, Ea. .35
- Workers, Ea. .50

KIDDIE WESTERN STRAW
w/ stripe design, hinged brim w/ chin cord
\$2.40 doz. \$27.00 Gr.



GIANT MEXICAN STRAW SOMBREROS
w/ chin cord and head
\$4.50 doz.



5 1/2" INDIAN DOLL
Dressed in colorful Indian Costume. Terrific badgeboard number.
\$1.50 doz. \$15.00 Gr.



ROCK AND ROLL BEANIES
w/ prints. Latest craze for Teenagers.
\$3.00 doz.
\$34.50 Gr.



MOUSE BEANIE HATS
Popular with the kiddies.
\$2.50 doz.
\$28.00 Gr.



METAL BREAK ACTION SPARK CORK PISTOLS
Shots Sparks & Cork.
\$3.00 doz.
\$33.00 Gr.



SCHATTUR NOVELTY CO.

TERMS: 1/4 DEPOSIT WITH ORDER, BALANCE C.O.D., F.O.B. NEW YORK

Telephone: Cortland 7-8986 144 Park Row, New York 7, N. Y. SEND FOR CATALOG

...The News is
the Nose!



ON OAK'S
BRAND NEW

**MICKY MOUSE
NOSE BALLOON**

A Real Nose for Profit

HIT THE STREET
FOR BIG DOUGH WITH
THIS OUTSTANDING
OAK EXCLUSIVE!

- PRE-SOLD TO MILLIONS THROUGH TV.
- ONLY OFFICIAL MICKY MOUSE CLUB BALLOONS.

2 BIG BALLOONS!
No. 14 HMS with BLACK EARS
and STRETCHED FOR BIGGER
VALUE AT THE HANDOUT.
No. 14 HM—ASSORTED COLORS FOR
SALE INFLATED WITHOUT BLACK EARS



OUR 40TH YEAR

SEE YOUR JOBBER TODAY!

The **OAK RUBBER CO.**
RAVENNA, OHIO.

**BRAZILLIAN
AUTO
POLISH**

"Hutch" Hutchinson
presents
his new Polish . . .

POLISH WORKERS • PITCHMEN • POLISH WORKERS • PITCHMEN

Here's the real money winner . . . a big 16-oz. Liquid Wipe-On Wipe-Off Polish with real FLASH APPEAL label.

Samples \$1.00 each An Easy \$2.00 Item
1-3 Gross \$50.40 per Gross FOB Chicago
4-6 Gross \$43.20 per Gross FOB Chicago
10 Gross and Up \$36.00 per Gross FOB Chicago

AS A PITCHMAN TO A PITCHMAN YOU GET FAST SERVICE
Terms: 25% with order, balance C.O.D.

HUTCHINSON CHEMICAL CORPORATION

DEPT. BB, 918 W. ARMITAGE AVE. CHICAGO 14, ILLINOIS

PIPES FOR PITCHMEN

By BILL BAKER

SOME TIME AGO . . . in discussing the inconsistencies of many of our fellowmen, some wise old character suggested that it was rather imprudent for people who live in glass houses to be heaving boulders. We make note of that counsel here because this corner is amused occasionally by some of the scribed bellyaches it gets from some of the oldtimers in the trade who scream their ears off because the space is oftentimes filled with the jottings of pitcheroos of a more recent vintage. The aforementioned amusement is evoked by the fact that in 9 out of 10 times the piper doing the bellyaching is himself guilty of a much-too-long an absence. We are always glad to hear from both the old and new members of the pitch brigade, so

let's keep the gab coming and keep everybody happy. Moral: Either move into a more substantial abode or quit heaving the boulders.

IN LINE WITH WHAT . . . we mentioned above the glass hangouts, we welcome the following piece from Eddie Diebold (De-Bold), who is surely a REAL old-timer in the pitch fraternity and one who, incidentally, has been absent from this corner for a REAL long time. From San Diego, Calif. Eddie pens, "It's been a long time since I've piped in, but every week I buy a copy of The Billboard and scan the Pipes column. I notice that most of the items that I've read recently are from J. C. L's. Where are some of the old timers such as Eddie Gillespie (the re-

**"NOW" IMPROVED—PRECISION MADE 4 IN 1
RAZOR BLADE TOOL**

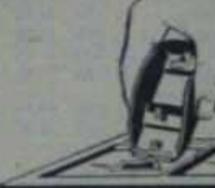
USE ANY USED DOUBLE-EDGE RAZOR BLADE
THE WORLD'S SHARPEST TOOL

Many Uses!

IN HOME OR COTTAGE—BELONGS IN EVERY TOOL BOX

- CABINET MAKERS
- MODEL MAKERS
- PATTERN MAKERS
- WAXED BOOKS
- DRESSER DRAWERS
- FINE WORK SHI BOATS
- HANDYMAN OR HOUSEWIFE

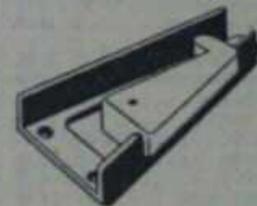
PAINT SCRAPER



STRAIGHT PLANE



WINDOW AND TILE SCRAPER



CURVED PLANE



A fine durable handy tool to have on the bench, in your work shop, to take along on a job or use up at your camp or cottage. It is automatically ad-

justable from 1/64th inch to 2 inches. Made from sturdy light weight metal, it is one tool that you would not want to be without, for holding screens, storm windows and doors, or boards up to 2x12 planks.

ACME CLAMP VISE

INCREASE YOUR SALES BY 40%
DEMONSTRATE THE CLAMP VISE WITH THE
RAZOR BLADE 4-IN-1 TOOL

DIRECT ALL INQUIRIES TO:

SELECT PRODUCTS

1808 SOUTH DELFORD AVE.

DUARTE, CALIF.

Hottest Item to Hit the Market in Years! Every man needs it—Buy it!

Retail Price \$4.50

SAMPLE \$1.95 Each pad.

\$1.10 Each in 1 Dozen Lot, F.O.B.

Individually Boxed

H & S SALES, 6164 N. Hamilton, Chicago 45, Ill.



A miracle tool . . . a proven money maker . . . a MUST for every home, factory, garage, repair shop. Use as a pipe wrench, clamp, pliers, hand vise, tool holder, etc. Adjusts to full 1 1/2". Slight pressure clamps a ton's pressure on the object—A FLICK OF THE FINGER RELEASES IT. Gives perfect sure grip without effort. Sells on sight . . . nothing LIKE IT! Profits GALORE! Satisfaction Guaranteed. 25% Deposit on C.O.D. orders.

PUNCH NEEDLE WORKERS and DEMONSTRATORS



HOME ART & NOVELTY CO.

Get our prices on the best 3 Needle Set on the market—Fine—Regular—Large. Samples of all 3 needles only \$1.00

Route 5, Box 365 Burlington, Wisconsin

It's New! Guaranteed Decorating Bag



A real professional type bag, ideal size, 8 1/2 inches long. No seams to leak or tear. No seepage through the bag. Fits all standard tubes. Plastic coated on both sides. Easy to use—easy to wash. Guaranteed for one year.

SELL THE SET with the GUARANTEED BAG Complete sets with 16 page book as low as

\$36.00 net Gross

Add Paste Food Colors to Your Pitch and Gross 35% more. Send 50¢ for Samples.



CHEFMASTER PRODUCTS CO.

1021 W. LAKE ST., CHICAGO 7, ILL.

PITCHMAN'S PARADISE

DIRECT FACTORY PRICES

WE BOOK STORES—FAIRS—SHOWS

- MOULI JULIENNE'S, 4 Blades Sample Price each, packaged \$1.90
- MOULI SALAD MAKER, 3 Blades, Free Recipes 2.90
- Auto Polish, Liquid or Powder, Free Sponges 1.00
- Foot Remedies—Free Corn Plaster—Free Ingrown Toenails 1.00
- Ure Oil—Free Ingrown Toenails 1.00
- Vitamin—Free Health Booklets 2.90
- Shampoo Plus, Lanolin & Lightweight Bars 1.00
- Video Plastic Towels, Free Waxing Cloth 1.00

BEST PRICES—FAST SERVICE

We carry products liability insurance. Send for samples today. Sample prices credited to your first order. Deal with a Pitchman.

**ART NELSON
CRESTLINE COMPANY**

959 W. Grace St. Chicago 13, Illinois

ELECTRIC PENCIL

Professional Model No. 3. Great money maker for you wherever crowds appear. Will help you sell more of almost anything. Guaranteed. Sold on approval. Originalized 1937. Avoid clumsy imitations. Favorite of pitchmen, 5 & 10's, insurance agents, libraries, etc. Engraves fine, medium or big lettering in gold, silver or colors, "with just a twist of the wrist," on leather, silk, wood, plastics, cards, books, etc. With six rolls superior gold foil, rolls 17x400", postpaid money order \$7.50. Extra six rolls \$2.50. Also new Model Burgess Vibro Tool for jewelry, glass, china, metal engraving, etc., with 10 general purpose points and genuine diamond tipped point, packed in metal chest for N. O. \$20.00.

R. E. STAFFORD, Electric Pencil
2340 N. Meridian St., Indianapolis 6, Ind.

MEDICINE MEN!

The House That Quality and Service Built

For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize in Private Label and Formula Work. Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours.

34 years of continuous service. By serving we grow!

THE HOUSE OF SERVICE!

CELTONSA MEDICINE COMPANY

Established 1912 1014 Central Ave. Cincinnati 3, Ohio

IDENT BRACELETS!

Aluminum, gold plated, 6 styles of Expansion Ident Bracelets. 8 styles of 24" Disc Necklaces, heavy-weight Nickel Rings, all kinds of nickel-silver Nickel Rings, Pins for engraving. Rings for grab bags from \$7 to \$12 a gross. Send \$2 or \$3 for samples.

Milwaukee Novelty Co. 1012 N 3rd St. Milwaukee 3, Wis.

PAPER MEN

Contact Don Knight

For good deal on Kentucky and Tennessee State Farm Papers. Write

STATE FARM PAPER UNIT

P. O. Box 310 Middletown, Kentucky

OVER 3000 TERRIFIC VALUES!



- GLASS LAMPS, OLD FASHION CHIMNEY TYPE, ASST. COLORS, 10 1/2" TALL \$18.00 per dozen
 - DICE LAMPS, 9" TALL 12.00 per dozen
 - HURRICANE LAMPS, ASST. COLORS 13.00 per dozen
 - CHINA LAMPS, LARGE 34" TALL 39.00 per dozen
- New Catalog Now Ready. State Your Business.
S. PALMER SALES CO., 1432 SECOND AVE., DALLAS, TEXAS

SPECIAL DEAL...
DEMONSTRATORS—JOBBER—DISTRIBUTORS
WRITE FOR PRICES



**Sensationally New! Tri-Wonder
 BUG and ODOR-KILLER BULBS**

Bulb fits any lamp in your home. Kills roaches, ants, flies, mosquitoes. Destroys unpleasant odors. Nontoxic, contains no DDT or lindane. Complete with 6 Insecticidal tablets, 6 Pine tablets and 6 Orange Blossom tablets. Safe, easy method to kill insects and odors. Retail for \$1.49. Extra tablets 98c—large bottle.

Send \$1.00 for Sample
CRESTLINE COMPANY 759 W. GRACE STREET
 CHICAGO 13, ILLINOIS

ATTENTION, ALL COIL WORKERS
 My New 2-Color Coil Is Ready For Shipping Now
 Compare the difference in coils and save with this all new coil which will increase your volume of sales immediately. Use the best looking coil. Sample FREE to all men now working coils.
 Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand at all times. You don't have to wait. You will not be let down. This coil is not plastic or porcelain but made of genuine bakelite and will not burn thru. Longer ferit to fit deep distributors. Have carbon resistor in all coils. Your cost of shipping is cheaper.

NEW LOW PRICE \$40.00 GROSS

HAROLD NEWMAN
 PHONE—WRITE—WIRE
UNIVERSAL IGNITION CO.
 4754 N. CLARK STREET CHICAGO 40, ILLINOIS
 Shop Ph.: Longbeach 1-3499 Home Ph.: Longbeach 1-4983

FAIRS PITCHMEN STORES
KRAFT
 Formula 9 Car Polish. The Hottest Fair & Store Item. Metal top and bottom can. An attractive Package at an Attractive Price.
 Write for Prices. Sample \$1.00
 Retail \$1.00 for One. Three for \$2.00
 Store Demonstrators Wanted—Will Train.
KRAFT PRODUCTS CO.
 4375 W. Buena Vista Detroit 38, Mich.

NEW! NEW! NEW!
 GREATEST DEMONSTRATION KITCHEN DEVICE IN 20 YEARS
 • CAN'T TELL YOU WHAT THIS KITCHEN MACHINE IS YET.
 • IT WILL RETAIL FOR ONLY \$3.98. • SHOULD BE READY JULY 15.
 • SALES SHOULD TOP ANY KITCHEN ITEM EVER DEMONSTRATED.

A FREE SAMPLE AND A DEMONSTRATION PITCH IS YOURS FOR THE ASKING—SEND THIS COUPON AND \$1.00 TO COVER HANDLING CHARGES.

POPEIL BROTHERS, INC., 20 N. Sangamon Street
 Chicago 7, Illinois Phone: SEeley 8-1214

Name.....
 Address.....
 City..... State.....

The Best Deal on HAWAIIAN TI LOGS
 Guaranteed Fresh • No Spoilage • Fastest Delivery
 Immediate delivery from New York. Lowest shipping costs. We ship fresh daily stock by rail and get logs and flash to you overnight. Why pay higher freight costs from the West Coast? For example Grade A Logs cost only \$2 delivered in N. Y. Telephone Jackson 6-8950, ask for Teddy.
 National Sales Office
 34 West 34th Street
 New York 18, N. Y.

ORCHIDS OF HAWAII, INC.

former)—more power to you Eddie—Mark Javett, Ed Currier, Mr. and Mrs. Powers, Marge Russell, Jack Dempsey, Mrs. Charlie Moore, Jack Zimmerman, the Griffiths and many others whom I can't seem to remember? If they would all pipe in occasionally, we could really jazz up the news. How about it fellows? (Editor's note: We think that's a helluva good idea.) I have been away from the pitch business with the exception of a short stand during the Christmas season. At that time, I took a little trip East, and while there, I worked Emil's mouse in Sears at Charlotte, N. C. I am located now in San Diego and am a voter and a tax payer here. You know, it's always been my belief that if you beat your fellowman out of what is rightfully his you will always wind up in the end with a flock of bad breaks and bad luck. Take for instance in my case—I got beat out of a bunch of dough by some of the characters I used to work for and most of them are now on the rocks or are about ready to go on the rocks—I've found that it generally pays to give a guy a fair shake. I am now advertising manager for the San Diego Aircraft Industrial Year Book and Employee's Business Guide. I have my own apartment in suburban North Park and have just now put a roast "in the oven (if you know what I mean). This sure is a big relief from living out of a suitcase and eating in greasy hash joints. If you happen to be coming out this way and want to cut up a few jackpots (which I am always anxious and happy to do), drop me a card to 4061 Arizona Ave., San Diego, Calif. I sure would be glad to see my old friends of pitchdom. Now I think I'll make up some "rad" over the kitchen stove and put out some workers. All the workers out here seem to be singing the blues. Well, now that I've piped in, I hope that many of the oldtimers will do likewise. Let's keep in touch with one another. I consider myself a friend of the pitchman."

JIM POOLE... of Indianapolis, tells us that he'd like to see a few pipes from Al Gardner, Chuck Fester, Honest John McGrail and a flock of the other boys. (It goes without saying that we think this is a good idea, too).

THE AMAZING DOC JESTER... the gent with the fluoroscopic optics, reports from Oakland, Calif., that he's still busy with his mental and hyp act. He also has some concessions on the West Coast and has just finished working the Chico (Calif.) Fair.

BEN (HOBO) BENSON... that venerable old Knight of the Road, slips us the info that he's just about ready to pull up stakes in the East and take off for the West Coast some time early in July. Not only will he be pitching his Hobo News, but he also intends working fairs and celebrations with his sketching outfit. Ben says he'll have to throw himself into high gear and do some real hustling because now he's a PAYING traveler on the country's railroads and no longer avails himself of the FREE, but somewhat cramped, accommodations afforded by the rods on a box car.

WHAT ARE... you specialty workers doing about the numerous July 4 celebrations that will be held this year? There will be plenty of lucre flying around loose if you are ready for it.

Write for new low price Sample 50c
E. P. FITZPATRICK
 204 N. Adams Street
 Wilmington 1, Delaware

AT LAST IT'S READY
THE TEN IN ONE MULTI-PURPOSE WONDA-SCOPE

Scores of uses: In the home, hunting, boating, fishing, nature study, forestry, celestial observation, etc.

ATTENTION, DEMONSTRATORS: This instrument is going to be the biggest money getter in years. Oldtimers will remember how powerful it was years ago. It took more than a year to perfect it, and at last we are ready to ship the amazing TEN IN ONE MULTI-PURPOSE WONDASCOPE, and it's made right here in the U.S.A. and doing great. It is now being pitched on television. For the Fairs, department stores, chain stores and the Christmas season, this will appeal to Boy Scouts, Girl Scouts, sportsfolks and the home maker, and will be a sensational pitch item. For further information, including special pitch and samples, rush \$1.00.

USES:
 READING LENS
 CODE TRANSMITTER
 COMPOUND MICROSCOPE
 ADJUSTABLE TELESCOPE
 FOCUSING BINOCULARS
 DIRECTIONAL COMPASS
 FLAT MIRROR
 SOLAR TIME CLOCK
 MAGNIFYING MIRROR—PHARYNGOSCOPE
 CAMP FIRE LIGHTER

Our price to demonstrators is right for volume sales. We also manufacture and carry a complete line of Kitchen Gadgets and Fashion Items for demonstrators.

Wire, write or phone
N. K. MORRIS MFG. COMPANY
 AVON, NEW JERSEY Prospect 5-1016

COIL WORKERS:
 \$46.00 per gross for THUNDERBOLT IGNITION UNITS

Our production is geared to make sure you will never run short of merchandise. Deal with an established firm that will not let you down.

FILM AVAILABLE FOR TV.
 F.O.B. Chicago, Illinois, or Monrovia, California, at \$46.00 per gross.
 Address either: United Ignition Research, c/o Ed Lasham Warehouse, 1545 South State Street, Chicago, Illinois. Phone: Wabash 23984 or United Ignition Research, 1201 South Myrtle Ave., Monrovia, California. Phone: Elliott 91506. Emergency: Elliott 8-5408.

ALL ORDERS SHIPPED SAME DAY

R. A. (Bud) Chalue
 United Ignition Research
 1201 So. Myrtle Avenue
 Monrovia, California

Contact the Monrovia office for samples, charts and complete shipping information before placing your first order with Chicago warehouse.

GENUINE PLASTIC TOWELS
 EXTRA LARGE PACKAGE OF 5
TAKE IN BIG MONEY
 REGULAR \$1.00 PKG. **25c** IN 100 LOTS OR MORE
 10 FREE WORKERS WITH EACH 100 OVERNIGHT SERVICE ANYWHERE
PALMER CO.
 10307 EAST WARREN WA 3-9131 DETROIT, MICHIGAN

DEMONSTRATORS!—WORKERS!
LIGHTS—CAMERA—ACTION
 Curtain Going Up, Ready to Shoot, With New Hot Items

New—Magic Tube Change Decorator Set
 New—Waffle & Patty Shell Molds
 New—Plastic Sealer for making Ravioli, Tarts, Hors D'oeuvres
 New—Pastry Cloth Sets & many other items

Write Jack Levy for prices. You can buy from us or work with us. Top stores, Top P.C. Samples \$1.00 each, credited to your account.

BONLEY PRODUCTS CO.
 28 So. Clinton St.
 Chicago, Illinois
 Phone: RAndolph 6-6629-30

ALLIANCE OFFERS YOU THE COOLEST DEAL IN THE COUNTRY EMPIRE MULTI-USE REVERSIBLE WINDOW FAN



- ADJUSTABLE—Fits any window—Double-Hung—Casement—Steel
EXHAUSTS stale air
FRESH AIR drawn in from outdoors
NO DRAFTS directs air up-down—straight
QUIET four 8" blades for maximum volume
110-120 V. A.C. only
Packed 1 to carton
Carries price tag of \$39.95

Only \$9.00 each
In lots of 3 or more Sample \$10.00 each

EXCLUSIVE EXTRA FREE

Portable steel Fan Stand included—nothing to assemble. Simply set fan in cradle.



Also available in five 10" Blades—Same as above. \$11.00 ea. In lots of 3. Sample \$12 ea.

- 3-PIECE PEARL SET—3-Strand Necklace, 3-Strand Bracelet and Drop Earrings. Comes in White, Pink, Blue. Each Set individually boxed \$ 9.00 per doz.
Ladies' all leather French Purse. Outside Coin Purse, gold embossed \$12.00 per doz.
#101 Genuine Western Wallet. Top grain cowhide, zipper all around small saddle wallet. In black and brown \$ 8.50 per doz.
Lighters with floral design \$ 7.20 per doz.
Sunglasses \$ 7.20 per doz.
Men's Caps, Assorted \$ 3.00 per doz.

25% Deposit With Order, Balance C.O.D., F.O.B. Chicago

Wanted: Agents, Distributors, Wagon Jobbers. Contact

ALLIANCE SALES CO.

4220 W. Roosevelt Rd. Chicago 24, Illinois Phone: NEVada 8-9012

IT'S AMAZING! 32" BEAR ONLY \$18.00

Despite Higher Costs for Labor and Materials. These Low, Low Prices!



25" MOUSE DOLL

- As illustrated
Rayon cloth
Attractive colors
\$9.00 doz.
In gross lots

19x10" COLLIE

- All plush, authentic
Like a real
Vinyl face.
\$21.00 dozen.
In gross lots

- 21"x14" Rayon Plush Poodle \$20.50
28" Rayon Plush Bear \$21.00
36" Clown, full size body \$11.40
34" Clown \$9.00

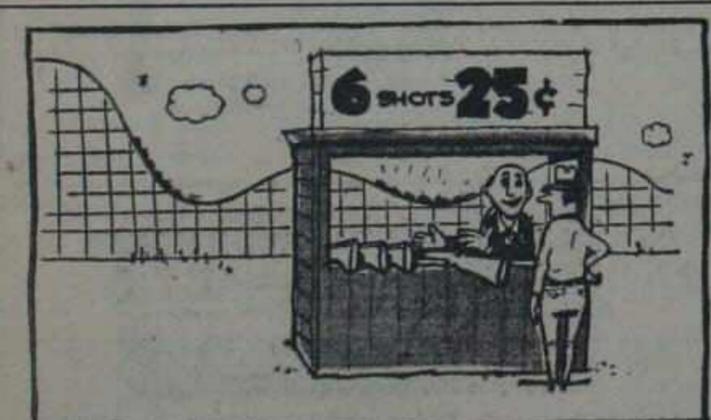
- 42" Dancing Doll \$16.50
24" Taffeta Clown \$6.00
15" Siffing Doll 6.00
10" Plush Scotty Dog 6.00
16" Rayon Cloth Doll 4.50

FREE Pliofilm Bags for All Toys! All Items Cotton Stuffed

Order Samples and Compare! #1—72 Pcs. 1/2 doz. at each \$77.40 #2—36 Pcs. 1/4 doz. of ea. \$38.70

FREE 1 Dozen (12) Davy Crockett Hats worth over \$7.50 with every Sample ordered.

ACE TOY MFG. COMPANY 536 Broadway, N. Y. C. WA 5-3234



"Shoot the Chute?"

—Ozzie Johnson, 1132 N.W. 45th Street, Oklahoma City, Okla., winner, June 16 issue GACSTER Cartoon Contest.

GIVE TO DAMON RUNYON CANCER FUND

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- Adams, Melvin (Red)
Adams, Mike
Adams, Peggy
Alcott, Bill (Clown)
Aldrich, Marion
Allen, James
Allen, W. H.
Anderson, Frank (Merry-Go-Round)
Andes, Mrs. June
Andreano, Frank
Anthony, Pat
Antonette, Lorette
Atchley, James C.
Bagby, John E. & Mrs.
Bailey, James
Baker, Joe
Balsewice, Peter
Baron, Mrs. Monica
Barham, J. C.
Barnstein, Barney (Hemingway)
Beatty, John E.
Bech, Fritz
Bell, Wm. C.
Bellon, L. E.
Benson, Elwood W.
Bernstein, Harry (Buddy)
Black, Holly
Blair, Swede & Mildred
Bock, Raymond
Bolsewice, Mrs.
Bordas, Evelyn
Borror, W. LeRoy
Bosk, Mrs. Helen
Boucher, Mrs. Hope
Bourassa, Chas.
Boyer, Howard (or Sandy Lee)
Bradley, Henry S.
Brady, Dorothy
Bratford, Epoch
Bray, W. M. (Whitey)
Brennan, Edward
Brennan, John
Brodnaght, Geo. & Mrs. (Alexia & Geo.)
Brooks, Mrs. Arthur
Brown, Mrs. Hazel
Bryant, James
Buckley, Mrs. Madji
Bundy, Donald
Burridge, Joe
California Skipper
Calk, Tommy
Carr, Jeannie
Carter, Bert
Carver, Wm. Lawrence
Case, Charles D. & Mrs.
Castello, Beate
Caudell, Mary Sue
Chambert, Mrs. Patsy
Chavanne, James
Cheminant, Lee
Cicciotti, Jack
Cleen, Ed
Clancy, Carlisle
Clayton, Duke
Cole, Mrs. Daisy
Conklin, Lola (Mrs.)
Conn, Floyd & Mrs.
Cook, Madison
Cook, Steve
Cosiglio, James J.
Coulter, Mrs. Virginia
Cousins, Mrs. John J.
Crabb, Sam & Marie
Craydon, Sam & Marie
Cronin, Arthur
Crotts, B. K.
Cucco, Betty Jean
Cummins, Phyllis
Cummines, W. G.
Cutler, Richard
Dabbs, Harvey
Davis, Eddie
De Coste, Romaine
DeBickie, Frank
DeWald, Bonnie M.
Deary, Corinne
Deloga, Jean
Demetro, Archie & Betty
Demster, Frank
Denby, Buck
Denton, W. I. & Mrs.
DiRocco, Tina
Doehn, Clarence
Duchene, Lewey & Mrs.
Dumond, Maurice
Duncan, C. R.
Dye, Princess Valder
Eason, Jasper J.
Edgington, Mrs. Cecil
Edwards, Mrs. Joyce
Elliot, Ralph S.
Ella, James
Engle, Chas. (Agt.)
Evans, Clarence Sanford
Evans, Fatty
Evans, Raymond Edwin
Ewing, Burton H.
Falls, Mr. Laddie
Farrin, Harry Ernest
Flake, Mrs. Mildred
Flanagan, Patrick M.
Flower, Mildred
Ford, Ted (Pen Store Agent)
Foster, E. M.
Frazier, Edna
French, P. E.
Fritts, W. R.
Furay, Paul
Gallagher Amusement
Gallagher, John & Beatie
Gallagher, Russell & Rose
Gallup, Jack O. & Peg
Gentusa, B. C.
Gibson, Jack
Gibson, Oscar L.
Ginter, Art
Glass, Roy P.
Glosser, Olga
Gond, Dorinda Marie
Goe, Kinny (Band Leader)
Goff, Geo.
Good, Connie
Goodall, Mrs. Catherine
Greer, Johnny
Greenberg, Meser
Grey, Andrew John
Hall, Forrest C.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

NEW YORK LIST

- Adams, Amelia
Blackwell, Lane
Borden, Lee
Brennigan, James J.
Bryson, Larry R.
Cicciotti, Jack
Clair, Dorothy
Cook, M. & G. R.
Corey, Joe
Cucco, Betty Jean
Davis, James
Dumont, Dennis
Farron, Harold
Gaudin, Brothert
Geddis, Robert
Gould, Murray
Hoover, Billy Gene
Ice, George P.
Jahara, Mrs. Louise
Lester, Ester
Lang, Paul
Wentworth
Leroy, Al
McGee, Lester
Maack, Eddie
Mains, Willard
Mark, Jimmy
Marvel, David
Maxwell, Charles D.
Moore, Alfred
Nickam, Mr. Patton (or Page)
Schuell, Carlisle E.
Shafer, Frank
Sharpe, Sonny
Stanley, M. G.
Stoll, Hank
Toop, Bobby Laura
Tumber, W. R.
Walsh, W. R.
White, W.
Causby, Herman S.
Broder, Russell B.
Charles, Michael
Chisholm, John E.
Carter, June
Cucco, Betty Jean
Davis, Roy
Ingleton, R. H.
Johnson, William
Jeffries, Elmer C.
Kobacker, Robert
Karni
Lumpkin, Ray
Leonard & Hall
Leonard, Wm. Side Show
Starr, Andy
Scott, W.
Tetrone, P.
Tobell, Allen
Tuttle, Dossie
Addison, Gordon
Alford, Pipe
Allison, Tex J.
Ames, Jack Sr.
Aranahos, A. L.
Barefield, James C.
Blag, Mrs. Mrs.
Blakely, B. H.
Blankenship, Bob
Boudreau, Adrian A.
Brouillette, Albert (Frenchy)
Brown, Wm. (Lucky)
Brumblow, Marvin
Butterbaugh, G. W.
Byrne, David E.
Cainan, Carl A.
Cantrell, Mrs. Billie
Carpenter, Clifford R.
Clark, Vaughn S.
Cooke, Carl E.
Conlan, Pat
Cooper, Russell L.
Cotner, John
Cousis, Miss Patti
Cox, Clifton
Craig, Allen C.
Crouch, Lee E.
Cruce, W. J.
Cucco, Betty Jean
Darnell, Rickey
Dalaney, Bernice
Billie
Davis, Mrs. Daisy
Deil, Mr. & Mrs. P.
DeWitt, Ted R.
Dunn, David B.
Eaton, Floyd Dorene
Festor, Charles G.
Fisher, Rocky
Flemings, Mrs. Rita
Fornier, Donald H.
Friend, Don & Rose
Puccella, Vincent
Gibson, Mr. & Mrs. Cliff
Gallup, Jack
Garich, John
Gloth, Mrs. Eugenia
Good, Connie
Good, O. S. (Okie)
Hackett, Bill
Hammond, Ray
Harrington, Mr. & Mrs. Bill
Harria, A. J.
Hatfield, Dale W.
Hill, John Arthur
Hoffield, Bonnie
Hollenback, Harold C.
Hollenback, Harold C.
Hollenback, Virginia

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

- McCabe, Mrs. Ruth
Addison, Gordon
Alford, Pipe
Allison, Tex J.
Ames, Jack Sr.
Aranahos, A. L.
Barefield, James C.
Blag, Mrs. Mrs.
Blakely, B. H.
Blankenship, Bob
Boudreau, Adrian A.
Brouillette, Albert (Frenchy)
Brown, Wm. (Lucky)
Brumblow, Marvin
Butterbaugh, G. W.
Byrne, David E.
Cainan, Carl A.
Cantrell, Mrs. Billie
Carpenter, Clifford R.
Clark, Vaughn S.
Cooke, Carl E.
Conlan, Pat
Cooper, Russell L.
Cotner, John
Cousis, Miss Patti
Cox, Clifton
Craig, Allen C.
Crouch, Lee E.
Cruce, W. J.
Cucco, Betty Jean
Darnell, Rickey
Dalaney, Bernice
Billie
Davis, Mrs. Daisy
Deil, Mr. & Mrs. P.
DeWitt, Ted R.
Dunn, David B.
Eaton, Floyd Dorene
Festor, Charles G.
Fisher, Rocky
Flemings, Mrs. Rita
Fornier, Donald H.
Friend, Don & Rose
Puccella, Vincent
Gibson, Mr. & Mrs. Cliff
Gallup, Jack
Garich, John
Gloth, Mrs. Eugenia
Good, Connie
Good, O. S. (Okie)
Hackett, Bill
Hammond, Ray
Harrington, Mr. & Mrs. Bill
Harria, A. J.
Hatfield, Dale W.
Hill, John Arthur
Hoffield, Bonnie
Hollenback, Harold C.
Hollenback, Harold C.
Hollenback, Virginia

- Horn, Mr. & Mrs. D. H.
Howells, Detrimental
Kenney, Miss Arlene
Kiehl, John Michael
Krippenberg, Jackie
McCloud, Delbert
McDonald, B. C.
McMasters, William H.
Maibin, Edward
Martin, Earl
Matejewski, Chesler A.
Medlin, Sadie
Middleton, Col. Odell
Miller, Donald S.
Moffield, James
Moore, Harvey Z.
Moore, J. D.
Moore, Raymond C.
Moran, Mr. & Mrs.
Moran, Tilo M.
Morris, Mrs. Dorothy
Morrissey, David
Morton, J. M.
Mortensen, Art
Moses, M. E.
Nash, John
Nell, James
Neteler, Emil
O'Haver, Jack D.
O'Reilly, Jerry
Payton, William
Pinchey, Robert Dale
Rais, Leo P.
Rais, Lee W.
Hambo, Wesley Paul
Sector, Mr. & Mrs.
Reed, Snooky
Richardson, J. T.
Whitely
Ridings, W. T.
Robinson, G. W.
Rogers, Gus
Sandusky, A. D.
Schantz, John S. Jr.
Schnell, Carlisle
Sollers, Mr. & Mrs. Fred
Sharp, Mr. & Mrs. Joe
Sheppard, Luther
Sisco, Jo Ann
Simons, Charles
Slaton, Mr. & Mrs. Whitey
Smith, James A.
Sokolowski, Peter
Spinks, Bethel
Star, Hedy Jo
Stearns, Edward
Stevens, Mrs. Margie
Stumbo, Fred
Stumbo, Mrs. Sue
Sutton, Charles W.
Swinsky, William
Taylor, Miss Jackie
Taylor, W. C.
Tiller, Fritz
Travis, Cliff
Whitton, L. W.
Wilder, Hugh L.
Willey, T. L.
Wilson, Tex
Zimmer, H. E.

HAWAIIAN TI LOG LOW AS 4¢ EACH GREEN OR COLORED BEST QUALITY! TROPICAL HAWAIIAN CO. DEPT. C 124 3rd STREET - SAN FRANCISCO, CALIF.

IT'S FABULOUS SNAY-A-PART Stringless Beads. Pop-it. Latest invention, like magic. Assorted pearl colors. It's a gold mine for profits, and what a seller. Retail to \$1.00 per string. Bulk for 144 complete necklaces. \$21.60 DEAL. EARRINGS. To match above \$13.20 GROSS PAIRS. SNAP-IT EARRING SETS. 3 in 1, 5 pairs, in 3 interchangeable colors to match accessories and Pop-it Necklaces. Gross cards complete \$36.00. DOZEN CARDS COMPLETE \$3.60. Send Payment F.O.B., New York

MILLS SALES CO. Cut Rate WHOLESALERS Since 1916 76 West 23rd St., New York 10, N. Y. HOT ITEM -3 WAY- TRI-COLOR FLASHLIGHT Push Button. Give you 3 colors - Red, White, Green. Takes regular size two cell spotlight batteries. Throws powerful 350 foot beam. Terms: Net Cash. Minimum order 3 doz. 25% deposit with order. Prompt delivery. Concord Mercantile, Inc. Importers and Wholesalers 1133 Broadway, New York 1, N. Y. MU 6-969

Sell AUTO WAX at County Fairs and Farmers' Markets Make Over \$1 to \$1.50 Per Can A paste wax selling for \$2.00 in accessory stores. Cleans, waxes, weather seals in one easy operation. Order them while they last. Here's your chance to earn several hundred dollars per week selling the best cleaner polish on the market. Sample can \$1.00 or order gross and get started for only \$72.00. Robert Frederick 6 Rivers Drive, Great Neck, New York

CLOSING OUT 5,000 LAMPS Table Lamps \$2.00, \$2.50, \$3.00, \$3.50, \$4.00 each Vanity Lamp \$1.00, \$1.25, \$1.50 each Hurricane Lamps \$1.25 each Wall Lamp \$1.00, \$2.00 each Bull Fighter T.V. Lamp \$2.00 each all lamps complete with shades 14" Plastic Lamp Shades \$9.00 per doz. 8x10 Framed Pictures \$4.50 per doz. 5" Round Pictures \$2.50 per doz. Small round Mirrors \$2.00 per 100 25% with order, balance C.O.D. Smith's Jobbing House 1388 Milwaukee Ave., Chicago 22, Ill.

KIPP BROTHERS' CARNIVAL NOVELTIES AND SUPPLIES

Just out! Our biggest and best Novelty and Premium Catalog in 76 years of expanding business! Write today for your copy of this 100-page booklet featuring Flags, Novelty Toys, Housewares, Balloons, Blankets,

Slum, Joke Items, Plush-Dolls, Hats, Glassware, Advertising Premiums, etc. Please state your business, give your permanent address and mention Billboard Magazine.

SPECIALS SPECIALS SPECIALS SPECIALS SPECIALS

We've lowered our prices—so low in fact we can only promise to maintain them until July 10th this year. So H-U-R-R-Y. . . . When writing for your catalog take advantage of the buys you see on this page, and at the same time receive a FREE GIFT from us. If your first order totals \$25.00 or more,

you'll receive one of our best Canvas change aprons, and if your order totals more than \$50.00 we will include an EXTRA SPECIAL gift. State if gift is for man or woman.

PLUSH & DOLLS

T1206—Bayon Plush Bears, Cotton filled body, Red, White, Blue, Black, with white and pastel.

Special Dozen \$26.95

T1208—Soft stuffed Cuddie Bears, 15" high, Wall Button eyes, silk ribbon, Brilliant assorted colors.

Special Dozen \$10.75

T4123—Seated Doll, Full dressed stuff doll, 13" tall with plastic face, Cotton dressed, Each in polyethylene bag.

Special Dozen \$3.95

T2198—Boxed Doll, 7 1/2" tall doll, Dressed in assorted satins, Each in window display box, 6 dozen in reshaping carton.

Carton lots per dozen \$4.95

Less than Ctn. lots, dozen \$5.25

T1544—Giant Boudoir Doll, 34" tall, Dressed in bright rayon skirt with print design, Matching hat, Assorted colors, Each in box.

Special Dozen \$28.80

NOVELTY HATS

Straw Cowboy Hat—Dozen \$ 3.75

Carton of 100 \$1.00

Straw Farmer's Hat—Dozen 3.00

Pizza Hat—Dozen 7.50

Turtle Gob Hat—Dozen 4.25

Giant Sombrero—Dozen 7.50

Bird's Nest Hat—Dozen 1.50

Green Beachcomber Hat—Dozen 16.00

Hawaiian Beachcomber Hat—Dozen 3.00

Fancy Straw Cowboy Hats—Dozen 6.80

Cowboy Hats (12")—Dozen 3.18

(14")—Dozen 3.75

Mickey & Minnie Mouse Beanies—Dozen 8.10

Mickey Mouse Face Hat—Dozen \$ 7.50

Colored Felt Berries—Dozen 3.50

Green \$7.50

CARNIVAL SUPPLIES

Penny Pitch Chart—Each \$ 6.50

Hoopla Rings (Any Size)—Dozen90

Gross 10.50

Came Rack Rings—Per 100 8.50

Add-N-Win Dart Board—Each45

Weighted Darts—Dozen 1.20

Gross 12.75

Joe Feather Darts—Box 3 doz. 1.20

4" Dart Balloons—18 Gross 8.50

Goldfish Bowls—Ctn. of 48 3.20

Table Tennis Balls—Gross 4.50

Wood Milk Bottles—Each75

Loaded Wood Milk Bottles—Each 1.25

Aluminum Milk Bottles—Each 1.75

Imported Covered Baseball—Dozen 2.25

Worth Carnival Ball—Dozen 2.95

BINGO SUPPLIES

Bingo Dispenser & Balls \$10.75

With Wood Balls—Each 11.50

With Bakelite Balls—Each 11.50

Professional Bingo Cards—Per 100 4.25

Middleweight Cards—Per 100 1.85

Professional Chuck-A-Luck—Each 28.50

Single Roll Tickets—Per roll70

Double Coupon Tickets—Per roll 1.25

GAME WHEELS

30" Aluminum Wheel—Each \$29.50

Painted 2 sides—Each 37.50

35" Aluminum Wheel—Each 25.00

Painted 2 sides—Each 42.50

34" Wood Carnival Wheel—Each 30.00

34" Wood Carnival Wheel—Each 34.00

42" Wood Carnival Wheel—Each 40.00

48" Wood Carnival Wheel—Each 84.00

BEACON BLANKETS

Tropic Blanket (New Hula Girl Design)

Carton lots of 30—Each \$3.25

Less than Ctn. lots—Each 3.15

Sound Mingo (Indian) Blanket

Carton lots of 30—Each 3.25

Less than Ctn. lots—Each 3.15

Sound Magout (Piaid) Blanket

Carton lots of 30—Each 3.25

Less than Ctn. lots—Each 3.15

Hammid Midway (Indian) Blanket

Carton lots of 30—Each 2.60

Less than Ctn. lots—Each 2.70

Hammid Teba (Piaid) Blanket

Carton lots of 30—Each 2.60

Less than Ctn. lots—Each 2.70

Leopard Blanket

Carton lots of 30—Each 2.25

Less than Ctn. lots—Each 2.45

Aster Pack (Blanket in Plastic Scotch

Plaid zipper case)

Carton lots of 25—Each 2.45

Less than carton lots—Each 2.75

GLASSWARE SPECIALS

We bought all the Rubyware the factory had left. No more available when this lot is gone. Hurry!

R1278—3 1/2" Footed Bowl (Packed 1 doz.)

Per Carton \$1.20

R1274—4 1/2" Matching Dish (Packed 4 doz.)

Per Carton \$2.40

R3451—9 oz. Tumbler (Packed 4 doz.) Per

Carton 3.40

R43—11 oz. Tumbler (Packed 4 doz.) Per

Carton 3.40

BLOOPER'S BALLOON BEANIE

Official Super Circus Balloon Hat with 3 different colored replaceable balloons. (Hat made of plastic assorted colors.)

Window Displays and Countersigns Free

Box of 3 dozen \$ 6.00

Gross 22.00

STREET BALLOONS

48" Stretched Spiral Balloons, Gr. \$4.00

Workers, Each50

New Mickey Mouse Head Balloons, Gr. 7.50

Workers, Each35

SLUM BONUS

1 GROSS SLUM FREE WITH EVERY 10 GROSS PURCHASED. 10 GROSS FOR ONLY \$9.90

YOUR CHOICE
Fingertraps, Combs, Butterfly Pins, Blowouts, Razors, Whistles, Feather Ticklers, Masks, Rings, Jumping Beans, Crickets, Fans, Horns, Rubber Soldiers, Rubber Lizards, Puffing Cigarettes, Plastic Airplanes, Tilt Puzzles, Vinyl Charms and Toys.

25% deposit required on all C.O.D. orders. We do not pay postage. Include sufficient amount to cover. A 50c charge will be made on all orders totaling less than \$10.00.

KIPP BROTHERS

Established 1880

240-42 South Meridian St., Indianapolis 25, Indiana
Telephone MEIrose 4-5507



Nationally Advertised EVERSHARP RET. BALL PENS

24 Ball Pens to Beautiful Display Cabinet. Contains 18 Pens at \$1.00 retail price and 6 Pens at \$1.95 retail price. \$29.70 total value for pens and display cabinet.

Special Price Only \$12.50 complete

Terms: 25% dep., bal. C.O.D., F.O.B. Chicago

Write for Our Summer and Fall Specials
OPEN SUNDAYS

ADLER SALES CO. (Sub. W.S.L. Dist. Co.)
849 W. Roosevelt Road, Dept. B-30
Chicago 8, Illinois

WONDER DANCERS

the NEW action toy!

THE PERFECT TOY FOR PAIRS

THESE FAST SELLING LITTLE DANCERS ARE NOW MADE IN SIX CHARACTERS APPROVED FOR DEMONSTRATION IN ALL CHAIN STORES

CATALOG and SAMPLES \$1.00

ATLANTA JAYSTIK CO.
731 PARK STREET, S. W. ATLANTA, GA.

RADIOS

Portables, Clock
Table Models
PRICED RIGHT
STYLE RIGHT
QUALITY RIGHT

Model #	Description	Unit Price
#604	4 tube table model, walnut only	\$ 8.95
#014	5 tube, two tone colors	9.95
#114	5 tube, ultra modern	10.50
#0401	5 tube, illuminated dial, asst. colors	11.00
#OPR 100	DeLuxe Personal Portable	12.50
#216	5 tube clock radio, walnut	14.20
#321	5 tube clock radio, asst. colors	14.70

TEA CARTS

Wrought iron with two tempered glass shelves \$5.95. Brass plated \$7.50.

5% discount for orders of 1 doz. or more of any single item.

TERMS: 25% deposit, balance C.O.D.

MATTHEW STUART & COMPANY, INC.
315 East 85th Street
New York 28, N. Y.
LEhigh 5-4466

32 PC. WHITE CHINA SETS \$1.50 EA.

Service for six—individually packed

Set includes: Cups—saucers—fruit dishes—plates—platters—vegetables. Sets are imperfect but good.

Also: Planters—Vases—Figurines, etc. \$2.25 dz.

Headquarters for CHINA—GLASS—PLASTICS—NOVELTIES—PREMIUMS, etc.

BRINN'S CHINA & GLASSWARE CO.
2033 EAST CARSON ST. PITTSBURGH 3, PA.
Open 8 a.m. to 5 p.m. every day, including Sunday, except Saturdays.

When in Pittsburgh, stop and see our large displays. FREE PARKING.

12" FEATHER DOLLS, Doz. . . \$2.75
PARASOLS, Doz. 3.00
12x18" FLAGS, Doz. 1.50
8x12" FLAGS, Doz.90
4x6" FLAGS, Gross 4.25
JAP FLYING BIRDS, Gross . . . 7.20

MANY OTHER ITEMS
OPEN SUNDAYS
25% dep., bal. C.O.D., F.O.B. Chgo.

BELL SALES CO.

1107 SO. HALSTED ST.
Chicago 7, Ill

WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO

\$1.00 Doz. (min. 3 doz.) plus postage. Or \$7 Gr. in Gross Lots.

Aviation Metal, tarnish-proof, anodized finish with gold color, double-head limit. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELT BUCKLE RINGS AVAILABLE. \$9.00 PER GROSS.

Sterling Jewelers, Inc.
1975 E. Main St. Columbus, Ohio
SEND FOR NEW CATALOG

★ NEW WHOLESALE HOUSE IN TOWN ★

Complete Line of All Nationally Advertised Merchandise
Special Introductory Offer:

Multi-Use Reversible Window Fan. Carries \$39.95 price tag. Your Cost Only \$8.75 ea. in lots of 8	\$2.98 Summer Jewelry Set. Pair of Earrings and Necklace \$9.00 per doz. Sample \$1.00 ea.	Carded Sunglasses with Carrying Case. \$6.00 per doz. Sample \$1.00 ea.
---	--	---

We carry a complete line of Appliances—Watches—Novelties—Costume Jewelry—Toys—Housewares.

Our Specialty—CARNIVAL and PEDDLER SUPPLIES—PREMIUM USERS—WAGON JOBBERS
25% dep., bal. C.O.D., F.O.B. Chicago

AL'S SALES CO. 8959 W. Fullerton Ave. Chicago 47, Illinois Phone: Humboldt 6-6992

Direct From Manufacturer • New Design and Style

Loving Cup

SALT AND PEPPER SETS

Each Set Individually Packed With Cellophane Display Window

\$4.00 per dozen sets. \$40.00 per gross. Terms. We pay postage if full payment accompanies order or 25% deposit, balance C.O.D.
Please specify whether Gold or Silver Design

WONDER CREATIONS P. O. BOX 1006 LOS ANGELES 53, CALIFORNIA

DEMONSTRATORS! GADGET WORKERS!

HEAR THIS!
YOU JUST CAN'T BEAT
THESE SISTERS
FOR TOP MONEY!



The MOULI GRATER

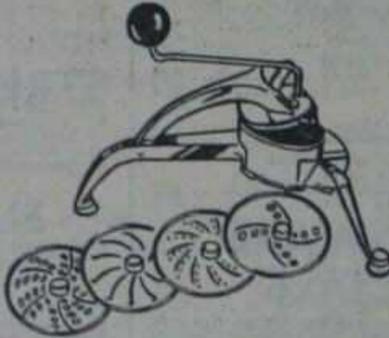


A dependable money
maker even at Pumpkin
Fairs.

AND NOW...

The MOULI JULIENNE

With 4 steel discs for top
money at shows, fairs and
stores.



AND NEXT YEAR...

ANOTHER NEW ITEM FOR YOU!

Honest merchandise, well constructed, means no beefs, big
pass out and repeat sales. Pleased customers help you sell.
WRITE FOR PRICES and PROVEN PITCH FOR YOUR OWN
SPOTS, or we will arrange bookings on good PC for good
demonstrators.

Contact

Mouli Manufacturing Corp.

91-8 BROADWAY

JERSEY CITY 6, NEW JERSEY

EYE-APPEAL! BUY-APPEAL!

Luxurious **6 Pc. Set** Priced for ACTION

Includes: All metal, top action pen; All metal automatic pencil; Stunning Tie Bar; Smartly styled Cuff Links; Handy Pocket Knife. All in plush, satin-lined metal gift case.

Now an item so popular in appeal, so high in value, and so low in price it's bound to make sales history. In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural."

25% with order, balance C.O.D.

MODERN PEN Mfg. Co., Inc.
384 B'way, N.Y. 13, N.Y.

Sample Set \$3.50
Only \$2.50 Per Set in lots of 4

THE WORLD'S FIRST GYRO CIRCUS WITH THREE BIG ACTS

Colorful **CUT-OUTS** on Beautiful Display Box
Attach to GYRO to Give Amazing Circus Performance.

• **THREE CUT-OUTS** •
• **JO-JO, THE JOLLY CLOWN** • **JEEP, THE MERRY MONKEY** • **JUDY, THE DARING TIGHT-ROPE ARTIST**

SPECIAL STAND MAKES GYRO RUN IN CIRCLES WHILE ROTATING. NOTHING LIKE IT ON THE MARKET.
SAMPLE ON REQUEST.....75c each postpaid.
Price: \$4.50 per dozen
CHECK IN FULL MUST ACCOMPANY ORDER.

DE ROY MFG. CO. 9208 ATLANTIC AVE., SOUTH GATE, CALIF.

NEW DELUXE STYLE JWELED LIGHTERS

For Men and Women

Terms Net Cash
\$12.00 doz. 35% deposit with order

Minimum order 1 doz., prompt delivery. Assorted colors, large & small.

CONCORD MERCANTILE, INC.
1153 Broadway, New York 1, N. Y.

PITCHMEN—CARNIVAL MEN—MIDWAY MEN
When in ATLANTA, GA., visit our large showroom and warehouse.

Complete stock of Federal, Jeanette, Anchor Hocking, Hazel Atlas, etc., in all colors of Ruby Red, Forest Green, C. I., Blue Glass, etc. Hundreds of items to choose from. Immediate shipments from our Atlanta Warehouse. Plenty of parking space—free.

LITTLE FAWN POTTERY COMPANY
Division of H. Smith Bottle Supply Co.
58 COURTLAND ST., S.E., ATLANTA, GA. PHONE: LAMAR 3122

COMING EVENTS

- Arizona**
Ajo—Celebration, July 4.
Bisbee—Celebration, July 4.
Casa Grande—Celebration, July 4.
Elroy—Celebration, July 4.
Flagstaff—Celebration, July 4.
Flagstaff—Southwest Indiana Pow-Wow, July 2-4.
Flagstaff—Sheriff's Posse Parade & Rodeo, July 29.
Flagstaff—N. Ariz. Square Dance Festival, Aug. 10-12.
Mesa—Mermon Pioneer Celebration, July 24.
Payson—71st Annual Rodeo, Aug. 10-12.
Prescott—Frontier Days, July 1-4.
Prescott—Smoki Ceremonials, Aug. 11.
Safford—Pioneer Celebration, July 24.
St. Johns—Camporama & Pioneer Day Celebration by Mormons, July 24.
Snowflake—Pioneer Day Celebration & Rodeo, July 22-24.
- Arkansas**
Helena—Centennial, Aug. 17-22. Sam W. Tappan, Chamber of Commerce.
Rogers—Diamond Jubilee, Aug. 27-Sept. 2. C. B. Porter.
- California**
Eureka—Eureka Rodeo, June 29-July 1. Ralph Barnes.
Lamont—Lamont Rodeo, June 29-July 1.
Oceanside—Celebration, July 4.
San Francisco—China, Glass and Gift Show, Aug. 8-8. Kay Leber, 1355 Market St.
San Francisco—Flower Show, Aug. 23-24. Robert D. Gromm, 3039 26th Ave.
Weaver's—Gold Rush Days, June 30-July 1. Earl H. Ford.
- Colorado**
Aspen—Silver Stampede Rodeo, July 14-15. Arthur A. Pfister.
Boulder—Pow Wow & Rodeo, July 23-30. Gene Love.
Brush—Brush Amateur Rodeo & Race Meet, July 3-4. Everett E. Hult, Jaycees.
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11.
Colorado Springs—Pikes Peak Auto Race, July 4.
Estes Park—Legion Fireworks Show, July 4.
Estes Park—Mountain & Plains Regional Appaloosa Horse Show, July 5. Chamber of Commerce.
Estes Park—Hoofbeats Rodeo, Aug. 2-4. Chamber of Commerce.
Estes Park—Regional Arabian Horse Show, Aug. 18-19. Chamber of Commerce.
Evergreen—Kids' Field Day and Rodeo, July 1. Frank Castiel.
Fort Morgan—Ninth Annual Howdy Day, Aug. 1. Olin L. Webb.
Greeley—July 4 Celebration, June 30-July 4. C. L. Mayer.
La Junta—Kids' Rodeo, June 28-29. Ward Watkins.
Pagosa Springs—Red Ryder Round-Up, July 2-4. Glen Edmonds.
Walsenburg—Spanish Peaks Festival, Aug. 4-6.
Woodland Park—Ute Trail Stampede, July 20-22. Edith M. Atwell.
- Connecticut**
Bridgeport—Barnum Festival, June 26-July 7.
- Florida**
Daytona Beach—Dixie Frolax, June 30-July 4. Warren Cole, Jaycees.
- Georgia**
Brunswick—Brunswick-Glynn Co. Centennial, Aug. 13-18. W. O. Bishop, Room 219 Ogilthorpe Hotel.
- Idaho**
Plummer—Plummer Rodeo, June 30-July 1. J. R. Inescore.
- Illinois**
Carthage—4-H Show, July 25-28.
Chicago (Soldier Field)—Celebration, July 4.
Davis—Celebration, July 25-28. William Braut.
De Kalb—Centennial, July 11-16.
Farmersville—Irish Day Picnic, July 16-21.
Geneseo—Celebration, July 4-7. VFW Post 5082, State St.
Origgsville—Celebration, June 28-July 4.
Iroquois—Celebration, July 4.
Mount Vernon—Celebration, July 4.
Mount Vernon—Celebration, July 2-8.
Maywood—Italian Festival of Chicagoland, July 25-Aug. 5. Joseph De Serto, 1615 N. 18th Ave., Melrose Park.
Mokenna—Glad Festival, Aug. 18-19.
Olney—Celebration, July 4.
Palmyra—Terry Park Industrial Fair, July 5-8. Oral H. Cooper.
Peotone, Ill.—Centennial, Peotone, Ill., August 2-5.
Salem—Reunion, June 25-30.
Shelbyville—Celebration, July 4-8.
Viola—Centennial, July 2-4.
- Indiana**
Brazil—Rotary Club Celebration, July 4.
Charlestown—Lions Celebration, July 9-14.
Chesterfield—Sesquicentennial, June 25-30.
Columbia City—Old Settlers Day and Legion Festival, Aug. 8-11. Byron Beeber.
Connersville—Legion Celebration, July 1-7.
Huntington—VFW Street Fair, July 30-Aug. 4. Warren C. Heeter.
Hymers—Homecoming, July 11-14.
Linton—Celebration, July 2-7.
Loogootee—Lions Club Celebration, June 25-30.
Marion—E. Marion Street Fair, July 9-14. Don Marshall.
North Webster—Mermald Festival, June 25-30.
Walkerton—Celebration, July 2-7.
- Iowa**
Ackley—Bauerkraut Days, July 23-24.
Chariton—Lucas Co. 4-H Achievement Show, Aug. 14-16. Mrs. Lee Cottingham, Russell.
Cherokee—Pilot Rock Plowing Match, Aug. 13-15. Albert R. Griffith.
Clarion—Celebration, July 30-31.
Clinton—Clinton Birthday Party, July 15-21.
Clinton—Celebration, July 2-7.
DeWitt—Clinton Co. Club Show, Aug. 6-10. Jimmy Miller.
Fairfield—Jefferson Co. Jr. Agri. Show, Aug. 13-16. Henry McCleary, Packwood.
Greenfield—Celebration, July 4.
Jesseup—Farmers' Day, July 30-31.
Le Porte City—Celebration, July 2-4.
Logan—Celebration, July 4.
New Hampton—Celebration, July 9-10.
Red Oak—Celebration, July 4.
Sibley—Oswego Co. Livestock Show, Aug. 29-31. Gene Alexander.
St. Louis Center—St. Louis Co. Youth Fair, Aug. 7-8. Maurice E. Eldridge, Orange City.
Toledo—Celebration, July 9-7.
- Kansas**
Thompson—Winneshago Co. Jr. Show, Aug. 13-15. Dean Nerdig, Forest City.
Waterloo—Kavanaugh Booster Days, July 16-21.
Wilton Junction—Celebration, July 13-14.
- Kentucky**
Louisville—Homecoming, July 2-7. R. J. Dobyas.
Olive Hill—Summer Festival, June 25-30.
Paducah—Centennial, July 29-Aug. 4. Jack Keller, Columbia Amusement Co., Arcade Theater Bldg.
Paintsville—Celebration, July 2-7.
- Maryland**
Lowell—Lowell Commons Celebration, July 2-4.
New Bedford—Fire Fighters Free Charity Circus, July 16-21.
- Massachusetts**
Gloucester—St. Peter's Fiesta, June 23-July 1.
Palmouth—Portugese Fiesta, July 3-4. Jack Cooper, 17 Worcester St., Boston.
Lowell—Celebration, July 2-4.
New Bedford—Feast of the Blessed Sacrament, Aug. 2-5.
- Michigan**
Ains — Centennial, July 1-7. Paul T. Haagen.
Baraga—Baraga Co. Dairy Show, Aug. 8. Donald Lehto.
Bay City—Brown Swiss Cattle Show, Aug. 7.
Berrien Springs — Southwestern Mich. Guernsey Breeders' Show, Aug. 8. F. W. Bruce.
Charlotte—Brown Swiss Cattle Show, Aug. 9.
Coldwater—Brown Swiss Cattle Show, Aug. 9.
Corunna — Mich. State Holstein-Friesian Show, Aug. 2.
Detroit—Panorama of Progress, June 30-July 4.
Glenn—Glenn Pancake Festival, June 29-July 1.
Grand Rapids—Grand Rapids Guernsey Show, Aug. 11. Donald Kamps.
Grant—Jersey Cattle Show, Aug. 2.
Imlay City—Jersey Cattle Show, Aug. 1.
Imlay City—Thumb Dist. Guernsey Show, Aug. 1. Harold L. Kingsbury.
Ionia—Brown Swiss Cattle Show, Aug. 10.
Jackson — Southeastern Mich. Guernsey Show, Aug. 11. Lauren Goodlock.
Jackson—Jersey Cattle Show, Aug. 18.
Manistee—National Forest Festival, June 30-July 4.
Menominee—Menominee Dairy Show, July 28. Gail E. Bowers.
Midland—Saginaw Valley Guernsey Show, Aug. 13. Osborn Thurlow.
Midland—Jersey Cattle Show, Aug. 18.
Newaygo—Brown Swiss Cattle Show, Aug. 11.
New Baltimore—Celebration, June 30-July 4. Ted Brousseau, Civic Club.
Pontiac—Central States Threshermen's Reunion, Aug. 30-Sept. 3.
Port Huron—Blue Water Festival, July 9-16. Floyd B. Walters, 14-19. Harker St.
Rudyard—Eastern U.P. Jr. Fat Stock Show, Aug. 8-9. Wm. Dickinson.
Wayland—Jersey Cattle Show, July 30.
- Minnesota**
Bemidji—Water Carnival, June 30-July 4.
Braham—Progress Days, July 30-Aug. 1.
Edgerton—Dutch Festival, July 19-19. Clifford H. Peterson.
Detroit Lakes—Water Carnival, July 12-15.
Duluth—Centennial Celebration, Aug. 3-12. James W. Kling, 219 W. First St.
Fergus Falls—Kiddies' Day, July 13-14.
Gaylord—75th Anniversary and July 4 Celebration, July 2-4.
New Prague—75th Anniversary Celebration, July 6-8.
Plainview—Centennial, June 26-July 1.
Savage—Dan Patch Days, July 27-29.
- Mississippi**
Sebastopol—Leake Co. Dairy Show, Sept. 2-3. L. R. Anthony.
- Missouri**
Aurora—Legion Celebration, July 4. W. A. Oglesby.
Canton—Lewis Co. 4-H Show, July 20-21.
Gallatin—Davies Co. Jr. Livestock Show, Aug. 31. Geo. H. Schmitt.
Hillsboro—Hillsboro Horse Show & Festival, July 27-29. Sam Martin.
Hopkins—Hopkins Picnic, Aug. 10-12. Geo. L. Hill.
Linneus—Old Settlers' Reunion, Aug. 9-11. Roy T. Young.
Louisburg—Old Settlers' Reunion, July 23-24. Harry W. Atchley.
Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1. E. K. Blanchard.
Maitland—Blue Grass Festival, June 27-30. Dale A. Marlon.
Maryville—Northwest Mo. Horse Show, July 11-12. Mrs. Lester Swaney.
Pollock—4-H Club Achievement Day, Aug. 4. J. H. Streeter.
St. Louis—Mid-American Jubilee, Sept. 1-30.
- Montana**
Butte—Butte Rodeo, June 23-30. Lewis A. Quay.
- Nebraska**
Omaha—St. Alfas Festival, June 31-July 1.
Wilber—Kalace Days, June 23-29.
- Nevada**
Elko—Elko Rodeo, June 29-July 1. Oren Probert.
Ely—Nevada Fair of Industry, Aug. 23-28. F. P. Hoover, P. O. Box 888.
Reno—Reno Rodeo, July 1-4. R. A. Peterson.
- New Jersey**
Hammonon—Celebration, July 9-18.
Hammonon—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.
- New Mexico**
Cimarron Rodeo, July 4. W. M. Hope.
Gallup—Inter-Tribal Indian Ceremonial, Aug. 9-12. Edward S. Merry.
- New York**
Cooperstown—Jr. Livestock Show, Aug. 1-2.
Copake—Holstein Show, Aug. 4.
Corinth — Firemen's Celebration, June 23-29.
Elmira—Antique Show, Sept. 17-20.
Fredonia—Annual Gala Week, Aug. 21-23. Fire Dept.
Fredonia—Antique Show, July 19-12.
Lockawanna—Legion Field Days, July 18-22. Edward Aldrich, 348 Ride Road.

(Continued on page 105)

NEWLY DESIGNED!

Self-Starting

WROUGHT IRON ELECTRIC CLOCKS

1 3/4" Diameter
Colors: Black, White, Pink
\$3.60 each in lots of 4
Sample \$4.00 each.

Self-Starting

TRIVET ELECTRIC CLOCKS

Size: 1 1/2" x 6 3/4", in black or pink.
\$3.30 each in lots of 4
Sample \$3.75 each.

SELF-STARTING ELECTRIC HORSE CLOCKS

All metal or sturdy plastic base in two-tone bronze or gold finish.
\$6.00 each in lots of 4
Sample \$4.75 each.

COMBINATION ELECTRIC HORSE CLOCK AND T. V. LAMP Complete With Bulb

All metal or sturdy plastic base.
\$7.00 each in lots of 4
Sample \$8.00 each.

#825 T. V. HORSE LAMP, 11" x 12"

Complete with bulb on felted wood base in bronze or gold finish.
\$2.85 each in lots of 4
Sample \$3.25 each.

We use nationally known, guaranteed self-starting electric clock motors with sweep second hand in all our electric clocks.
Send for free catalog, 25c deposit, balance C.O.D., F.O.B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale add Federal Tax.

HOUSE OF BRONZE

1447 Myrtle Ave., Brooklyn 37, N. Y.
GLenmore 6-1340

HAWAIIAN TI LOG

LOW AS 4¢ EACH
GREEN OR COLORED
LOWEST PRICE! BEST QUALITY!
with HAWAIIAN PRODUCTS, INC.



TROPICAL HAWAIIAN CO. DEPT. C
154 5th STREET - SAN FRANCISCO, CALIF.

HOT ITEM IT'S FABULOUS MOONSTONE S-N-A-P-IT BEADS

In assorted colors: White, Pink, Malte, Red, Blue, Turquoise, Green. (Direct Source)
\$2.25

Terms Net Cash
35% Deposit With Order
Minimum order one Gross
assorted. Prompt delivery.

CONCORD MERCANTILE, INC.
Importers and Wholesalers
1153 Broadway
New York 1, N.Y. MU 6-9699

TWO OF 1,000's

RAINHATS. Magic Rain Bannets in plastic pouch. Retail to \$1.00. Stock 700 gross. Terrific seller. Gross \$14.40, DOEN **\$1.50**

COMIC COASTER SETS. 4 piece for your highballs. Boxed. Terrific seller. Gross sets \$78.00, DOEN SETS **\$7.20**

SEND PAYMENT F.O.B., NEW YORK

MILLS SALES CO

Cut Rate WHOLESALERS Since 1916
26 West 22nd St., New York 10, N. Y.

STORE ROUTE MEN

Sell Ronson-type guaranteed automatic lighters to stores. Carded or boxed, 6 designs, triple gears, beautiful chrome finish, 80.00 doz. 12 dozen, \$69.00 prepaid, sample \$1.00 with circulars on other items.

ARCADE SALES
Arcade Bldg.
Silver Lake, Ind.

ATTENTION

★AUCTIONEERS ★AGENTS ★HOUSE TO HOUSE SALESMEN ★WAGON JOBBERS
The NEW No. 1200 Series — Full Size 10" Fan
Manufactured by Buckeye Manufacturing Company



Circulates 40% more air. Precision engineered for trouble-free, quiet, efficient service. Circulates cooling, refreshing air or removes stagnant, humid air or cooking odors at whirlwind speed. Fabulous ultra-modern tear drop design. Adjustable louvers made of prime high-grade steel. Spring green baked-on enamel finish blends with any color scheme. Scientifically balanced, deep pitch, large 18-inch rust-proof aluminum fan blades. Never requires lubrication. Carries \$39.95 retail price tag.

YOUR COST ONLY

\$10.50 each in lots of 25 to 30
\$12.00 each in lots of 4 to 22
Sample \$18.00 each

Large stock of all type fans on hand at all times. Over 200 models to choose from.

—STORE HOURS—

9 to 9 Daily
9 to 6 Saturdays & Sundays

Terms: Net cash F.O.B. Chicago. Send certified check or Post Office money order with order. No C.O.D.'s.

EMECO (FAN DIVISION)

800 W. Randolph St.
Chicago, Illinois
Phone: TAYlor 9-5880

HAWAIIAN "TI" PLANT LOG

Place the Log in Water and Watch the Green Leaves Grow.

PITCHMEN SOLD OVER 1,000,000 LAST YEAR!

Buy for 7¢, sell for 45¢ to 49¢ each! Ideal for demonstration. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!
"Ti" logs grow — by themselves — into beautiful tropical plants. Flash, 18 plants \$17.50. Loops—\$79.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. All other top notch items. Write for full information.

MONEY MAKERS!

U. S. Bill of Rights
Lincoln's Gettysburg Address
Declaration of Independence
U. S. Constitution

These 11"x15" authentic reproduction on genuine aged parchment look over 150 years old—sell fast—take big money. Pay just \$1/2 each (\$95.00 per 1,000)—sell for 39¢—4 for \$3.00! 1/3 deposit, balance C.O.D. Send \$1.00 for set of 4 samples. FLASH! 72 American Flags (silk) and giant 3'x4' Declaration of Independence (aged parchment), \$19.95. Write for full information.

SHERFY'S, LTD. 2126 BOYER, SEATTLE, WASH.

DERBIES—HIGH TOPPERS

"SOLD WHEREVER NOVELTIES ARE ESSENTIAL"

CENTENNIALS, CELEBRATIONS, FUN SHOPS, FAIRS. MADE OF SELECTED FUR FELT (Rebuilt). COLOR BLACK, DURABLE, LIGHT-WEIGHT & VENTILATED. CLOSE HAND CURLED BRIMS FOR THE BEST STYLE LINES. REGULAR HEAD SIZES.

Top Hats—\$10.00 Per Dozen Sun Bonnets—\$6.00 Per Dozen
High Crown Derbies—\$10.00 Per Dozen Kentucky Col. Bow Ties—\$6.00 Per Doz.
Low Crown Derbies—\$6.00 Per Dozen Gay '90 Vests—\$12.00 Per Dozen

All Types of Beards, Mustaches & Goatees—Assort. Colors & Priced Right. For Black Top Hats & Derbies Made of New 100% Wool Felt—\$12.50 Per Doz. In Colors, Grey, Brown, Red, Green or College Colors. And Your Choice of Contrast Ribbons, \$12.50 Dozen.
We Invite Comparison. Samples on Request. Terms: 25% Cash, Balance C.O.D.

—MANUFACTURED AND DISTRIBUTED BY—

BERGER SCHWARTZ HAT CO. "Best in the West Since 1903"
1433 So. Los Angeles Street, Los Angeles 15, California

HOTTEST SLUM AND PLUSH TOY VALUES!!!

Write for our new Catalog featuring Aluminumware, Costume Jewelry, Novelty Lamps, Clocks, Luggage, Pocket Knives, Ball Point Pens, Leather Wallets, Field Glasses, China Imported Novelty, Balloons, Hurst Gyroscopes Tops, Swiggers Sticks, Hats, Plush Bears, Plush Dolls, Beacon Blankets and the biggest line of Slum.

M. GERBER, INC.

Serving the Trade for the past 57 Years

417 ARCH ST. PHILADELPHIA 6, PA.

Attention, All Plaster Users

After doing business at 1438 N. Clybourn Ave.
AMERICAN DOLL TOY COMPANY
has moved to its new location at
1422-24 W. Division St., Chicago 23, Ill. Phone: ARmitage 4-3318.
All other costs have increased, but our prices on plaster remain the same.
Contact us for all your needs during the coming season.

- HOUSE TO HOUSE MEN
- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make That "Easy Buck" with these sensational values
\$39.95 List Large 12" Electric SKILLET with Westinghouse Thermo.

\$7.50 ea. in Lots of 4. Sample \$8.25

EMPIRE MULTIPLE REVERSIBLE WINDOW FAN

- ADJUSTABLE — fits any window—double hung—casement—steel construction.
- EXHAUSTS stale air
- FRESH AIR drawn in from outdoors
- NO DRAFTS directs air up-down straight
- QUIET four 8" blades for maximum volume
- 110-120 V., A.C. only
- Packed 1 to carton
- Carries price tag of \$29.95

\$9.00 each in lots of 3. Sample, \$10.00 each

WE ALSO CARRY A COMPLETE LINE OF ALL SIZE FANS

TEN PIECE CARVING SET

Made in Sheffield, England
Consists of:
4 Serrated Edge Steak Knives
1 Carving Knife
1 Carving Fork
1 Carving Sharpener

All have simulated Ivory Handles. Boxed in Leatherette Satin Lined Box with separate sliding drawer for Steak Knives.

Complete with **\$49.95** List Tag

Samples—**\$5.10** per Set

Lots of 6—**\$4.50** per Set

All Mdse. UL approved and guaranteed by Good Housekeeping — All Orders C.O.D. —

DANAL SUPPLY

1228 Vine St. Cincinnati, Ohio
Phone: MAIn 1-9114

KNIVES

DIRECT FROM IMPORTER

- LARGEST SELECTION
- from MEXICO GERMANY (Solingen) ENGLAND (Sheffield) FINLAND JAPAN ITALY, etc.

Wholesalers and Retailers Only. Write Today for Catalog on Your Business Letterhead.

GUTMAN CUTLERY CO., Inc.
Dept. 88
2124 Amsterdam Ave. N. Y. 22

Levin's Catalog Ready

32-PAGE FLYER OF CARNIVAL AND BINGO PRIZES

- MIN. SQUIRT GUNS—
 - 2 DOZ. \$1.40
 - FRICITION AUTOS—3 DOZ. . . 2.40
 - 10 GROSS GOOD NEW SLUM (NO LARRYS) FOR 8.50
- F.O.B. Terre Haute—Postage Extra. Send 25¢ Dep. With C.O.D. Orders.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

Quick Photo Invention!

PDQ CAMERA
Makes finished photos in 2 minutes. Takes and finishes 20 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/2 in. Complete, easy to operate portable photo studio. 780% PROFIT. Write quick, get details about the great PHOTO-MASTER Camera.

PDQ CAMERA CO.
1844 W. Cortez Chicago 21, Ill.

CHICAGO'S LARGEST WHOLESALE DISTRIBUTORS

HOTTEST ITEMS



WESTINGHOUSE THER. AUTOMATIC SKILLET

Large 12 inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

in lots of 4 **\$7.25**
Sample \$8.25 each



G. E. EQUIPPED FRYER HOLDS THE MOST! COSTS THE LEAST!

Large jumbo-size capacity featuring rotisserie "and see-thru" heat-resistant cover.
• Fries • Stews • Roasts • Cooks • Steams • Blanches • Bakes • Serves
Nationally advertised at \$39.95. Now only

in lots of 4 **\$6.50**
Sample \$7.50 each



6-PIECE WATCH SET

Real Flash—Appeal... Loaded With Profit!

Swiss jeweled gold-plated watch, sweep second hand expansion band, Curl Links Matching Tie Bar, Collar Pins, Money Clip and Key Chain. In handsome plush gift box. America's lowest price.

\$4.90 ea. in lots of 4
Sample \$5.90 each



ANOTHER OUTSTANDING VALUE! Sheffield Sleak Knives and Carving Set

9 PIECES—Matched Brazilian burn handles; six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooling drawer chest.

\$4.00 ea. in lots of 12
Sample \$5.00 each

BRAND NEW RONSON ELECTRIC SHAVER

Complete in handsome, practical, indestructible case. #84007.

in lots of 4 **\$10.00**
Sample \$11.00 each



★ EXTRA HOT ITEMS ★

- Automatic Pop-Up Toaster with G. E. Cord \$8.00 ea. in lots of 4
 - Ladies' Electric Shaver, 1 year guarantee \$2.25 ea. in lots of 4
 - Jeweled Watch with Expansion Band, 1 year guarantee \$3.75 ea. in lots of 4
 - \$71.50 Ladies' Jeweled Watch Set with Necklace and matching Earrings, beautifully boxed, 1-year guarantee \$6.50 ea. in lots of 4
- Add \$1.00 to above items for samples.
Ronson type Lighter, \$6.00 per doz. Sample \$1.00

25% deposit, balance C.O.D., F.O.B. Chicago

STAR SALES CO.

1391 Milwaukee Ave. Chicago 22, Illinois

IT'S PACKED WITH POWERFUL PROFITS

FREE 1956 WHOLESALE 292 pg. CATALOG

SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES

Gem sells lower, ships faster. Diamonds, Jewelry, Watches, Clocks, Luggage, Leather Goods, Appliances, Toys, Housewares. Premiums of all types. Prices guaranteed lowest anywhere. Write for your free copy today! Make your business

GEM SALES CO. 511 Woodward Detroit 26 Mich

SEND TODAY FOR YOUR FREE COPY OUR 1956 GENERAL CATALOG IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 11th FOURTH ST. MINNEAPOLIS, MINN



SAXONITE LUGGAGE Exclusively by Standard

LIST \$49.95
\$13.88 ea.
 Set in 3 lots
 Sample Set
\$14.95



3-Pc. Set made of new Saxonite vinyl material which won't scuff, scratch, stain, peel, crack or fade. Set consists of 26" Pullman case, 21" weekend case and extra large train case. Reinforced metal edging makes set completely dust-proof and water-proof. New tapered style, streamline design. Available in tan, ginger, grey or blue colors. FULLY SATIN-LINED INTERIORS.

25 POP RECORDS IN CARRYING CASE



ALL NEW!

Sensational offer. We have purchased assortments of 10" 78 RPM & 7" 45 RPM records from Decca, RCA Victor, Columbia, Mercury, etc. Packaged in non-duplicating units 25 records to a package. All current or recent popular titles featuring famous vocalists, bands, 50 popular songs. 3-line green record carrying case, record index.

\$25.00 retail value!
 Prices for either 78 RPM or 45 RPM
\$5.35 in three deal lots.
 \$5.85 sample deal.

STANDARD INDUSTRIES, Inc.

1112 So. Wabash Ave.
 Chicago 5, Illinois
 Dept. B-K

SURE-FIRE HITS FOR THE FAIRS AND CELEBRATIONS

- PLUSH TOYS** Write for our New Plush Toy Circular—Showing only the Hottest—Newest—Novelty Creations.
- BIRD CAGES** Imported Collapsible and Domestic Models—Available for immediate shipment at prices we defy you to beat anywhere. Parakeets also supplied to cage buyers.
- BINGO ITEMS** Hundreds of latest items in stock for immediate shipment—at Rock-Bottom Prices.
- GLASSWARE, NOVELTIES, SLUM** Most complete lines of Glassware for Pitches and Hanky Punks—Newest Novelties—Slum Give-Away Items—Auction Merchandise—Jewelry—as well as largest selection of Digger Stock available at all times.

Send For Your Specific Listings Today

ACME PREMIUM SUPPLY CO.

1111 South 12th Street
 St. Louis 4, Mo.
 Phone: GARfield 1-6445

PARAKEETS and CAGES

- Thousands of Birds always on hand
- Lowest Prices • Shipped Daily
- Guaranteed Safe Arrival

Write, Wire or Phone for Prices and Delivery of Live Birds

Real Flash! Chrome and Nickel Cages

With or without handles—all set up

45¢ EA.



25% dep. Bal. C.O.D. F.O.B. Chicago

Webster 9-4191

CHICAGO BIRD & CAGE CO.

422 S. State Street
 Chicago, Illinois

A Complete Line of LIGHTERS—

- Ladies' and Men's Laquered, chrome inlay \$5.00 doz.
- Chrome thin edge 5.75 doz.
- Chrome Ladies 4.70 doz.
- Chrome Banker's Model 4.85 doz.
- Laquered colors, ladies.... 5.85 doz.
- Windproof Ladies, Gold Zipper type 4.25 doz.
- Windproof Men's Leather Sound 4.95 doz.
- Chrome Men and Ladies.... 5.50 doz.

CONCORD MERCANTILE, INC.
 1153 Broadway
 New York 1, N. Y. MU 4-7499

HI-POWERED VALUE!

LOWEST PRICES EVER OFFERED



6 x 35 BINOCULARS

A newly designed amplified binocular. Lightweight and compact with extra sturdy aluminum body. Leather covered. Coated achromatic lenses with interpupillary adjustment. Central focusing and bright image reproduction for bird study, sightseeing, etc. 2-time magnification, 35mm. field. Genuine leather carrying case and shoulder strap. Wt. 1 pound. List \$39.95.

\$6.75 each in lots of 4. Sample \$8.25 ea.

7 x 35 BINOCULAR

Same as above in 7x35 size.

\$11.27 each in lots of 3. Sample \$12.85 ea.

ALL FAST SELLERS

Prices quoted are Wholesale, F.O.B. Chicago Warehouse. Send check with order to save C.O.D. fees, or 25% deposit, bal. C.O.D.

SEND TODAY FOR

FREE 96 PAGE ILLUSTRATED NAME BRAND CATALOG — SEPARATE CONFIDENTIAL PRICE LIST—PREMIUMS, GIFTWARE, APPLIANCES, WATCHES, JEWELRY AND 24 PAGE SUMMER SUPPLEMENT WITH COMPLETE SELECTION OF SUMMER MERCHANDISE.

COMING EVENTS

Continued from page 104

Manchester—N. Central New York Firemen's Convention, June 27-30. Angie Pronit.
 Mayville—American Legion Convention, July 4.
 Middleport—Street Fair, Sept. 2-3.
 Montauk—Horse Show, Aug. 5.
 Mount Morris—Livingston Co. Firemen's Convention, July 17-21. F. J. Lopez.
 New York—International Housewares Show, June 25-29.
 New York—National Baby's and Children's Show, Aug. 4-12.
 New York—National Home Furnishings Show, Aug. 25-Sept. 9.
 North Tonawanda—Wurlitzer Anniversary Celebration, Aug. 22-25.
 Oakfield—Firemen's Convention, Sept. 2.
 Ogdensburg—National Home Show, June 27-July 1. John Daly.
 Poesdenkill—VFW Celebration, July 2-4.
 Saranac Lake—Antique Show, July 21-Aug. 2.
 Stormville—Firemen's Celebration, July 27-Aug. 4.
 Valatie—Centennial, July 2-7.
 Youngstown—Firemen's Convention, Sept. 2.

North Carolina

North Wilkesboro—Celebration, July 4.

North Dakota

Butte—50th Anniversary Celebration, July 17-18. Otto Hulsebus, Commercial Club.
 Dickinson—Dickinson Rodeo, June 30-July 1. Howard Schnell.
 Hillsboro—Diamond Jubilee, June 27-29.

Ohio

Ashville—Celebration, July 2-4.
 Bylesville—Centennial, July 2-7.
 Caldwell—Firemen's Fair, July 25-28.
 Miamiburg—VFW Free Fair, Aug. 20-23.
 Montpelier—National Threshers' Assn. Reunion, June 30-30.
 Pleasant City—Homecoming Firemen's Fair, July 18-21.
 South Webster—Lions Celebration, July 2-5.
 Tarlton—Street Celebration, July 9-14.
 Warren—Legion Celebration, June 25-30.

Oklahoma

Pawhuska—International Round-Up Clubs Cavalcade, July 27-29.

Oregon

Albany—World's Championship Timber Carnival, July 2-4.
 Albany—Willamette Valley Ram Sale, Aug. 4.
 Beaverton—Beaverton Horse Show, July 25-31.
 Clymer—Volunteer Firemen's Convention, Aug. 5-11.
 Connelville—Sesquicentennial, Aug. 9-18. Robert Welsh.
 Connelville—Western Pa. Firemen's Assn. Convention, Aug. 13-18. Robert Welsh.
 Enterprise—Junior Rodeo, June 30-July 1.
 Enterprise—Wallawa Co. 4-H Pat Stock Sale, Aug. 25.
 Grants Pass—Gladious Festival & Show, July 28-29.
 Medford—Celebration, July 4.
 Nehalem—Nehalem Bay Garden Club Flower Show, July 28-29.
 Portland—Washington Park Summer Festival, Aug. 11-25.
 Taff—Fireworks Shows, July 4.

Pennsylvania

Clark—Homecoming, July 31-Aug. 4. George Linder.
 Connelville—Sesquicentennial, Aug. 9-18. Ray Booth.
 Forest City—Firemen's Celebration, July 9-14. Rudy Harvatin, Brown Dale Hose Co.
 Irwin—Celebration, July 2-7.
 Levittown—St. Michael's Church Fair, June 25-July 4.
 Midland—Golden Jubilee, July 2-7.
 Sharon—Firemen's Festival, June 26-30.
 James Barker, 35 Superior St.
 Shinglehouse—Centennial, July 2-7.
 Williamsport—Sesquicentennial, July 8-14.
 Mickey Perrell, B. Williamsport.

Rhode Island

Bristol—Celebration, June 27-July 4.
 Natick—Old-Timers Jamboree, July 23-25.
 Newport—National Home Show, Aug. 14-19. A. P. French.

South Carolina

Page Land—Watermelon Festival, July 9-14.

South Dakota

Belle Fourche—Black Hills Round-Up, July 2-5.
 Corsica—Dutch Festival, Aug. 31-Sept. 1.
 Custer—Gold Discovery Days, July 22-24.
 Deadwood—Days of '76, Aug. 1-5.
 Elk Point—Elk Point Carnival, Aug. 15-18.
 Faith—Annual Stock Show, Aug. 10-12.
 Faulkton—Celebration, July 4.
 Fort Pierre—Fort Pierre Rodeo, July 4.
 Gregory—Gregory Celebration, July 2-4.
 Groton—Harvest Festival, Aug. 21.
 Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3.
 Martin—Sioux Stampede, July 3-4.
 Midland—Celebration, July 4.
 Mobridge—Mobridge BOA Rodeo, July 3-5.
 Mobridge—50th Anniversary Celebration, Aug. 24-28.
 Murdo—Golden Jubilee Celebration, June 20.
 Presho—Water Carnival, July 4.
 Rapid City—Range Days, Aug. 16-19.
 Redfield—Celebration, July 4.
 Vermillion—Old Settlers' Picnic, Aug. 19.
 Vermillion—Days of '59, Aug. 23-24.

Tennessee

Adamsville—Adamsville Horse & Stock Show, Aug. 9. Coleman Smith.
 Crossville—Centennial, July 2-7.
 Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 24-25. Emerson Burnett.
 Martin—Wesley Co. Dairy Show, Aug. 9-19. A. M. Walker.
 Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 9. James T. Gull.
 Red Boiling Springs—Celebration, July 1-7.
 Selmer—McNairy Livestock & Dairy Show, Aug. 18. Mrs. Mildred Petty.
 Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Aug. 19. Mrs. W. K. Fly.
 Yorkville—Yorkville Jersey Cattle Show, Aug. 24. Lloyd Knyrkendall.

Texas

Aransas Pass—VFW Celebration, July 2-7.
 Austin—Austin Rodeo, July 26-29. James M. Clay.
 Beaumont—Beaumont Rodeo, June 28-30. Gus Becker.
 Belton—Belton Rodeo, June 30-July 4. W. F. Hamner.
 Big Spring—Big Spring Rodeo, Aug. 1-4. E. F. Driver.
 Brady—July Jubilee, July 2-4. Jack Locklear.

Burkburnett—Burkburnett Rodeo, June 17-22. F. A. Martin.
 Center—Center Rodeo, July 19-21. Leo Mockelray.
 Coleman—Coleman Rodeo, July 11-14. Weldon Davis.
 Dalhart—KIT Rodeo & Reunion, Aug. 3-4. Nick P. Craig.
 Dublin—Dublin Rodeo, Aug. 23-Sept. 1. C. E. Leatherwood.
 Fredericksburg—July Horse Races, July 1-4. Wm. M. Pelmecky.
 Gladewater—E. Tex. Quarter Horse Breeders' Show & Races, Aug. 20-21.
 Hampshire—Hampshire Rodeo, July 3-5. Fred Peare.
 Houston—Gift & Housewares Trade Show, Aug. 19-21.

Continued on page 114



#38200 UMBRELLA HAT
 Adjustable, it will fit anybody young or old alike. Made of rayon silk in beautiful bright colors. Sells on sight.

\$5.25 per doz. **\$60.00** per gross
#2185 PAPER PARASOLS
 Large Spread **\$1.80** per doz. **\$9.00** per gross

#1897 RAYON SILK PARASOLS
 Assorted Floral Designs, 21" spread. **\$2.75** per doz. **\$30.00** per gross

BALLOON SPECIALS
 10P58 New Patriotic Balloons. Beautiful Stars and Decorations. **\$7.50** per gross
 449 Knobby, Agate and Tri-Colors stretch, 49" long. **\$6.50** per gross
 18 Round Giant Paddle in bright agate colors, stretch. **\$6.00** per gross

And many more up to the minute balloons and novelties. All orders shipped promptly C.O.D. Orders will require 50% deposit.
 Our New 1956 Catalog just off the press. 102 pages of up-to-date merchandise suitable for Auctioneers, Concessionaires and for Premiums. Send for your FREE copy today.

You Can't Beat BRODY for Merchandise
 We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL A U C T I O N GOODS—Small Novelties for Give-Aways

M. K. BRODY
 1116 S. Halsted St. Chicago 7, Ill.
 L. D. Phone: MOnroe 6-9520
 In Business in Chicago for 37 Years

Selling Like Wildfire!!

COMPLETELY NEW & DIFFERENT!!!
 Terrific NEW **(DENSE CLOUDS OF SMOKE!!!)**
ATOMIC SMOKE BOMBS
 Looks Like a Cigarette! Light one in an ashtray, and Watch The Fun!!!
 A column of thick white smoke rises to the ceiling, mushrooming out into dense cloud like an A-Bomb! Smoke fills the room, but blows away quickly. Use it in Bar, Restaurant, Home, or Anywhere!
 Packed 24 on colorful display card. They sell faster than trick matches! Can be sold anywhere!
75¢ doz., 8.75 gross
 Minimum Order, 1 Card of 24, \$2.25
 Remit deposit with order, bal. C.O.D., P.O.E. Phila.
JOBBERS & QUANTITY USERS — WRITE!

ARLANE MFG. CO.
 442-A Germantown Ave. Philadelphia 14, Pa.
 This is NOT a Fireworks Item!
 It's Legal and It's Mailable!

PLASTIC SANDWICHES
 This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profits guaranteed!
 laminating CARDS of all kinds. Business Cards, Social Security Cards, Credit Cards, photos, passes, drivers' licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand for such services is staggering. Price complete (illus.) \$29.50 plus postage. FREE sample and literature.

PLASTICAST CO.
 Dept. LM-1704
 4612 N. Clark St.
 Chicago 24, Ill.

CHAIRS • TABLES

IMMEDIATE DELIVERY
138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING
 ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED — ASK PRICES
Adirondack Chair Co. Dept. T-4
 1149 BROADWAY (27th St.) N.Y. • MU 3-4824

ENGRAVERS

#1382 Men's heavy chrome or gold plated on brass ident. \$24 per gross
 #1381 Double Heart Aluminum, high polish \$4 per gross
 #1380 Men's Aluminum, high polished \$3.50 per gross
 We always have a large stock on hand. 25 varieties Idents and Rings. Largest Carnival Supply House in Western Canada. Jobbers' Price List on request.
J. K. NOVELTY CO.
 446 Main St., Penticton, B. C., Canada

CARNIVALS • PARKS • CIRCUSES • FAIRS • RESORTS

HARRIS TOPS THE FIELD
PEARL SET



SPECIAL
\$11.00
DOZEN

Sample
Set
\$1.50



FULLY AUTOMATIC
CHROME RONSON TYPE
POCKET LIGHTER

Compare with higher priced lighters—gleaming Chrome Finish, never before offered at this low price. Ideal for gift, prize or premiums. Nicely boxed. They are moving fast—order now.

\$5.50 per doz. \$60.00 per gr.

Sample dozen \$4.30 postpaid.
Enameled Pocket Lighters \$4.30 per doz.

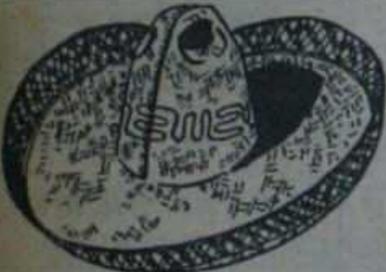
NOW!
NEW
LOW
PRICE



For All Hat Operators
LATEST CREATION

Checked and plaid Be-Boo Hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

\$4.00 Doz. \$45.00 Gross



LARGE MEXICAN
SOMBRERO HAT

\$3.75 Dozen \$42.00 Gross



Men's Full-Size
BLACK FELT
DERBYS

With binding. This hat is new sweeping the country.

\$5.00 Doz.
\$52.00 Gr.



MOTOR
CYCLE CAP

WITH TWO BANDS
Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia.

\$5.75 Doz. \$66.00 Gr.
\$6.25 Doz. \$72.00 Gr.



LATEST
CREATION
FRENCH BERET HAT

All Pastel Colors. Small, Medium & Large Sizes. Made of Gabardine Twill.

SWEEPING THE
ENTIRE COUNTRY
For Men, Women and Children.

\$5.00 doz. \$54.00 gross



ARMY AIR FORCE

SUN
GLASSES

In beautiful leatherette case, gold finish frame and adjustable flexible ear piece.

\$5.50 Doz. \$63.50 Gr.
Complete with case.



TOP BANANA
HAT
SPECIALS

The best made hat on the market. With elastic bands for adjustable sizes. Large variety of colors and designs.

\$5.00 Doz.
\$53.00 Gr.



FELT CREW
HATS

Bright colors and trimming and pompons.

Gross \$33.00



SPECIAL
OFFER
NEW
RETRACTABLE
BALL
POINT
PEN

The new, sensational retractable Ball Point Pen with no-smear ink. Bankers approved, guaranteed leak proof, large ink supply.

\$1.75 Dozen
\$17.00 Gross

Pop-It MOON GEM BEAD
NECKLACES

Each bead can be separated and necklace can be made in any desired length.

\$2.75 per dozen

SNAP-A-PART EARRINGS

5-in-1 Earrings with interchangeable colors to match accessories and Pop-It Necklaces—5 pairs of Earrings on a card.

\$4.00 per dozen cards



New Low Price
LARGE SIZE STRAW HAT
FUZZY WUZZY

Made of woven straw in natural color. Sells on sight. 18" from brim to brim.

\$2.75 Doz. \$27.00 Gr.
Medium Size, \$17.00 Gross



CREW HAT OPERATORS

We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made of the finest gabardine. They simply are beautiful and sell on sight.

Immediate Delivery

\$60.00 Gross
WITH POMPONS

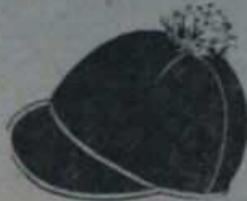
The hats all have taped seams



LARGE FELT
JOCKEY CAPS

With pompons. Assorted beautiful colors and sizes.

Gross \$33.00



KIDDIE FELT
CAPS

WITH POMPONS
Assorted sizes and colors.

Gross \$24.00



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, \$1.00 Dozen. Sample camera and film, \$2.25 postpaid.

SPECIALS

Ivy League Hats, doz.	\$ 6.25	U. S. A. Flags—12 inches x 18 inches, doz.	\$ 2.00
Gob Hats—Assorted Pastel Colors, doz.	3.50	Gross	21.00
Mickey Mouse Hats—Official, doz.	4.25	Men's 6 pc. Watch Set, each set	6.50
Davy Crockett Hats—Fur Trimmed, doz.	2.50	Midget Chrome Lighters, doz.	2.50
Black Felt Top Hats, doz.	6.00	Gross	27.00
Painted Western Straw Hats with Pictures, doz. \$4.00; Gross	45.00	Three Coins in the Fountain Perfume, doz.	5.00
Yankee and Confederate Hats, doz.	4.50	3 Pen Pack—Retractable Ball Point Pen Sets. In Plastic Pocket Saver, doz., \$5.00. Gross	54.00
Regulation Gob Hats, doz.	7.00	Retractable Ball Point Pen & Pencil Set, Complete with Ronson Type Lighter, doz. sets	9.00
Plastic Flying Birds—American Made, gross	8.50	7 Inch High Hat Feather Dolts, doz.	1.50
Plastic Butterfly Birds—American Made, gross	7.00	Gross	14.40
10-inch Fur Monkeys, doz.	1.50	12 Inch High Hat Feather Dolts, doz.	3.25
7-inch Fur Monkeys, gross	8.50	Gross	36.00
Slum Necklace Beads, gross	2.50	24 Inch Spread Rayon Parasol, doz.	2.75
Pennant Canes, per 100	1.50	32 Inch Spread Rayon Parasol, doz.	3.75
Comet Hat Bands, per 100, \$1.50. Per 1,000	12.50	4 Point Pinwheels, gross	8.00
Imported Leis, gross	1.50	Swagger Sticks, gross	9.00
Confederate and Pirate 12"x18" Flags, doz.	2.00	Long 57 Inch Silk Lash Whips, gross	16.00
Gross	21.00	Lancaster Batons, gross	17.00
46 Ligne Comic Buttons, per 1000	9.00	Tri-Motor Members—1 Piece, gross	21.00
Plastic Ball Point Pens, gross	8.00		

25% deposit required—money order or cash. We Ship Same Day We Receive Order
We Ship All Over the World

HARRIS NOVELTY CO.

1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.
Phones: 7-9848—WA 2-6970 Send for Latest Catalog

HOSIERY - - - HOSIERY

Ladies' Nylons, size 8 1/2 to 11 \$1.20 to \$4.00 per doz.
Men's Sox, all sizes 1.00 to 1.00 per doz.
Baby's Sox, all sizes50 to 1.25 per doz.
Anklets, sizes 4 to 10 1/250 to 1.00 per doz.
No orders for less than 10 dozen. Cash with order or C.O.D. Satisfaction guaranteed or money refunded.

Why not try ladies' and men's stretch. Same price.

East Tenn. Hosiery Co., 213 E. Main St., Chattanooga, Tenn.

MIDGET BIBLE



New edition. Has last chapter, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of pocket \$1.25 p. (18% doz.) per clearly printed and every word legible. Black gold printed cover. Wonderful

DIG PROFFIT novelty. Dealer's Prices 90c doz. \$4.75 per 100. P.O.B. Detroit; add postage; C.O.D. or cash. Special low jobbers & quantity prices. Send for Wholesale Catalog of 3000 novelties. JOHNSON SMITH & CO., Detroit 3, Mich.

SALESMEN—WAGON MEN—HUSTLERS

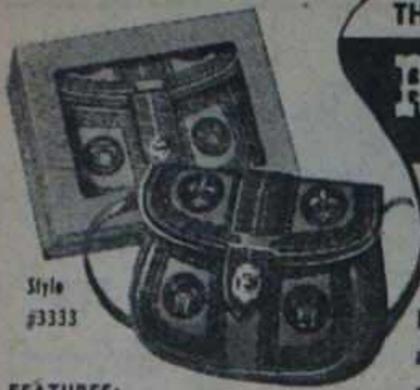
who have worked beans from one to other years, you can make another killing this summer! Half animal, half vegetable. LIFE size Mexican Jumping Beans 3 pages of photos! You do not have to SELL them. Just leave the carded beans with lunch rooms, candy counters, drug stores, smoke shops, news stands, hotel stands, etc. 10 or 2, and you call back in a few days and collect. Free collection blanks. FREE Saver for the retailer. Complete cards have 30 15¢ packs of beans with FREE bean save track each pack. Send \$2 for sample card and lot prices. Loose bulk beans 1000, \$7.00, 500, \$4; 200, \$2.00 postpaid.



WM. H. RILEY, 555 8392, TAMPA 4, FLORIDA

when answering ads . . .
Say You Saw It in The Billboard

The bag for premiums, incentive awards, gifts or prizes!



THE RIVIERA by EMBASSY

in Extra Heavy 100% GENUINE LEATHER

Each bag PRE-PRICE TICKETED and luxuriously GIFT-BOXED (cellophaned window top)

\$30.00 Per Dozen Style #3333

Terms: 25% deposit, bal. C.O.D. Sample bag—\$4.00 (postage incl.) Colors: Natural, White Bark, Ginger, Black, Brown, Red.

Embassy P.P.I.N.C. 38 WEST 32nd ST. NEW YORK, N. Y.

Style #3333

FEATURES:

- Tooled front & back
• Inside zipper
• 45" adj. shoulder strap
• New tooled design
• Spring turn lock
• Saddle stitching
• Safety gusset
• Individually boxed

SEND 25c FOR COMPLETE CATALOG SHEETS!

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 25c per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4.

CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

CASH WITH COPY

(unless credit has been established)

ACTS, SONGS & PARODIES

ANOTHER SENSATIONAL COMEDY OFFER! Three complete gagfiles worth \$3, only \$5 with this ad. Show His Comedy Service (Dept. B72), 1913 E. 29th St., Brooklyn 29, N. Y.

BECOME AN EMCEE, COMEDIAN, VENTRILOQUIST, MENTALIST, HYPNOTIST, MAGICIAN. Many more routines and Side Show free acts. Illustrated list free. Show Talent, Box 3417, Tampa 2, Fla.

SCREAMINGLY FUNNY RIOTOUSLY RACY! Over 1,000 "clever remarks," \$1; satisfaction guaranteed! Order Today! Edmund Orrin, 5454 San Vicente Boulevard, Los Angeles, Calif. 47

This is a

DISPLAY CLASSIFIED AD

Your Advertisement Displayed

in a space this size will cost only \$14 per insertion

AGENTS & DISTRIBUTORS

A BEST BUY, CLOSING OUT, BARGAINS! 507 dozen 5 color silk screened novelty T shirts; 243 dozen 5 color silk screened novelty sailor hats; 171 gross genuine French-type Perfumes, Barfifrice "Husk" O'Hare, 5732 North Kentmore, Chicago 40 Illinois. je30

AMAZING INVENTION — "CLIPPERET" — Home Hair Trimmer for women and men. Demonstrate it, pitch it, sell it. Sensational \$2 seller everybody buys. Make up to \$23 daily. Exclusive territory given active agents. Sample Clipperet, \$1; dozen, \$9. New Era Products, 6025-N Greenview Ave., Chicago. je30

AMAZING NEW PLASTIC SIGNS SELL ON sight to merchants everywhere. Free sample and money making details. Gary Enterprises, Tarzana 70, Calif. je30

ATTN: SALESMEN IN WESTERN STATES — "only" Save heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewelry, Tools, Auto Accessories, Sporting Goods from Western Catalogs (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesalers, Box 36808, San Francisco. je30

BILLFOLDS, HAND TOOLED AND LACED calfskin; ladies and gent's styles; dozen, \$24; single sample, \$2. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio. je30

CARDED NUTS, 24 10/ PACKS PER CARD, at \$1.20 each. Pistachios, Mixed Nuts, Almonds, Cashews, Pecans, dried Shrimp. Mercier Distributing Co., 4272 Market St., San Francisco, Calif. je30

CHEMISTS — NEW VEGETABLE OIL LANOlin Hormone Cream and Shampoos. Perfumes, Lipstick, Face Powder, \$4 doz. Cocor-Azur Laboratory, 3674 White Plains Rd., Bronx, N. Y. Est. 1918. je30

CLARINETISTS: ONLY SONIC, IMMEDIATE response reeds contain 52B, magic cane blend ingredients. No squeaks! 2 for \$1 postpaid. State strength. Money-back guarantee. Broadus Manufacturing, Mason St., San Diego 10, Calif. je30

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities: quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples, "Balco," X-L, Boston 10, Massachusetts. ch-30

DISTRIBUTORS

"VISCOUNT" MARK 11 POPCORN MACHINES

BIG DISCOUNTS—BIG PROFITS \$581.75 Required

G. H. R. ENTERPRISES, INC. 12017 1/2 Vase St., North Hollywood, Calif. je30

EARN E-Z \$\$ QUICKLY!

Call on all dealers for resale of our complete laundry line. Wholesale prices. Write for free price list and samples.

Federal Pharmacal Supply, Inc. 4440 N. Western, Chicago 45, Ill. Dept. B. je30

JEWELRY — ASSORTED STONED AND TAILORED \$8 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Emory St., Providence, R. I. je30

JEWELRY SPECIAL SUMMER ASSY. ALL colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I. je30

FREE NEW PRICE LISTS OF

Descriptive literature from the fastest growing CLOSEOUT artists in the country. Terrific values, extra special 1 1/4" boxed, assort. colors. Floral Neckties & Scarf Set, reg \$2.99—now \$1.50 doz. C.O.D. KAREN ORIGINALS 48 N. Main St. Bristol, Connecticut je30

FAMOUS MFR. CLOSEOUTS

- Assorted Brooches... \$1.75 dz.
Summer Earrings, assort... 1.50 dz.
Stoned or tailored Earrings... 2.00 dz.
Pearced Earrings on Display... 1.50 dz.
Charm & Lock Bracelets, assort... 1.75 dz.
Lord's Prayer Necklaces, boxed... 3.00 dz.
Children's Jewelry, boxed, assort... 2.75 dz.
Shorty Tie Slides... 7.20 dz.
Cufflinks, carded... 1.00 dz.
Cameo Sets, boxed... 1.25 dz.
Anklets, G.F., carded... 2.50 dz.
Tie Slide Sets, assort... 4.00 dz.
Rhinstone "Miracle" Crosses, boxed... 4.00 dz.
Charm Bracelets, assort... 1.00 dz.
Pearl Necklaces (domestics)... 1.75 dz.
Summer Sets, boxed... \$4.50 & 9.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I. je30

FREE BOOKLET! MAKE BIG MONEY! Sell popular seasonal kits model airplanes, boats, etc. New England, H.H. 124 Empire St., Providence, R. I. je30

FRUIT BASKET EARRINGS, SOMBREROS — Carved Bird on Eggs in Basket, Birds of Paradise, Scullia, Cutchella, dozens other. Trial assortment 3 dozen pairs, \$15. Lan-tuika Products, Box 10248, Tampa 9, Fla. je30

INTERCHANGEABLE EARRINGS—REMARKABLE

your set 5 pairs to each. Send \$4.50 for dozen or \$24 for 6 dozen deals complete. Satisfaction absolutely guaranteed. SARGANT JEWELRY CO. 3748 Harvard St. Brookline, Mass. je30

LOOKERS, FUN SHOPS—FULL CREDIT ALL invent 50 items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14 Ohio je30

LINEMENTS, PROFITS TO 445%. OTHER bottle goods, send for list. Stuckberg Mfg. Co., Dept. B.L., 1417 Market St., Chattanooga 2, Tenn. je30

LOOK HERE! FOUR LONG PROFIT AUTOMotive Products, low prices and four different samples, prepaid, only \$1. McKittrick Distributors, Mt. Vernon, Ill. je30

MEN'S POCKET NOVELTIES, ALSO RARE and very unusual photos, fantastic profits! Send \$2 for wholesale assortment (refundable) and receive list of movies, sporting girls in action from Europe. Clicket Distributors, Solana Beach, Calif. je30

NEW GENERAL RELIGIOUS, COMEDY "X" Signs; cost 7c, sell 50c. 2,000 different stores. Sample, free! Lowry, 813 Broadway, Dept. 930, New York 3 je30-ch

NEW FLASHY "X" SIGNS, LIGHT RE-acting, illustrated, color blended, 2,000 varieties. Sample, 10c; 12, \$1; 100 best sellers, \$5 postpaid U.S. only. Koehler, 325 Goetz, St. Louis 23, Mo. je30

OIL PAINTINGS, POPULAR PRICES. Assorted landscape scenes. For tourist trade, fairs, merchants, etc. Studio-A, 2150 N. 26th St., Milwaukee 8, Wis. je30

SAMPLE AND WHOLESALE PRICES, \$1. Complete Nylon Parachute, small size, government surplus. Make novel premiums. H. Smith, 1407 S. Genesee, Lansing 15, Mich. je30

SEAT CUSHIONS FOR ALL OUTDOOR events, price 15c each in lots 100, sample, 2 for \$1 postpaid. H. S. Nettles, 534 Winton Terrace, N.E., Atlanta, Ga. je30

SELL NEW NATL. ADV. 177 WATCHES. Your cost, \$3.95; adv. in Life; 3 piece Watch Set, \$3.95; steady income. Catalog. Result Sales (Dept. B.), 580 Fifth Ave., New York. ch-30

S-T-R-E-T-C-H MEN'S NYLON S-T-R-E-T-C-H HOSE

Sizes to fit 9 to 13. Each pair in Cellophane Envelopes. ARYLES AND PLAIN SHADES. IRREGULARS OF 7% & \$1.00 HOSE \$2.75 PER DOZEN PAIRS, f.o.b. MILL. Sample: 3 pairs for \$1.00 P.P. No stamps please. Enclose Money order or check. CALIFORNIA HOSIERY MILL 305 W. 8th Street Los Angeles 14, Calif. je30

TALISMAN LIFE-LIKE CORSAGES, TRANS-parent and gold packaged; terrific sellers, fairs, church bazaars; low priced; catalog. Percos Sales, 24 Bennett Av., New York 33. je30

TOYS! FANTASTIC OFFER! 1,000 Assorted tricks, puzzles, magic, plastic novelties, \$2.50 postpaid. Closeout catalog included. Unusa, 41 Union Sq., N.Y.C. je30

VERY UNUSUAL IMPORTED HAND MADE Gift Item; also unusual Religious Items; slight sellers; free samples. Economy Distributing Co., 3627 1/2 Lanekershim, North Hollywood, Calif. je30

WATCHES — LOWEST POSSIBLE PRICES on nationally advertised 17 jewel watches. Send name and address to Discount Sales, Box 86, Cincinnati, Ohio. je30

WHISLER—FUN, EXERCISE, MAKE BALL spin. Two samples, 25c; R. 31 postpaid. Fast seller at 25c each. Sullivan, 816 Englewood Ave., Chicago. je30

WHOLESALE DIRECTORY OF MANUFACTurers, Distributors, selling 750,000 items clothing, office supplies, household, novelties, etc. Free literature. Carter, Box 6011-UD, Chicago 80. je30

YOUR ADVERTISEMENT DISPLAYED

in a Space This Size

will attract more attention and secure greater results.

Cost of this two-inch space

\$28 PER INSERTION

Rule Border permitted on ads of

two inches or more

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65c; Markinows, 25c; Suits, 12 1/2c; Ladies' Coats, 20c; Dresses, 15c. Enormous profits; catalog free. Nathan Portny Associates, 605-AF West 12th Place, Chicago. ch-30

\$25 DAY EASY-SELLING BELONG NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Meche Manufacturing Co., Spiro 7, Oklahoma. ch-30

100 FUN BAGS, 89 PER GROSS. FREE bags cover postage. Samples, 25c; Jobbers wanted. Funbags, 1422 Poplar, Terre Haute, Ind. je30

\$48 INVESTMENT

Starts you in business with 4 complete units. Each unit consisting of 3 dozen fashionable \$1 retail earrings and 7 beautiful charms revolving display rack. Start earning money immediately with this proven operation by placing these units on consignment in Jewelry, Drug, Specialty, Variety, Gift, Stationery, Beauty Parlors, Bowling Alleys, Skating Rinks, etc. Year round successful business. Men or Women, full or part time. 25 per cent with order, balance C.O.D.

MANHATTAN TRADING CO.

30 West 30th Street, Dept. B, N.Y.C. je30

ANIMALS, BIRDS, PETS

ANIMAL SHOWS — SNAKES, LIZARDS, Monkeys, Birds, Giant Reptiles, Write, wire, phone Reptiles, Inc., Box Franklin's, 1112 N. Miami Ave., Miami, Fla. Franklin's 2-4805. je30

BABY ALLIGATORS, 5 A. CAIMANS, AP-proximately 10 to 12 inches, \$18.00 per dozen, F.O.B. Cincinnati. Send money order to F & F Pets, 1014 Walnut, Cincinnati 2, O. Phone CH 1-8305. Also acclimated baby Ring Tailed Monkeys. je30

BABY MYNAH BIRDS MAKE WONDER-ful talkers, attention getters, \$35; Baby Rheus, \$30; Cinnamon Whiteface, Ring-tails, \$35; Squirrels \$20; Piglets, \$50; African Monkeys, \$25. Bronson Birds, 1498 FortGeorge, New York 40, N. Y. Lorraine 8-9940. je30

BADGER MOTHER AND BABY, \$35; HOG-Owls, \$9.50; Aquari, \$18; Prairie Dogs, \$4.75; Ground Squirrels, \$2; Horned Toads, 25c; Baby Green Iguanas, 75c; Snakes, two full boxes, \$25; Baby Tortoises, 25c; Baby Alligators, \$1.25; Chameleons, 15c; Skunks, \$18; Meak Worms, \$4 thousand; Monkeys, \$20 up; Shrunken Heads, \$15; small tame Bear Cub, \$150; Ring Tail Cats, \$9.50. Telephone 5411, C. C. McClung or Snake Farm, Laplace, La. je30

BADGERS, \$20; RED FOX, \$12.50; FARM-keets, 75c; Crows, \$7.50; Magpies, \$5; Coyotes, \$17.50; Skunks, \$20; Charyote Animal Ranch, Burlington, Wis. je30

JEWELRY CLOSEOUTS

- E-1—Tailored earrings, assort. gr. \$18.00
E-2—Stone earrings, assort. gr. 21.00
B-1—Bracelets, assort. gr. 24.00
T-1—Tailored Tie Sets, box, dz. 3.50
T-2—Stone Tieslide Sets, box, dz. 4.50
R-1—Rings, all-kind, assort. dz. 2.75
R-2—Men's stone rings, assort. dz. 7.50
2150—Stone neck & ears, box, dz. 9.00
2154—Stone, neck & ears, box, dz. 9.00
2256—3-piece pearl set, box, dz. 12.50
1203—3-pc. Rhinestone Set, dz. 18.00
W-1—6-piece Watch Set, each 6.50
6 or more Ladies' 30' more 5.95
C-1—Cufflinks, carded, dz. 1.25
T-4—Tieslides, carded, dz. 1.25
P-3—Pearl necks, Ass. made, gr. 12.50

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

NEW ENGLAND JEWELRY BUYERS

174 Empire St., Dept. B, Prov., R. I. je30

SLUM JEWELRY and RESALE JEWELRY. GIVEAWAYS FOR GAMES—HANKY PANKS, GRAB BAGS AND JEWELRY SPINDLE, EACH ONE ON A CARD, GOOD FLASH, GOOD VALUE, PRICED LOW, BIG STOCK ON HAND, SAME DAY SHIPMENTS. SEND FOR CIRCULAR, WE HAVE ENGRAVING MDSE., SETS, RINGS, RELIGIOUS JEWELRY. SAMUEL B. POCKAR CO. 519 CHARLES ST. PROVIDENCE 4, R. I.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY. 1 Type or print your copy in this space: 2 Check the heading under which you want your ad placed: 3 Indicate below the type of ad you wish: 4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

AGENTS & DISTRIBUTORS. A BEST BUY, CLOSING OUT, BARGAINS! 507 dozen 5 color silk screened novelty T shirts; 243 dozen 5 color silk screened novelty sailor hats; 171 gross genuine French-type Perfumes, Barfifrice "Husk" O'Hare, 5732 North Kentmore, Chicago 40 Illinois. je30

INTERCHANGEABLE EARRINGS—REMARKABLE. your set 5 pairs to each. Send \$4.50 for dozen or \$24 for 6 dozen deals complete. Satisfaction absolutely guaranteed. SARGANT JEWELRY CO. 3748 Harvard St. Brookline, Mass. je30

YOUR ADVERTISEMENT DISPLAYED. in a Space This Size will attract more attention and secure greater results. Cost of this two-inch space \$28 PER INSERTION. Rule Border permitted on ads of two inches or more.

PROMOTIONAL & NOVELTY LAMPS

for BINGOS—CARNIVAL CONCESSIONS—PARKS



Increase your profits with an exciting line of unusual Novelty Lamps. Proven to be the season's hottest money makers.

OTHER SUCCESSFUL SELLERS!

• Fish bowl lamp on wrought iron stand with reflection mirror and genuine imported opaline shade, 30 inches high, \$3.00 each packed 4 to carton.

• Flower or Fruit Basket lamp on decorative wrought iron stand with genuine imported opaline shade, 30 inches high, \$2.75 each packed 4 to carton.

LAZY SUSAN LAMP

Assorted colorful glass bowls on wrought iron base. Revolves like Lazy Susan. Genuine imported opaline shade, 18 inches high, \$3.00 each packed 4 to carton.

Write for samples and complete information.

ALL TERRITORIES OPEN FOR SALESMEN. WRITE FOR DETAILS. 25% deposit, balance C.O.D., F.O.B., NYC

HENRY LEWIS LAMP SHADE CORP.

88 FORSYTH STREET NEW YORK 2, N. Y. CATERING TO THE TRADE FOR THE PAST 20 YEARS



CUP AND SAUCER LAMP

Two imported sets of hand-decorated China Cups and Saucers on wrought iron stand with ash tray. Genuine imported opaline shade 30 inches high, \$3.75 each packed 4 to carton.

30" ALL PLUSH BEAR



Terrific value, cotton stuffed, ass't. colors \$16.75

PLUSH TOY HASSOCK
18" tall, Dimple Head, work, ass't. plastic bottom, collar, 1st. wood, 4 to carton. Grand Single Price \$36.00

Prices, Net F.O.B. N.Y.C. 25% deposit with order, bal. C.O.D.

FREE CATALOG SENT ON REQUEST TEE JAY TOYS, INC.

48 West 30th St., New York 11, N. Y.

Attn: Carnival and General Merchandise Jobbers

Buy Better . . . Buy More Conveniently At the Big 2nd Annual

ASSOCIATED VARIETY AND NOVELTY MFRS. SHOW

to be held for 5 DAYS at the MORRISON HOTEL, Chicago, Ill. July 29th to Aug. 2nd, 1956

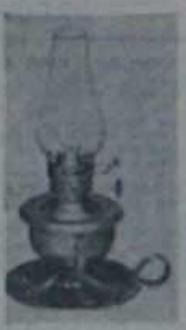
2 Floors . . . 200 Lines . . . Thousands of Items

Premium Items • Self Liquidators • Costume Jewelry • Men's Jewelry • Ring • Smoker's Items • Drug and Tobacco Sundries • Carnival Misc. • Baxed Jewelry • Expansion Bonds • Pen and Pencil Sets • Toys • Lamps • Fishing Tackle • Hardware Specials • Variety Goods

HEADQUARTERS: 24 CUSTOM HOUSE ST., PROVIDENCE, R. I.

Here is a Fast Selling Item HURRICANE LANTERN

(kerosene) The most perfect for Campers—Fishermen—Housewives—Scouts—Farmers—Emergency Light—Hang on Wall or on Table—Use Base as Ash Tray.



Terms: Net Cash. \$6.75 a dozen 25% deposit with order

Minimum order two doz.—prompt delivery.

Concord Mercantile, Inc. 1153 Broadway New York 1, N. Y.

MAKE UP TO \$75.00 OR MORE A DAY!!!

CARNIVAL OPERATORS, CONCESSIONAIRES, DEMONSTRATORS, RESORTS, FAIRS AND HOUSE-TO-HOUSE WORKERS—HERE'S A SURE WINNER FOR YOU!

LAVENDER FLOWERS, PERFUMED SACHET IN ATTRACTIVE HAND-WOVEN BAMBOO VASE IN BEAUTIFUL ASSORTED COLORS, COMPLETE WITH COLORED RAYON CORD AND TASSEL. SELLS FROM 75¢ TO \$1.00. COST TO YOU \$27.00 PER HUNDRED. F.O.B. LOS ANGELES. 1/2 CASH, BAL. C.O.D. 2 SAMPLES FOR \$1.00 PREPAID.

L. M. SHISSLER 2660 S. Menlo Avenue Dept. BB-3 Los Angeles 7, Calif.

DEMONSTRATORS! PITCHMEN!! PAN-FREE DOLLAR-A-MINUTE MONEY-MAKER!

Instantly demonstrated—actually prevents food from sticking to cooking utensils! Ideal for frying pans, waffle irons, Griddles, Casseroles, etc. Introduces greaseless cooking and ends cleaning messy pans. A must for low-fat diets. Nothing like it on the market. Not a chemical. In bright, attractive plastic bottles. Every woman is a guaranteed prospect.

SAMPLE \$1.00. WRITE TODAY RUSSELL WELLS & CO., DEPT. B-B 6326 York Blvd., Los Angeles 42, Calif.

The Largest Selection of Expansion Idents and Photo Idents in Stock

Men's Idents with riveted expansion band, \$4.25 doz. \$48.00 gr. Men's Photo Idents from \$4.75 doz. Kidule, Teen-Age Pearl Bracelets with heart disc, \$1.75 doz. Ladies', \$2.00 doz. Broken Heart disc on 24" chain with spring ring, \$4.25 doz. \$48.00 gr. Bracelets to match, \$4.25 doz., \$48.00 gr.

Engagement Rings \$3.25 Doz. Wedding Rings . . . 1.75 Doz.

SEND FOR CATALOG For Engravers, Store and Fair Workers, Ring Demonstrators

25% deposit with all C.O.D. orders. Include postage with prepaid orders. McBride Jewelry Co., 1261 Broadway at 31st St., N. Y. 1, N. Y.

REPUBLICAN RALLY LAPEL PINS

with clutch back A SURE FIRE MONEY GETTER!

Republican Elephant with "O.K. IKE" embossed across its back. Assorted colored elephants to match all wearing apparel. 36 on an enamel back card.

\$10.00 a card (3 doz.) 25% deposit, balance C.O.D., F.O.B., N. Y.

SIRO JEWELS 254 West 34th St. New York, N. Y. LOngacre 5-1866

EARRINGS • SCATTER PINS • NOVELTIES

TO SELL FOR 49c BONA FIDE AGENTS WANTED IN 48 STATES

except New York & Illinois All other territories open. Only rated jobbers need write to:

SIRO JEWELS 235 West 34th Street New York, N. Y. LOngacre 5-1866

PANDA BEARS

5" \$18.00 Gr. 11" 4.80 Doz.

RUBBER SQUAWKER ELEPHANT or 4 ASSORTED

\$ 1.80 Doz. 21.00 Gr.

RUBBER SQUAWKER HORSE OR MONKEY

\$1.80 Doz. \$21.00 Gr.

JOCKO CLOWNS

Blue Satin 7" \$20.00 Gr. 12" 38.00 Gr.

WIND UP FUR JUMPING DOG

Small, Special Price . . . \$14.40 Gr. Large 36.00 Gr.

FUR MONKEY

W/PIPE & GLASSES 4" \$ 3.25 Gr. 7" 7.50 Gr. 10" 14.40 Gr. 15" 4.50 Dz.

TOYO CAPS

\$3.25 Doz. \$36.00 Gr. LADIES TOYO HAT \$4.25 Doz. \$48.00 Gr.

HULA DOLLS

Ass't. Color Skirts 7" \$13.00 Gr. 9" 20.00 Gr. 12" 33.00 Gr.

BATONS WHIPS

\$17.00 Gr. \$16.00 Gr. 12" \$18.00 Gr. 8" \$8.40 Gr.

BLACK METAL SABER & SHEATH

\$1.80 Dz. \$21.00 Gr.

SPARK RIFLE POP GUNS

20" Bolt Action, Doz. . . . \$3.75 21" Breaking, Doz. \$5.00 24" Dub. Cork Rifle, Doz. . . . 5.50

MOTORCYCLE CAPS

Black or Pink \$6.50 Dz. \$75.00 Gr.

BREAK PISTOL SPARK GUN

\$ 3.25 Doz. 36.00 Gr. Without Spark, Doz. \$ 2.00 Grass 21.00 Wood Handle Pop Pistol \$1.25 Doz. Gross 14.00

CORDUROY JOCKO MONKEY

8" \$21.00 Gr. 10" 30.00 Gr. 11 1/2" 39.00 Gr.

OPERA GLASSES BINOCULARS

Black, w/strap & compass \$3.25 Doz. \$36.00 Gr. PEARL OPERA GLASS w/strap & compass \$2.00 Doz. \$22.50 Gr. Super Binocular w/strap & compass \$7.50 Doz.

UMBRELLA HATS

Ass't. colors & designs \$6.00 Doz. STRAW SUNBONNETS \$21.00 Gr.

FELT DERBY

\$3.75 Doz. \$42.00 Gr. FELT HI HAT \$5.40 Dz. NEW FELT PORKIE HAT w/ribbon \$5.40 Doz.

WESTERN STRAW HATS

Painted \$4.50 Doz. Natural Straw \$2.25 Doz.

NEW HOT ITEM SATIN SAILOR DOLL

7 1/2" \$20.00 Gr. 11" 33.00 Gr.

RAYON PARASOLS

25" Spread \$27.00 Gr. 33" Spread \$43.20 Gr. w/flower print

BALLOONS

#12 Mickey Mouse Club, stretched \$7.50 Gr. Giant New Spiral \$5.50 Gr. Workers 50c each

FLAGS

8x12 U.S. \$10.00 Gr. 12x18 U.S. 18.00 Gr. 8x12 Pirates 15.00 Gr. 12x18 Pirates 22.50 Gr. 8x12 Starry Checkered 17.50 Gr. 12x18 Starry Checkered 26.00 Gr. 4x8 Confederate, silk 8.50 Gr. 12x18 Confederate, cotton 24.00 Gr.

25% Deposit With Order, Balance C.O.D., F.O.B., N. Y. C.

CHARLES SHEAR 150 Park Row, New York 7, N. Y. Phone: Worth 2-2495 Write for Complete Price List

All Orders Shipped Same Day All Prices Subject to Change

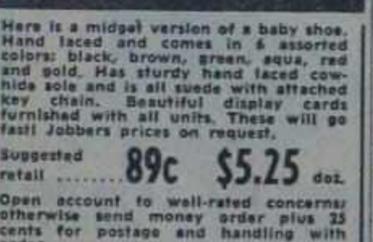
THE NEW SENSATIONS FOR 1956 LIFETIME COIN PURSES MITE MIDGET



Now you can make more profit than before. The famous Mite Midget zipper purse celebrates its quarter-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.

Suggested Retail \$1
3 1/2 inch size reduced to \$5.50 doz.
4 1/2 inch size reduced to \$6.50 doz.

BABY SHOE



Here is a midget version of a baby shoe. Hand laced and comes in 4 assorted colors: black, brown, green, aqua, red and gold. Has sturdy hand laced cowhide sole and is all suede with attached key chain. Beautiful display cards furnished with all units. These will go fast! Jobbers prices on request.

Suggested retail 89c \$5.25 doz.

ATLAS NOVELTY CO. 1128 16th Street Denver 2, Colorado

HEART DISC CLOVER NECKLACES \$16.50 Gross and up Miller Creations

Make a FORTUNE Selling TOWELS LOW AS 3c

CALIFORNIA SEALS, SEA LIONS, CHIMPANZES. Main suppliers roos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif.
PREAKS—ALIVE, MOUNTED, 2-HEADED Cat, 2-headed Calif. 8-legged Pig, 4-legged Chicken, others; Banners, Grind Show, Boswell's Museum, Carolina Beach, N. C.
MICE PERFORMING, COLOR SHOTTED, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 105, 110, 115, 120, 125, 130, 135, 140, 145, 150 each. Albert Jurack, Arkdale, Wis. Guinea Pigs, \$1.75 each.

SPECIAL - ELEPHANTS

Just arrived. Real Indian Assam female babies (Not Siamese), large choice. All below \$7. We compete as usual on price and quality. Phone Whitehall 3-4073 or (after hours) New Rochelle 4-2096

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC. 27 Broadway, New York
RATTLERS, MOCASINS, NON-POISONOUS Snakes, Lizards, Monkeys, Parrots, Order now for 4th. Immediate shipment. Anacordia Reptile Farm, 2214 N. San Gabriel Blvd., S. San Gabriel, Calif. AT. 0-3763.
SKUNK KITTENS, PEN RAISED, Deodorized, \$10; Ferrets, white or brown, \$6; White Fox, \$20 each, \$35 pair. L. C. Ruby, New Sharon, Iowa.

BUSINESS OPPORTUNITIES

A BUSINESS OF YOUR OWN—DEMONSTRATE, pitch and sell "Filterite" Cigarette Mouthpiece. With lifetime filter—filters the smoke twice removing all the nicotine. World's highest dollar seller. Make up to \$30 daily. Exclusive territory given active agents. Sample, 2 filters, \$1; dozen, \$4. Postpaid. New Era Products, 6223 Greenview Ave., Chicago.
"ASIA TRADE INQUIRIES" WILL LIST your name for opportunity mail from manufacturers, exporters, importers in Japan, Hong Kong, Ceylon, India, Singapore, etc. \$1; six monthly listings, \$5. Asia Trade Inquiries, 920 3d Ave., Box 739, Seattle 4, Wash. Jy14

BEACON RAY - REVOLVING LIGHT—You'll command more attention. Descriptive literature on request. M. R. Levy, 318 Melwood Ave., Pittsburgh, Pa.
BOARDWALK LOCATION FOR HI Stryker, good opportunity. Venice Amusement Corporation, Grant & Boardwalk, Seaside Heights, N. J., E. Thomas, mar. Seaside Park 9-0833. ch-30
BUSINESS PROPERTY FOR SALE BY owner who wishes to retire. Located on busy highway 41, halfway between Atlanta, Ga., and Jacksonville, Fla., at Adel, Ga. Tourists galore. Heart of tobacco markets and agricultural district. Both local and tourist-business. Is now and has been operating as a filling station. Garage, used cars, auto parts. Has cement block store building that can be converted to lunch room, grocery, pecans, Florida fruit, novelties or any type of business or manufacturing. 213 ft. front by 400 ft., has two 4 room and one 7 room houses, 4 rentals with room for more or motel. Total price, \$18,000; must have \$10,000 cash, balance by month. Write P. O. Box 88, Adel, Ga.

DOUBLE YOUR BUSINESS WITH INEXPENSIVE Newspaper Classifieds! Clever business stimulators! Tiny ads, big payoff! Free trial. Simon, Box 97-BB2, Pelham, N. Y. ch
FORTUNE POSSIBLE RAISING GIANT Flatworms and Crickets. Start in backyard or basement Tremendous profits. Free literature Carter, Farm-F, Plains, Ga. Jy14
HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. sel
NAME BRANDS AT WHOLESALE BIG 100 page catalog. Send 50c, receive \$1 credit first order. Harold Osterhoudt, Distributor, Poughkeepsie 2, N. Y.
OPERATE A WHIRLEY-GO-ROUND ON empty lots, parks, picnics, motels, etc. Earn \$4.00 hourly. Four adults or youngsters ride in five minutes for 10c. Self propelled, 14 1/2 foot diameter, 44 foot circumference; all steel; colors, red, yellow combination; brand new, \$245 buys one. Rush \$75 deposit, balance collect plus freight, \$10 photo-graph, \$1, refundable on purchase. Burns Co., 743 Luzerne St., Johnstown, Pa. See display ad in General Outdoor Section.

SAVE \$35 on Your Wholesale Cost BULOVA BENRUS GRUEN ELGIN WALTHAM 10 Ass't Watches with yellow exp. bands for \$69.50

WATCH MAKERS' SPECIAL Used Men's & Ladies' Wrist Watches, also Pocket Watches. All in running condition—5 for \$10

5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD

NEW BIG 1956 CATALOG, (re-funded on your first order) 25c

Wholesale only, 35% with order, balance C.O.D. immediate delivery.

JOSEPH BROS. 55 Wabash Ave. Chicago 3, Ill.

HAWAIIAN TI LOG LOW AS 4¢ EACH GREEN OR COLORED. LOWEST PRICE! BEST QUALITY!

TROPICAL HAWAIIAN CO. DEPT. C 154 5th STREET - SAN FRANCISCO, CALIF.

MEXICAN Heavy Rings, dz. \$ 3.00 Genuine Mother Pearl Earrings, dz. 10.00 Tule Decorated Baby Chairs, dz. 5.50 Feather Bird Post Cards, gr. 7.50 Hand Tooled Billfolds, dz. 15.00 Tortilla Machines, dz. 24.00

Francisco L. de Arkos 904 Scott St. Laredo, Texas

ALL-WEATHER Plastic Pennants Durable—Tough—Brilliant 48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO. Cincinnati 35, Ohio

Introductory Offer! SLUM GREATEST DEAL ON THE LOT! Assorted Novelties, Gifts, Toys, etc., etc. 1,900 PIECES \$6.75 LOT

MUSIC STORE, ESTABLISHED 30 YEARS. name brand instruments, Northwest Ohio; good sales volume, owner deceased. Apple Company, Brokers, Cleveland 13, Ohio.

PHOTO GALLERY — OUTSTANDING. (Doris) widow will sacrifice for quick sale. Contact T. Fors, 1309 S. 60th Court, Cicero 50, Ill.

POPCORN BUSINESS AND EQUIPMENT for sale. Danbury fair, can be seen. Phone Spruce 68470, Secol, 373 Oak St., New Haven, Conn. Jc30

PORTABLE ROLLER RINK, 52'x132', VERY good sectional maple floor; good tent, all first class equipment. In operation snow, may be moved; priced to sell. M. C. St. John, Winona, Minn. Tel. Witoka 2515. Jy7

START A RUBBER STAMP MANUFACTURING Business. Earnings up to \$12 per hour. Hydraulic operated, electrically heated presses, supplies. Portable outfit costs less than average TV set. Custom Machinery Company, 601 N. Jefferson, Springfield, Mo.

TERRIFIC VALUE—400 COMBS, ASSORTED colors and sizes, regular 10c sellers; only \$9.95; samples, 25c. Clayco, Box 216, Mendonhall, Minn.

\$350 BUYS ANIMATED "LUMBERING & Saw-mill," "Alice in Wonderland" scenes. Excellent for window, floor or trailer mountings. Harvey Ruelle, Hayward, Wis. Jc30

2,500 AUCTION AND COMMUNITY SALES listed in 41 States, towns and days given, \$1. Simpson, 2705 Julie, St. Joseph, Mo.

COSTUMES, UNIFORMS, WARDROBES

ATTENTION — GIRL SHOW OPERATORS, Clowns, Performers, Pansies, \$3; Pasties, \$6; solid sequined Gown, Clown Suits, Wig, white Tuxedo Coats, Derbies, Top Hats, Rhinestones, Plumes, Sequins. Flash at lowest prices; free lists. Leroy Carpenter, 4518 Park Ave., Washawken, N. J. Phone Union 3-5009.

ATTRACTIVE CURTAINS: BIG FLASH, ten assorted (6x36), each \$40; Clown Suits, new, \$10, used, \$6; Wigs, Feat; ten assorted, \$10; Orchestra Coats, \$3; Bally Caps, Striptease Costumes, Minirela, Magicians Wardrobe, small Trunks, Wallcase, 243 N. Halsted, Chicago.

FOOD AND DRINK CONCESSION SUPPLIES

BEST SNO-CONE FLAVORS, \$1.50 QUART pre-paid, send for list. Stuchbery Mfg. Co., Dept. BS, 1417 Market St., Chattanooga 2, Tennessee. Jc30

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floor Machines, replacement Kettles for all Poppers. Kriany Korn, 129 S. Halsted, Chicago, Ill. au25

LARGE ELECT. TATTOO OUTFIT. WHITE Stevens, 1120 Chaucer St., Berkeley, Calif. Jy7

POLAR PETE & ECHOLS USED SNOBALL Machines, real bargains; new Polar Pete half price. Snoball, 146 Walton, Atlanta, Ga. Jy14

FOR SALE—SECONDHAND SHOW PROPERTY

AT SACRIFICE — SIX BOATS, 24 Passenger Wet Kid Ride, Steel Tanks, \$995. Want Wheel Seats, steel only and MGR Horses. All only. State condition, price first letter. Cante's Rides, Lyndenhurst, New Jersey. Jy7

FOR SALE THE GASKILLS

500 Garl St. Burlington, Wash.
FOR SALE—CROSLEY LITTLE CHIEF FIRE Engine Kiddie Ride, good condition. \$2000 price, \$1,100. Tony Canonica, 209 E. Park, Butte, Mont.

FOR SALE—SHORT ARM OCTOPUS IN running condition, complete with 1950 Dodge Tractor and Semi. Contact Ray Drescher with Stan Nellis Show, Karstedt, Minn., June 29, 30, July 1; Park River, N. D., July 2, 4; Neche, N. D., July 3, 6, 7, 8.

FOR SALE—32-FOOT WARNER MERRY-GO-Round and Kiddie Auto Ride. Helen Doreen, Sodus Point, New York.

GIRL SHOW PANEL FRONT, MOUNTED on 1 1/2 ton Chev., 20x40 top. Ready to operate; complete, \$1,000 each. Girl Show, 115 N. E. 71st St., Miami, Fla.

HURDY GURDYS, BRAND NEW, IN ORIGINAL shipping crates, ideal music for kiddie rides. Close-out price, \$69 each. King Amusement Co., Mt. Clemens, Mich. Jy7

SHOOTING GALLERY LOADING TUBES, 15 shell, \$6.50 per 100. No c.o.d.'s. Any length made. Postpaid, H. B. Sherbahn, Wayne, Neb.

SHOOTING GALLERY—LONG RANGE, SIX (6) rifles, built in tandem trailer, up in fifteen minutes. Brixon, 2304 E. 23 St., Minneapolis, Minn.

SHORT RANGE TARGETS—SAMPLES free. One-day service. Save this advertisement. Fine Arts Press, 1018 Donald, Peoria, Ill.

TENT STAKES "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Wilard, 1221 2nd Ave., Dallas, Tex. Jy28

\$139.50 VALUE ONLY \$69.75

10 Asst. Men's & Ladies' WATCHES With Expansion Band GRUEN—WALTHAM BENRUS—BULOVA—ELGIN Sample Watch \$9.95, Sample Band 50c. Reconditioned, guaranteed like new. DISPLAY GIFT BOXES, 50c

MORE SPARKLE THAN DIAMONDS AAA White Gem Clear Color and Brilliance, \$9 per Carat and up. Men's Y's, Gold Mountings additional \$1.50 and up—Ladies', \$7.50 and up.

Wholesale only—25% with order, balance C.O.D. 3-Day Money-Back Guarantee. Send money order or certified check.

Write for FREE 1956 Catalog "M" MIDWEST WATCH CO. 1 S. WABASH AVE., CHICAGO 3, ILL.

DIRECT FROM MANUFACTURER EARRINGS—The Year's HOTTEST Earring Promotion! Hollywood Styled Creations. Hundreds of handsome, modern designs. Completely NEW SPRING AND SUMMER STYLES! Large and small Dangles, button and clip type, tailored and for pierced ears. Pearl Flower—Rhinestone combinations. Many \$3.00 Retailers. UNBELIEVABLY LOW PRICED AT \$24.00 gross. Sample dozen, \$3.35. Also beautiful assortments at \$19.00 gross. Sample dozen, \$1.75. IMMEDIATE DELIVERY! Sold one dozen styles (assorted) to package, 144 different styles!

NEW LOW PRICES POLISHED ALUMINUM IDENT

No. C-34—CHILD'S ASST. Gross—\$3.00
No. C-31—ADULT—SPECIAL Gross—\$3.60
No. C-32—LADIES' DOUBLE HEART Gross \$6.95
No. C-33—MEN'S IDENT. Gross—\$6.95
Send for Free C56 Carnival Catalog 25% Deposit With Order—Balance C.O.D. OPTICAN BROTHERS 300 W. Ninth St., Kansas City, Mo.

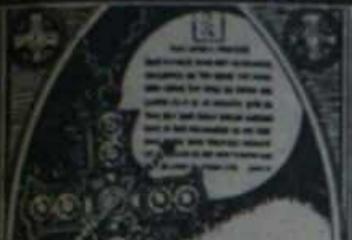
NEW 18" PENNETTE

100 feet only \$4.00 ptd. 124 PENNETTES 6 Bright Colors Satisfaction Guaranteed Discount on 3 or more MYRLO COMPANY 2168 W. 25th, Cleveland 13, O., Dept. B

5 CHARMS IDENT BRACELET

For Girls, young Ladies and Grandmothers to have engraved, names of their loved ones. Full line Ident Charm Bracelets, Cash sample order \$3.00. BAY STATE NOVELTY CO. 33 Congreve St., Rosindale 21, Mass.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

A REAL MONEYMAKER

\$4.75 Doz. \$54.00 Gross

\$6.00 Doz. \$66.00 Gross



No. 209 AN EYE CATCHER!! \$2.75 Doz. \$30.00 Gross Gold Finish.

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

PROVIDENCE RING COMPANY 43 Westminster St., Providence, R. I.

SOM-UM-BRELLA



Instantly adjusts to fit everyone. In bright assorted colors with white. Lightweight construction, water repellent. It'll be a hit with the entire family. Cash in on all weather sales that can be yours!

Available in following color combinations: RED and WHITE—BLUE and WHITE—GREEN and WHITE—PINK and BLACK.

No. 150, \$12 Doz. No. 100, \$6.75 Doz. Refills at \$1.95 Refills at \$1.00

G & S Mfg. Co. Dept. B, 304-306 Deaderick Nashville, Tennessee

CONCESSIONAIRES! CARNIVAL OPERATORS!

GET WITH A SURE WINNER! Increase sales 1,000% on Merchandise Concessions with

JAR DEALS TICKETS

For all your Sponsored Events. Bazaars, Picnics, Celebrations

ACACIA PRINTING CO. Manufacturers of Bingo Supplies and Equipment—Roll Tickets—Push Cards—All kinds of Jar Deal Tickets. 6755 N. Clark St., Chicago, Ill.

FOX TAILS

Jobbers, Attention! We have a fine and complete stock of genuine fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "feathered" tails. Send for price list today. Established 1928

HMJ Fur Co. Dept. B, 120 W. 38 St., N. Y. City

18 IRON CHAIR STOOLS, 30 SCIENTIFIC... 22 SMALL, 100% POLYESTER, CONSTRUCTION... FORMULAS & PLANS

THIS IS THE TIME FOR CORN ON WINE... INSTRUCTIONS BOOKS & CARTOONS

BOOK BARGAINS! SEND FOR LIST BOOK... YOU CAN ENTERTAIN WITH COMIC... MAGICAL APPARATUS

BECOME AN ERSEK COMEDIAN, VEN... FLAMBY PACKAGE FOR THEATRES, BIDE... NEW 12-PAGE ILLUSTRATED CATALOG...

PITCHMEN, CIGARETTE VANISHERS, THE... MISCELLANEOUS

SPECIAL - ONE DOZEN EACH SNAP... RUBBER STAMPS BY PROFESSIONAL... M. P. FILMS & ACCESSORIES

FOR SALE - 3 COMPLETE OUTFITS, 16MM... PARTNERS WANTED

PARTNER AND AGENT OR WILL SELL... PERSONAL

\$100 REWARD FOR THE LOCATION OF... PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK... ENLARGEMENTS, HEAVYWEIGHT, EIGHT... PHOTO BOOTHS, CAMERAS, D.P. PAPER...

PHOTOMOUNTS FROM MANUFACTURER... SAFETY ANGEL PHOTO MOUNTS GIVE... PRINTING

ALWAYS LOWEST PRICES, FASTEST... NEARBY SAVING - EMBROIDERED LETTER...

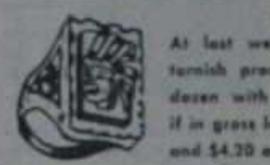
NEARBY SAVING - EMBROIDERED LETTER... DORAN DOLLS



MEXICAN JACKETS

100% wool in all colors. Available in "Dancers" or the embroidered styles, in all sizes and colors.

Dancers: Sizes 34-40... \$6.90 ea. Embroidered: Sizes 34-40... 5.90 ea.



MEXICAN RINGS At least we have them. Nickled color, tarnish proof. \$3.26 a dozen. \$3.96 a dozen with side ornaments. Both prices if in gross lots. If less than a gross, \$3.50 and \$4.20 a dozen.

"ATTENTION, PLEASE!"

We have the finest in REVERSIBLE BAGS

They Come in Two Sizes: SMALL-6"x8" ...\$ 8.90 ea. BIG-7"x10" .. 10.90 ea. SPECIAL PRICES IN DOZEN LOTS

All Prices F.O.B. El Paso. 25% Deposit—Balance C.O.D.

PEARL SALES CO.

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.

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"—anytime or anywhere.

With my Plan you do all your selling by mail—to one customer—the United States Government. Even here there is no "sell- ing." Uncle Sam is ready to buy all the junk jewelry you send in at the established price of \$25.00 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. I'll junk jewelry you send in at the established price of \$25.00 AN OUNCE SPOT CASH for all you send in.

BIG MONEY in a WHOLESALE STORE ROUTE

World's largest merchandiser of Carded Novelties will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter displays automatically sell famous Larmon's Amibis, novelties, hundreds of other daily demand repeat items at \$2 to \$5.

STUFFED ANIMALS and Dolls

20" Bear, 30" Duck, 30" Clown. Low price of \$10.00 per dozen in gross orders \$12.00 per dozen in small orders. One of a kind of assorted animals 2 1/2 doz to carton 25% deposit, balance C.O.D., P.O.B. Factory. DORAN DOLLS 323 Jackson Ave. Brown 33, N. Y.

BEAUTIFUL HAND-PAINTED MEXICAN SKIRTS



A marvelous number that will prove to be your fastest seller and biggest profit maker. Hand painted by craftsmen showing Mexican Scenery and variety of typical Mexican Motifs. \$4.50 each Special Prices on Quantity Lots

MEXICAN FLOWER BAGS

BEST SELLER TODAY No. Each 70-6"x8" \$6.90 71-7"x10" 7.90 72-8"x12" 8.90



SEND FOR FREE CATALOG

PEARL SALES CO. L. B. I. LEVIN, Owner P. O. BOX 675 EL PASO, TEXAS

MAGIC BALL PARACHUTE

This Acme Parachute is a fascinating and a very attractive toy. It is known as The Magic Ball Parachute. It is possible to throw this parachute and have it open, 100 feet in the air.

This parachute is made of 1/4 yard of silk with sewed edges. The plastic part, when closed, resembles a ball, 2 inches in diameter. The strings leading from the silk are about 18 inches long.

ACME TOYS

2333 ABBEY AVENUE CLEVELAND 13, OHIO

For Toy Parachutes be sure and get Acme, the Time-Tested Product.

ALL WEATHER PENNANTS

Made of Heavy Gauge Polyethylene, 4-Ply (See Proof) Tape. Pennants arranged in fluorescent sequence, bright colors. Plastic finished with special double sheen to insure lasting glow.

WINDOGLO

100% Profit—Get 2 Brand New Items—Give 1 FREE a WINDOGLO—New Miracle Glass Cleaner a Brown's Whitewall Tire Cleaner a KLEERVUE SPECIAL Eye Glass Cleaner

TENNESSEE SUPPLY CO. Greenville, Tenn.

"SLACKY DUET SET"

IN SHIMMERING PEARL FOR FAST SUMMER SALES



\$7.80 per doz. SETS

- ZIPPER CARRYALL
- MATCHING WALLET
- PASS CASE & COIN POCKET
- PINK, BLUE & WHITE

RED HOT SPECIALS!

- Chrome Cig. Lighters, Doz. . . \$ 5.40
- Enamel Cig. Lighters, Doz. . . 7.20
- Gold-Plated Pen Knife, Doz. . . 6.00
- Scatter Pin Sets, Boxed, Doz. . . 3.00
- 51 Barring Assortment, Gross 18.00
- 3-Pc. Pen Sets, Boxed, Doz. . . 4.50
- Needle Books, Gross . . . 2.00
- \$1 Ladies' Wallet, Doz. . . 3.40
- Necklace & Earring Set, Doz. . . 7.20
- Boxed Cuff Link & Tie Bar, Doz. 5.40
- Boxed Wallet & Key Case, Doz. 4.00
- \$12.95 Ekco Kitchenware Set, Each . . . 3.00
- 4-Pc. Screwdriver Set Rack, Doz. . . 7.20
- 10-Pc. Comb Set, Doz. . . 1.50
- 3-Cell Enamelled Flashlight, Doz. . . 2.75
- 3-Color Flashlight, Doz. . . 6.00

Write for Catalog.

IMPERIAL MDSE. CO.
893 Broadway, New York, N. Y.

SPECIAL LINEN FINISH PHOTO POSTCARDS, \$6.00 per thousand; 50 Publicity Kits, \$85. Write for details; newspaper ads cut and make our specialty. Waco Advertising Service, 20 Victory Dr., Hamilton, O.

SUMMER SPECIAL OF PRINTING MATERIALS, 1,000 8 1/2 x 11 Letterheads or Billheads, \$4.95; 1,000 5 1/2 x 8 1/2 Noteheads or Statements, \$4.70; 1,000 size 10 Envelopes, \$7.95; 1,000 size 6 1/2 Envelopes, \$6.25; 2,000 Shipping Labels, \$3.75; 2,000 embossed Business Cards, \$3. All items postpaid. Bargain prices expire July 31, 1956. John Peper, Box 822, Chattanooga, Tenn.

1,000 TWO SIDED BUSINESS CARDS, COPY on front, calendar on back, \$2.95 postpaid. Samples of quality printing upon request. Leon W. Otteson, Business Printing, Box 652, Alliance, Ohio.

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 x 9 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. Jy14

50 8 1/2 x 11 LETTERHEADS AND 50 6 1/2 x 9 Envelopes, \$1.00 postpaid. Three line limit, same copy on each. Black Ink. Econoprint, Box 625, Whittier, Calif. Jy7

1,000 ENGRAVED BUSINESS CARDS, \$3.95 prepaid; two colors, \$4.95; free samples. James Specialties, P. O. Box 246, Washington, Ga.

SALESMEN WANTED

BEST ENGLISH GENUINE CHAMOIS. Guaranteed; 50x30, \$2.70, quantities less. Salesmen inquiries invited; protected territories arranged. Babrok Tannery, 18B, Hudson Falls, N. Y.

GOLDMINE OF 800 MONEY MAKERS—Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 10, Ill. Jh19

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 150 West 83d St., Los Angeles 3, Calif. Jy28

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican, #12 sharp. Write Mill Zeis, 728 Lesley, Rockford, Ill. Jy28

NEWLY DESIGNED MACHINES—Complete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St., Jacksonville, N. C. Jy21

TATTOO MACHINES, 2 FOR \$10. NICK S. Pizaro, 415 Trumbull St., Hartford, Connecticut.

WANTED TO BUY

KID FERRIS WHEEL, WET BOAT RIDE. Train. Have Circus Ride, Fire Truck to trade. Shafers Rides, Mesker Park, Evansville, Ind.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY

Forms Close Thursdays for the Following Week's Issue

DRUMMER WANTED FOR TRAVELING Midwest orchestra. Contact Jess Gayer, 1612 Broadwell, Grand Island, Neb.

FEMALE IMPERSONATORS, NO DRAG pantomime. Singers, comedy. All year round employment. Circus Bar, 401 Ocean Dr., Miami Beach, Fla. Jy28

GIRL ACCORDION OR PIANO PLAYER to work in trio. State experience, send photo and dimension. Transportation paid. Beasley Music, Port Huron, Mich. Jy30

PIANO MAN, DRUMMER, FOR SMART trio. Contact immediately. No collect calls. Leader, Faith Trailer Park, Houma, La. Phone 9251.

SPLENDID OPPORTUNITY FOR FORWARD thinking musicians to gain valuable road experience with chance to study harmony and arranging. Sharpest transportation available 50 weeks a year guaranteed. All charts, please contact. However, immediate need is for piano, bass and drums. Little John Beecher, 1613 City Nat'l Bank Bldg., Omaha, Neb. Jy7

WANTED ROCK & ROLL BAND

Apply **TOMMY THOMAS, Club Mardi Gras** Key West, Fla., after 8 p.m. Phone 4-9147

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue.

AGENTS & MANAGERS

WILL BOOK YOUR ATTRACTION WITH sponsoring organizations and sell you the contracts for flat price. Desire connections only with financially responsible parties with good attractions and clean record; with or without telephone promotion. I have permanent office, car, experience and know how. I will submit references. If you can do the same, write the your proposition. Bob Sager, 212 1/2 Fourth, Parkersburg, West Virginia. Jy30

CIRCUS & CARNIVAL

ANIMAL MAN—MARRIED, SOBER, RE- liable, experienced, wishes permanent job with living quarters on premises of animal farm, park, private zoo or what have you? Experienced theater, carnival, circus and zoo work. Some training. Animals always have been and always shall be my first and last love! Guarantee to please if given a chance. Want to get located before end of summer. Write C-458, c/o Billboard, Cincinnati 22, Ohio.

CONCESSIONAIRES AND GIFT SHOPS MAKE BIG MONEY

with **GENUINE HAND WOVEN INDIAN STYLE WAMPUM BEADED NECKLACES**

Assorted designs & colors 15" long

TERRIFIC \$1.00 SELLER!



YOUR COST ONLY \$4.80 per doz. (in gross lots only \$4.30)

Appeals to Youngs & Old

Send \$5.00 now for sample doz. Shipped prepaid with money back guarantee. (10% less in gross lots.)

Cash in on this fast selling item. Our references—Dun & Bradstreet or N. W. Nat'l Bank, Minneapolis.

RODEO LEATHER GOODS CO.

229 No. First St., Minneapolis 1, Minn.

SEND FOR FREE CATALOG

VANITY TABLE LAMPS

To Our Premium Trade Only



Beautiful 2 tone crystal bases with gorgeous shades to match. Assorted style bases.

Approx. Nat. 16" Overall.

\$12.00 per doz.

Sample \$1.50 each prepaid

We manufacture lamps, clocks and premiums. Write for catalogue.

2000 China decorated modern and traditional lamps and shades, complete . . . \$2.00 ea. 1500 Boudoirs as above. \$1.00 ea. 25% dep., bal. C.O.D., F.O.B. Chicago.

CAMBRIDGE PRODUCTS CO.
1451 W. Irving Park Rd. Chicago 12, Ill.

FAIRWORKERS

We Carry a Complete Line of Everything!

WE FEATURE 49c AND 59c EARRINGS

We Can Service Your Needs. Immediate Delivery.

BIELER PROMOTIONS, INC.

29 East Madison St. Phone: RAndolph 6-9550 Chicago, Illinois

ELECTRIC DART BOARDS "YOUR HITS LIGHT UP ON THE SCORE BOARD!"



Size of board: 18" by 24". Six Darts. Operates AC-110 volts. SAFE & volts HITS! Sample \$9.50. All territories available. Also make Bingo Blowers, \$49.50. 3-piece Flashboard, \$185.00.

LIPKA MFG. CO.
617 East 11th Street New York 9, N. Y. Phone: CAnal 8-3318

HOTTEST NEW COMIC NOVELTY

Bunny Ears, 2 colored balloons worn on head like cap. World's fastest seller.

UNGER SUPPLY CO.
655 So. Wells St. Chicago 7, Ill.

SAILOR BOB TATTOO, BEAUTIFUL. Flash, 2 more acts, all outstanding. Clean and sober. P.O. Box 564, Albany, Ga.

WORK WANTED BY CARPENTERS, EX- perience, circus & carnival, motel, kiddie-park; cement walks, etc. wages \$55 per week. Box C-454, c/o Billboard, Cincinnati 22, Ohio.

MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE parties and lectures demonstrations. For information write Neige E. Dinch, Post Office Box 3002, Seattle, Wash. Jy29

NOTED MAGICIAN WILL JOIN CON- tracting agent, booker, manager, sponsor, promoter or girl partner. Horace Rose, 412 Reservoir Ave., Meriden, Conn. Jy30

MUSICIANS

A-1 RINK ORGANIST, MANY YEARS' EX- perience best rinks, wants position near round rink; locate anywhere. Address Box C-456, c/o Billboard, Cincinnati 22, Ohio. Jy30

ALTO SAX, CLARINET, SOME PROFE- sional experience. Elderly man, retired, prefer church or civic musical organization. Play for pleasure or profit; do not use tobacco or liquor. Fred Allison, General Delivery, Miles, Tex. Jy7

COMMERCIAL DRUMMER AVAILABLE for organized band. Play society, Latin, Dixie, jump, shows and read; no hop. Sober, dependable. Prefer Midwest or Southern territory, but will consider all offers. Write, wire or call Jack Bearick, Aberdeen, Miss. Phone 277-W. Jy7

DRUMMER, CUT ANY GROUP, READ shows. Recently Eddie Howard and Anita O'Day. Can join immediately. Wire, phone Jack Kliner, Box 792, Rochester, Minn. Jy7

HIGH SCHOOL GRADUATE, EXPERI- enced in dance music. Interested in TV, name band, night club, radio, or recording orchestra. Drummer, trumpeter, and singer. Fair reading; will join immediately. Linwood Washington, 402 S. Leslie St., Goldsboro, N. C. Jy7

LADY PIANIST, SING GAY NINETY songs, request welcomed. Have Solovox; prefer Chicago. P. O. Box 1244, Miami Beach, Fla. Jy7

PIANIST, 45, COMBO, DANCE BAND, show, years' experience. State hours and pay. Mike Catanzaro, 402 W. 3rd St., Pittsburg, Kan. Jy7

TRIO FOR SMART LOUNGE OR CLUB. Piano doubling organ and Celeste; trumpet, bass vocalist double, drums double vibes. Phone Leader, 9251, Houma, La. Jy7

PARKS & FAIRS

AERIAL ACT, ACROBATIC ACT, JUG- gling act, girl revue line. Variety Artists, 2015 Oliver St., Fort Wayne, Ind. Phone H-1196.

ATTENTION! YOU DON'T HAVE TO scout Europe for a top unusual act. The Golden Globe of Death, an 8 to 10 minute act, 3 different rides featuring upside down motorcycle riding. This act is not gimmicked. Owned and rode by Speed Wilson, c/o Ekkin, 2996 Belmont, Chicago. Jy28

BALLOON ASCENSIONS, PARACHUTE drops, Parks, Fairs, Celebrations; CAA certified equipment; We dig no holes or trenches. Porter Flyers, 614 Hoyt Ave., Muncie, Ind. Phone 8790. Jy28

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Jy21

CLOUD SWING ACT AVAILABLE FOR your celebration. Work without safety devices on flashy steel rigging. For open line and particulars. William M. Rodgers, Box 52, East Orwell, Ohio. Telephone Orwell 2476.

HERE IS A PUBLIC APPLAUSE WINNER which has been featured by Fox Movietone. The Death Plunge Into Suicide Pool. Some really pass out on this one and others are momentarily held in a state of shock. The impact on nerves is so terrific. It's a dynamic attraction if there ever was one and bound to make your Celebration the talk of the town. Capt. McDonald, International High Diving Sensationalist, 426 Lamplier Place, Warren, Ohio. Tel. 45337. Jy30

VAUDEVILLE ARTISTS

"LA FEMARITA" GREATEST MAN INTO woman, the modern miracle! Does she know the secret of youth? Inimitable vocalist, matchless originality, posing artist! Available, the sensational feature of all time, stage, orchestra, parks, clubs or hotel dates. "La Femarita," 429 Capitol Hotel, Richmond, Va.

ZIPPY! WITTY! PLAK-KARDS BIG! JUMBO SIZE, 5"x9"



It's a PLAK! It's a POSTCARD!

These PLAKS are Jumbo Size postcards. All WOODY-looking PLAK-KARDS are attractively colored. Everyone BUYS several, and then more. Approximately 50 designs available in our assortments. Packed 3 dozen assorted to the box with FREE counter display. VARIETY, SALES and PROFITS are JUMBO SIZE! Rush \$2.00 for sample box of 3 doz. with display.

RAND 101 LILAC ST. BERGENFIELD, N. J.

WE MANUFACTURE SHRINE CIRCUS FEZ

Novelty Fezzes for all occasions. Perfectly blocked—looks like real Fez. Also PENNANTS for all occasions.

THE G. B. FELD CO.
2256 E. 75th St. Chicago 49, Ill. Phone: EStex 5-4804

Spotlight Value!
Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble



KEY CHAIN \$4.89
EXPANSION BAND
JEWELLED WATCH
CUFF LINKS
THE BAR

- Stunning Beauty in FIVE (5) Smartly matching pieces!
- Complete Jewelry Wardrobe P.L.U.S. Handsome Jeweled Watch!
- Shipped in assorted sets. Beautifully boxed. Min. order 5.

NATIONALLY ADVERTISED

It's terrific! High styled Cuff Links . . . Full length Key Chain . . . Tie Bar . . . Fine Expansion Band and Handsome Jeweled Watch! . . . All luxuriously packed . . . Sensationally priced! A sample will convince you! 25% with order. Balance C.O.D.

CEL-MAX, Inc.
582 SO. MAIN ST. MEMPHIS, TENN.

WATERPROOF \$8.75



with stretch band
Luminous Dial & Hands
YELLOW TOP unbreakable crystal 15 & 17 JEWELS
Your choice of **BULOVA, BERNUS, ELGIN.** Guaranteed and reconditioned LIKE NEW.

Write for Free Catalog.
SPECIAL! Men's Watches Bulova, Bernus, Elgin, Gruen with stretch bands
\$6.50

Wholesale only. 15% with order, balance C.O.D. Easy money-back guarantee! Send money order or certified check with order to avoid delay in shipment.
AL ZEIGER AND SON
706 SANSOM ST., PHILA. 6, PA. Walnut 2-6055

MOUSE EARRINGS Red Hot Sellers!

Sensational, beady-eyed, velveteen gray or white mice. Screw back or pierced. Fun galore!
\$5.40 DZ. PR. (Gross Lots, \$54.00 pr.)
Plastic Gift Boxes for Earrings.
60c DZ. EXTRA (Gross Lots, \$6.00 pr.)
Sample pair sent for **\$1.00** postpaid

Unconditional Money-Back Guarantee
BILL'S WHOLESALE CURIO
Box 2057 Santa Fe, New Mexico

FAST SALES LARGE PROFITS

LADIES' VANITY ELECTRIC SHAVERS
MEN'S SINGLE HEAD SHAVERS
YEAR GUARANTEE
\$24.00 per Doz. Sample \$2.25
MEN'S DOUBLE HEAD SHAVERS
\$42.00 per Doz. Sample \$4.00
BRIDGES INDUSTRIES Decatur, Ala.

Big gift value! 5 stunning pieces! Men's fine matched jewelry!



THORNEHILL ENSEMBLE
JEWEL WATCH GUARANTEED UNBREAKABLE MAINSPRING
\$575
6 OR MORE
KEY CHAIN
CUFF LINKS
TIE BAR and EXPANSION BAND

NATIONALLY ADVERTISED Sample \$6.95

Looks like a million! Complete jewelry wardrobe! No less than 5 different matching pieces—high styled cuff links . . . tie bar . . . full length key chain or pen and pencil . . . beautiful jeweled watch . . . fine expansion band. Presentation packed in luxurious leatherette box.

TERMS: 25% with order, balance C.O.D. SPECIAL PRICE TO QUANTITY USERS

HAWTHORNE WATCH CO.
593 MISSION ST. DEPT. 35 SAN FRANCISCO 5, CALIF.

C & G HAS MOVED TO LARGER QUARTERS

Keep Your Customers Cool With This "Hot" Summer Item. Ladies' 2-Piece Shortie Baby Doll Pajamas. S-M-L, assorted colors. \$4.95 value—Now Only

\$15.80 Sample per doz. \$1.50 ea. 25% dep., bal. C.O.D., F.O.B. Chicago

Write for New July Merchandise Listing

C & G SALES
1080 MILWAUKEE AVE. CHICAGO, ILLINOIS

The Best Sales Boards and Jar Games

Write for information and prices.
Canadian Representative:
Automatic Music Co. 10333 14th St. Edmonton, Alberta
GALENTINE COMPANY
Dept. B, 819 E. Jefferson Blvd. South Bend 17, Indiana

NEW NOVELTY EXPANSION BRACELET

CAN ALSO BE USED AS A SCARF HOLDER OR PONY TAIL ORNAMENT

Available in either white or yellow finish with highly polished round disc or heart charm

No. 2378A, \$4.00 PER DOZ. PER GROSS, \$45.00
Extra disc with jump rings, No. 2388A, per doz. \$1.30




FOTO EXPANSION IDENTS
with combination leather and metal band.

No. 2047B (Ladies') Per Doz. \$6.75
No. 2048B (Men's)

HAND POLISHED WHITE OR YELLOW DISC PENDANTS
No. 2309A
\$36.00 per gro. Per doz. \$3.25

40 OTHER STYLES TO CHOOSE FROM
FREE WHOLESALE CATALOG CONTAINING
Expansion & Photo Ident • Heart & Disc Pendants • Aluminum Chain Ident • Rings • Pins • Pearls • Closeouts, etc.

FRISCO PETE
226 S. Wells St.
Chicago 4, Ill. All phones Franklin 2-2567



BRILLIANT 17-JEWEL LADIES' WATCH

Contains 50 Hand Set Flashing Rhinestones

Solid Bracelet expands automatically for perfect fit. Safety chain and guarantee. White rhodium finished in beautiful 3 color case. Advertised in LIFE Mag. Pre-ticketed \$69.50 price tag. Sample \$13.50. \$12.95 each in lots of six.

25% with order, balance C.O.D.

DISCOUNT SALES
Box 86 Cincinnati 10, Ohio

"I'm my own boss now!"



"I'm a hard worker and I have some pretty good ideas, but I never had the capital to go into business for myself. Today I still work pretty hard but now it's different... now I am working for myself; making big money. And believe it or not, I started my own business without investing one cent. I sell the best-known famous-brand products and there's no risk, no inventories to tie up my cash!"

HERE'S HOW IT WORKS:
The H. B. Davis Corp. supplies you with your own personalized NAME BRAND CATALOG, beautifully illustrating over 1,000 fine products: appliances, cookware, silverware, housewares, most clocks, jewelry, watches, etc. from firms like Remington Rand, Richelieu, Geon, Elgin, Royal, Elgin American, Pyralis, Anson, Bissel, Pepperell, Feensharp, Hoover, Duromex, William A. Rogers and many more. The only name that appears on these super-selling catalogs is your name. (Leave blank space for your own imprint.) The only price shown are low prices (the confidential dealer's price for gives you your cost). Complete lines of all items are stocked in our huge warehouse for prompt shipment of your orders within 24 hours. With this trend, money-making catalog plus the streamlined support of the H. B. Davis organization, the pioneer in the field of direct selling, you're ready to start your own business with no investment.

HERE'S ALL YOU DO:
Send for your FREE COPY OF THE H. B. DAVIS CATALOG and see for yourself why it's a sure-fire sales getter. Don't delay—mail the coupon below for your free catalog NOW.

NO INVESTMENT NO INVENTORY

THE HOUSE OF NAME BRANDS

H. B. DAVIS CORP.
145 W. 15th St.
New York 11, N. Y.

H. B. DAVIS CORP.
145 W. 15th St.
New York 11, N. Y.

CHICAGO'S NEWEST and FASTEST GROWING DISTRIBUTOR of NATIONALLY ADVERTISED MERCHANDISE

2 Special Get Acquainted Offers:

Men's 6-Piece Harvester \$59.50 Watch Set
Includes: Men's Swiss Watch, with modern expansion band; Cuff Links; Matching Spring Tie Bar; Pencil and retractable Ball Point Pen. In beautiful metal rayon-lined case.

6 in 1 Magnetic Earrings
Set contains one set of magnetic bases with six various color styles that are interchangeable all on the base. To use: Lift up end of pearl button and replace the button whose color complements your costume. Special discount to distributors.

\$5.75 ea. in lots of 4
\$24.00 per doz.

We Carry a Complete Line of:

- Appliances
- Toys
- Games
- Premiums
- Giftware
- Household Goods
- Dry Goods
- Jewelry
- Notions
- Novelties
- Tools
- Luggage

We cater to Hustlers, Peddlers, Premium & Carnival Users
25% deposit, balance C.O.D., F.O.B. Chicago

- HOUSE TO HOUSE MEN
- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make That "Easy Buck" with these sensational values.

G.E. Equipped COOKER-FRYER
Large 4-Qt Capacity

\$39.95 List \$6.75 ea. in Lots of 6 \$7.25

EMPIRE MULTI-USE REVERSIBLE WINDOW FAN

- ADJUSTABLE - fits any window - double hung - casement - steel construction.
- EXHAUSTS stale air.
- FRESH AIR drawn in from outdoors.
- NO DRAFTS directs air up-down-straight.
- Quiet four 10" blades for maximum volume.
- 115-120 V., A.C. only.
- Packed 1 to carton.
- Carries price tag of \$49.95.

\$11.00 each in quantities of 3
\$13.00 each for sample

WE ALSO CARRY A COMPLETE LINE OF ALL SIZE FANS C.O.D. or Cash Sales Only.

DANAL SUPPLY
1228 Vine St. Cincinnati, Ohio
Phone: MAin 1-9114

LUCKY 7-11 DICE
Made of woven Angora. Fibers in white, black, red, lt. blue, navy & yellow. With contrasting colored dots packed 1 doz. pr. in box. Each pair in individual vinyl bag. Shipping weight 24 lbs. in gross.

FOR CARS, BARS, DENIS, ETC., ETC.

PRICE: \$10.80 A DOZEN
Concessions to quantity operators.

GLO TOPPER AND MATCHING TIES
Made of good quality Cellulose Taffeta. Colors: black/white, red/white, navy/white, royal/white. Each packed in individual bag. Packed 8 doz. per carton.

Price Hats \$72.00 Gross
Bow Ties 72.00 Gross
Yard Long Ties 108.00 Gross

ADELL AGNOFF
223 W. 3rd St., Los Angeles 12, Calif. Telephone: MUtual 2643
Selling Jobbers & Hat Operators only; no Retailers. Terms: Net 15 days to rated accounts only.

MEL'S MERCHANDISING SALES CO.
MEL MARKS, Owner
Conveniently located at Kedzie and Milwaukee
2624 Milwaukee Ave. Phone: HUmboldt 6-2230 Chicago 47, Illinois

This Is Hot!
A NEW CONCEPT IN COSTUME JEWELRY
MAGNETIC EARRINGS

Each Set contains one set of magnetic bases with clips and SIX different colored shells that are INTERCHANGEABLE on the base. The secret of this remarkable new idea in earrings lies in the use of Alnico Permanent Magnets attached to the base of the earrings, which are guaranteed for the life of the earrings.

To use: Simply lift up end of pearl button and replace the button whose color complements your costume.

Your Cost \$24.00 Only per dozen
Sample \$3.00 per set

25% deposit, balance C.O.D., F.O.B. Chicago

3341 W. Roosevelt Rd. Chicago 24, Illinois
Phone: LAwndale 3-7277

DIVISION SALES

A JEWELRY INNOVATION
Hottest Jewelry Items Today!

MOONSTONE POP-IT NECKLACES, Dz. \$ 2.25

FINGERNAIL EARRINGS TO MATCH

POP-ITS, Gr. 15.00
PEARL POP-ITS, Dz. 4.00
GOLD POP-ITS, Dz. 6.00

C.O.D. SPECIAL OF THE MONTH
Assorted Sizes Pearl Buttons, Gr. \$12.00
25% Deposit, Balance C.O.D.

C.O.D. NOVELTY CO.
19 W. 34th Street, New York, N. Y.
Wisconsin 7-7527

NEWEST STAR-LITE LAMP

The sensational new Star-Lite Series. Decorative colors of White-Pink-Turquoise. Comes complete with 2 Star-Lite bulbs as illustrated. Sculptured two tier fiberglass shade in matching colors to lamp. 33" tall—shipping weight 18 lbs. \$49.50 retail value.

\$12.95 Each in lots of 4 or more. Sample \$14.95 each.

\$11.95 Each in lots of 12 or more.

OTHER POPULAR SELLERS

- #30 Gypsy Dancers
- #33 Bolinese Dancers—31" Tall
- #34 Driftwood Lamp
- #42 Calypso Dancers

JOBBER and SALESMEN INQUIRIES INVITED
WRITE FOR FREE 70-PAGE CATALOG

MAGIDSON BROTHERS
Dept. B-4
1440 N. Western Ave. Chicago 22, Ill.
Phone: CApital 7-5250

LARGEST SELECTION of EXPANSION IDENTS

For Men, Women, Boys and Children in plain, plique and photo. Chrono and gold finish.



Complete line of Engraving Jewelry for Parks and Demonstrators. Send \$13.00 for our line of samples. Sorry, no catalog.

JACK ROSEMAN CO.
283 Fifth Ave., New York 14, N. Y.

MAGIDSON BROTHERS
Manufacturers of Art Products

CARNIVAL & BINGO SUPPLIES
CATALOGS BEING MAILED OUT NOW
BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO

Leather Whips

Fast sellers. Genuine 4-ply hand polished leather w/ Cracker tongue. Low price. 4-11-56.

Sample \$1.95. \$11.50 doz. 4-11, sample \$2.75. \$14.50 doz. 10-11, sample \$3.50. \$25.00 doz. f.o.b. Detroit. Cash or 25% deposit on C.O.D. Gross less 15%.

Johnson Smith Co., Dep. 318, Detroit 7, Mich.

JOIN THE FUN! BE A GAGSTER!

Maybe you'll be a GAGSTER Winner, too! Every winner gets a handsome certificate ready for hanging on the wall, plus an official wallet-size GAGSTER membership card.

IT'S SIMPLE! HERE'S ALL YOU DO:

- Write a gag line in 20 words or less to fit the cartoon below. Use the coupon or your own stationery.
- All gags become the property of The Billboard Publishing Company. No entries will be returned. Send in as many as you wish.
- Name, occupation and address of sender must accompany all entries.
- Gags received by Wednesday noon in Chicago will be judged for the contest ending that current week. Those received after that time will be held over until the following week.



6 SHOTS 25¢

Contest Editor, The Billboard, 128 W. Randolph St., Chicago 1, Ill.

My Caption for Cartoon: _____

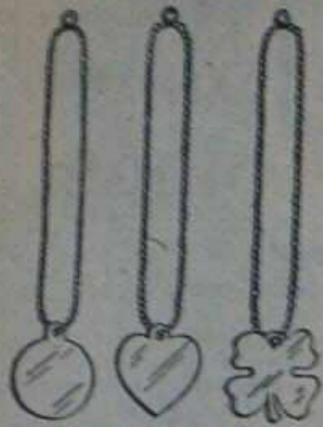
Name _____ Occupation _____

Address _____

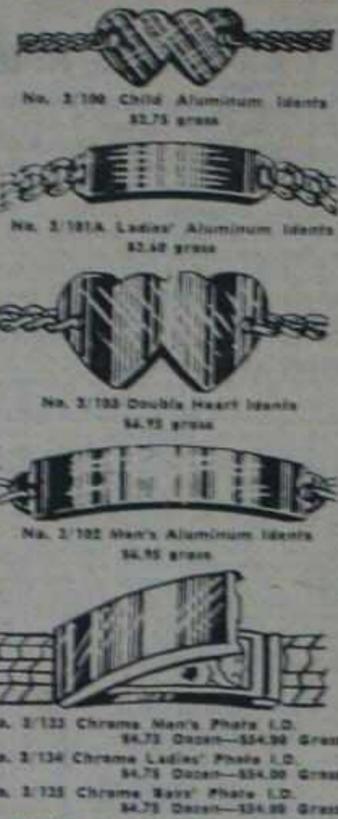
City _____ State _____

6/30/56

SUMMER SPECIALS for ENGRAVERS



ALL NEW LARGE HOOKS



- 20" NECKLACES**
 NO. 3/110 DISC GR. \$9.00
 NO. 3/111 HEART GR. \$9.00
 NO. 3/112 CLOVER GR. \$9.00
- CHILD'S NECKLACES**
 NO. 3/120 DISC GR. \$4.50
 NO. 3/121 HEART GR. \$4.50
 NO. 3/122 CLOVER GR. \$4.50
- 24" CHROME NECKLACES**
 NO. 3/114 DISC GR. \$27.00
 NO. 3/115 HEART GR. 27.00
 NO. 3/116 CLOVER GR. 27.00
 NO. 3/117 OCTAGON GR. 27.00

CATALOG NOW READY—WRITE FOR COPY

Oriental Trading Co.

1115 Farnam St. Omaha, Nebr. Telephone Jackson 6115

UNDER THE MARQUEE

Continued from page 77

Paul Kaye, Billy Porter, George, Kate and Kay Hanneford, Bob Maudry, Charlotte Walsh and twin daughters, and Les and Ninette Parker and children.

Andre Atayde, of the largest circus in Mexico, and his son, along with the son's wife, Maria Louise Atayde, visited Polack Eastern recently. She is a sister of Manuel and George Del Moral. Also in the group were Belline, the Auerilo Ataydes and daughter, Dorita, and Toto of the Totoles, perch act. Maria Atayde guested in the Del Moral perch act on Polack. The Circo Atayde was near Nogales and they visited the Morales in Tucson.

Ringling press agent Wally Beach info he visited in Baltimore with circus fans Maj. Edward Smith Jr., Mr. and Mrs. Harold Barbour, and Stephen (Bozo) Brenner.

From Benson Bros., Everett Coriell writes that Mrs. Bill Morris flew to New Smyrna Beach, Fla., to attend graduation services for their daughter. . . . Jack Holt joined with his bar and trampoline acts. . . . Linda Bagwell is doing ladder and web. . . . Buddy Geiss plays the Benson organ. . . . Charlie Hunt of Hunt Bros. visited. . . . George Dorsey, former owner of Dorsey Bros. Circus, was a guest of Everett Coriell. . . . Freddie Jones has the Benson concert. . . . Benson day and dated the National Circus Museum and the Morris were guests of the management of that show.

From Polack Western, Dave Nawrocki writes that people from both units exchanged visits in California. . . . The Dorchesters and the Sciplinis attended a party given by the Hannefords. . . . Jan Riska did a special show for a Shrine luncheon, and the Atomics did a special show for the Jesters, Shrine group. . . . Victor Julian, the Atomics and the clowns worked a hospital show. . . . Barbara Lutz aided Justus Edwards with interviews. . . . Florene Foremski of the Atomics filled in for Maria Palacios in the aerial ballet while Maria's injured wrist healed. . . . Fan Tom Upton showed circus movies and played circus tape recordings.

When the Allentown (Pa.) Band opened its summer season Friday (22) it included the first public rendition of "The Boss Hostler," march composed by Harold F. Johnson, and dedicated to Jake Posey, the veteran hostler. Posey, Huntington Park, Calif., will celebrate his 93d birthday anniversary on June 27, reports Robert D. Good.

R. M. Harvey caught the Jay Gould Circus at Perry, Ia. . . . Jack Roach is recovering from a heart attack and will have his animal show on fair this fall. . . . Elizabeth Green, daughter of William E. Green, who has the animal farm at Fairlee, Vt., had their elephant at the State GOP convention.

Roland Tiebor writes that Roland Tiebor Jr. has returned from playing the full route of Orrin Davenport dates and is in Tonawanda, N. Y., to build a new seal cage which is to be used by the act on a route of Al Martin's fair dates.

Doc Chandler is working magic and punch on church dates around Baltimore. . . . Bob Parkinson, Cambridge, Ill., visited the Kelly-Miller advance at Keokuk, Ia., and the Schaffner Players at Carthage, Ill. . . . Oscar Seymour writes that George F. O'Donnell has been released from a Cleveland hospital

after treatment for a stomach ailment.

Norman (Luke) Anderson, who had his hippo with King Eastern, now played Meriden, Conn., with Coleman Bros. Shows. . . . Chicago area circus fans met on the Hagen Bros. lot Earl Tegge presented corsages to Mary and Patty Couls. Other guests on the show included the Allen Lesters, Earl Shipley, Bill Woodcock, Homer Hobson and Nat Green.

Paul Kelly sent elephant and lion acts and a Merry-Go-Round to Indianapolis for a date by Paul Miller and Dub Duggan. . . . Terrell Jacobs' lions, tigers and elephant played Seven Sections Lake resort near Peru, Ind., recently.

Piggyback

Continued from page 77

tractors to the trailers and drive in the usual manner to towns any distance away.

If it were wise to make several towns in a row by over-the-road moves, the show could pick up flat cars again some other place without either the expense of deadheading them empty or the inefficiency of letting costly equipment stay idle for some time. Piggyback shows could be truck shows or rail shows as the preference changed and as the costs and needs fluctuated.

Use Cars Anyway

One railroad official believes that show moves by piggyback schedules and rates would not be feasible. But his enthusiasm is not lessened. He points out that mere presence of all the piggyback equipment which railroads now have means it would be easier to move truck shows by rail, even if it were necessary to charge the old rates for special show moves. Even if showmen can't make the piggyback rates work for them, they could utilize piggyback equipment.

There are many ways to conclude that piggyback is not for show business. But railroad men declare they are wide open to new ideas with piggyback. They are developing new combination in quick order, and in piggyback anything might work.

For showmen who are faced with great problems with truck or rail shows, necessity may be the mother of piggyback. And for railroad men—fired with new imagination for a system devised and developed from standard circus train operation in the first place—piggyback may be the avenue by which they again realize that it is as profitable to cater to show business with thousands of trucks as it is to seek the business of standard shippers that may be small in comparison.

COMING EVENTS

Continued from page 106

- Kaufman—Kaufman Co. Livestock Show, Aug. 26-Sept. 1, Wm. D. Perry, Knoxville—S. Tex. Shery Dog Trials, Aug. 2-4.
 Knoxville—Angora Goat Show & Sale, Aug. 2-4, P. E. Gully, Oradell.
 Orange—Orange Jaycees Rodeo, Aug. 26-Sept. 1, Henry Blaud Jr., Pampa—Too 'n' Texas Rodeo & Kid Party Show, Aug. 4-11, E. C. Wedgworth, Pecos—West of Pecos Rodeo, July 4-7, May Stafford, Rush—Lions Club Rodeo, Aug. 8-11, Leo Fiedler, Weatherford—Parker Co. Frontier Rodeo, July 28-31, Fred Stocum.
- Utah**
 Ferris—Southwestern Livestock Show, Aug. 2-4, Richfield—Jr. Livestock Show, Aug. 28-30.
- Vermont**
 Warren—Celebration, July 4.
- Virginia**
 Galax—Celebration, July 2-7, Albert L. Lundy, Staunton—Celebration, July 4.
- West Virginia**
 Ripley—Celebration, July 4, J. J. Kerr, Volunteer Fire Dept., Tetra Alta—Celebration, July 4.
- Wisconsin**
 Dale—Festival, July 13-14, A. W. Strubbe, P. O. Box 1, Waukesha, Kenosha—Jaycees Laborfest, July 18-22, Milwaukee—Wm. Sports Show at State Fair, Aug. 18-24, Willard Mackintosh, Beaverlille—Centennial, Aug. 18-19, A. W. Strubbe, P. O. Box 1, Waukesha, Waukesha—Centennial, Aug. 18-19, A. W. Strubbe, P. O. Box 1.
- Wyoming**
 Fairview—Pioneer Days, July 24, Lander—Pioneer Days, July 2-4, Laramie—Horse Show & Rodeo, July 18-24, Torrington—50th Anniversary Celebration, Aug. 18-21, Sheridan—All American Indian Days, Aug. 2-5, Shoshoni—Shoshoni Water Carnival, Aug. 4-5, Worland—50th Anniversary Celebration, July 12-15.

CANADA

Alberta

- Cardston—Cardston Rodeo, July 16-17, Bert Giblin, Claresholm—Fair MacLeod—Claresholm—Fair MacLeod Rodeo, June 28-30, Ponoka—Ponoka Rodeo, June 29-31, Raymond—Raymond Rodeo, June 28-30.

SNAP 'EM EARRINGS

SNAP 'EM EARRINGS
 3-Pronged design
 \$4.50 DOZ.
 Minimum order 5 doz.
 Sample order \$2.00 doz.
CONCORD MERCANTILE, INC.
 1132 Broadway, New York 1, N.Y.

Big Money-Maker

BONSON TYPE CIGARETTES
 Fully automatic, triple gears, a fast, smooth roller. Gross \$24.00.
 DOZEN \$4.00
 Send payment F.O.B., New York

MILLS SALES CO.

Cut Rate WHOLESALE since 1916
 26 West 23rd St., New York 10, N. Y.

COMPOSITION NUGGET JEWELRY

LOOK LIKE GOLD
 WHICH CHAINS ARE CHAINED?
 BEST COMBERS, SCRAP RING,
 UNLIMITED NUGGETS, ETC.
 FREE CATALOG
 EDGAR'S
 P.O. Box 424
 RED BLUFF, CALIF.

SENSATIONAL SELL-ON-SIGHT 'NATURAL' PITCH ITEM!
3 IN 1 COMBINATION APPEALS TO ALL AGES & BOTH SEXES
 1. TIE CLASP 2. PEN KNIFE 3. MONEY CLIP & MANY OTHER USES
 No need to "push." Just wear and use it. . . . Everyone will want one! Yellow 842-line finish guaranteed not to tarnish. Highly styled to fit any apparel. Handy pocketbook item for women. Clasp to attach to chain.
 \$7.20 per doz. SAMPLE \$1.00 ea. Enclose payment in full for samples.
 25% Deposit, Balance C.O.D., FOB N.Y.C.
CUTTLER & COMPANY, INC.
 928 Broadway, New York 10, N. Y.

MEXICAN JUMPING BEANS
 WE ARE DIRECT IMPORTERS!
 ORDER NOW! AVAILABLE ONLY FROM JULY 15—SEPT. 15
 WE HAVE BEEN ASSURED OF A BUMPER CROP THIS SEASON! IF AVAILABLE SOONER, ORDERS WILL BE PROCESSED IMMEDIATELY.
 THEY JUMP, WALK, CLIMB—DO EVERYTHING BUT TALK!
FREE GAMES SUPPLIED! PERFORM THE MOST AMAZING TRICKS!
 New novel games that can be played with jumping beans.
 IN BULK: Per thousand beans in display box \$7.50 per M
 In lots of 5 boxes \$4.75 per M
 OR: 3 dozen bags (8 beans per bag) on an attractive display card \$3.24 card
 SAVE—ORDER BY THE GROSS! 4 cards \$12.30
 WE INVITE JOBBERS INQUIRIES
TERMS: • Include postage with cash order (Add 10%).
 • FOB NYC, 25% dep., bal. C.O.D.
 • Ship open to rated accounts only.
 Manufacturers and Distributors of JONES' NOVELTIES
MAGIC TRICKS • PARTY GAGS
 DISGUISES • PUZZLES • GAMES
 TOYS • PROMOTION AND ADVERTISING SPECIALTIES
 NOW! FREE 1956 Catalog
 1000's of Items—Wholesale Only
• PRITT •
 NOVELTY CO., INC.
 14 West 27th Street, Room 3
 New York, N. Y.

Ten Commandment Bracelets and Necklaces
 Timed for you to cash in on national publicity of TEN COMMANDMENT Motion Picture soon to be released.
 Newly designed jewelry with an eye-catching charm and universal appeal. The Ten Commandments are easily readable on an open book set in lovely heart. Gold plated pearl chain and gold plated heart.
 \$ mounted on easel back card as illustrated.
\$3.75 per doz. (2 cards)
 25% deposit, balance c.o.d., f.o.b., N. Y.
SIRO JEWELS
 254 West 34th Street
 New York, N. Y.
 Longacre 3-1844

SOMETHING NEW UNDER THE SUN
 IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!
 GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW
 For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—
 The Billboard, 2160 Patterson St., Cincinnati 21, Ohio
 Yes Please send me The Billboard for one year at \$12. (Foreign rate, one year, \$24) 300
 Name
 Address
 City Zone State
 Occupation

when answering ads . . . Say You Saw It in The Billboard

Cig Sales Show 4.7% Gain in Four Months

RICHMOND, Va. — Cigarette smoking in the United States during the first four months of this year increased 4.7 per cent as compared to the same period in 1955, the Tobacco Council reported.

Based on its report on cigarette tax statistics levied in 42 States and the District of Columbia, the council stated retail sales totaled 4,786,295,000 packages. In 1955 when Missouri did not levy a tax, 4,419,863,000 packs were sold. (See chart elsewhere in this section.)

Of the total, vending machines sales would amount to about 870,081,000 packages based on

Vend magazine's 1955 Market Data and Directory report that cigarette machines accounted for about 14 per cent of the total domestic sales in 1955.

Five States reported gain of 10 per cent or more while two showed declines. New Mexico had the largest increase, 12.7 per cent; Delaware, 12.5 per cent; Wyoming, 11.3 per cent; Connecticut, 10.1 per cent, and West Virginia, 10 per cent.

Georgia had a 4.4 per cent decline in sales while the District of Columbia reported a 3.1 per cent drop.

Alden James Quits P. Lorillard Berth

NEW YORK — Alden James, vice-president, board member and director of advertising for the P. Lorillard Company, has severed his connection with the firm.

James came to Lorillard as director of advertising in 1947, was named to the board in 1950, and was elected vice-president three years later. Before joining Lorillard he had been an advertising executive with This Week Magazine.

NAMA MEMBERS ALERTED FOR '56 FEATHER DRIVE

CHICAGO — Members of the National Automatic Merchandising Association were urged this week to begin preparations to support the 1956 United Community Fund campaign that begins in September.

This is the seventh consecutive year that NAMA will sponsor a United Fund drive, Alex Izzard, The Vendo Company, Kansas City, Mo., chairman of the Association's public relations committee, said.

For its support in the 1955 drive, the NAMA was awarded a citation "in recognition of outstanding volunteer service" by J. P. Spang Jr., national chairman, United Community Campaigns, Izzard stated.

Izzard announced that six match and cup manufacturers will imprint their vending products with Red Feather slogans as part of NAMA's campaign.

The firms are Dixie Cup Company, Lily-Tulip Cup Corporation, Maryland Cup and Maryland Match companies, Lion Match Company and Universal Match Corporation.

Shake-a-Mat Shown Publicly in Gotham

Monthly Production Run of 400-500 Set; Distributor Organization Contemplated

NEW YORK — The Florence Shake-a-Mat, a milkshake vending machine, was displayed publicly for the first time Tuesday thru Thursday (19-21) at the Park-Sheraton Hotel here.

Hosts at the showing were Sid Lovitt, president; Ken Progin, treasurer, and Bob Ferguson, vice-president, of Lovitt Enterprises, the manufacturer. The machine is being made for Lovitt by the Florence Stove Company, Gardner, Mass.

Lovitt is the Coffee-Mat distributor for Providence; Progin operates Lincoln Vending in Fitchburg, Mass., and Ferguson operates Automatic Dispensers in Worcester, Mass.

Coast Distributor

Demonstrating the machine at the showing was Louis Wait, who will be distributor for the unit in the 11 Western States, with headquarters in Los Angeles.

Also at the showing were factory representatives Hubert Higgins and Dick Progin. Next showing will be at the Hotel Morrison, Chicago, July 10-12.

Lovitt said the pilot run has

been completed and the full production run will begin in July. Initial plans call for monthly production of 400 to 500 units.

To Be Named

The machine will be sold thru franchised distributors. In addition to Lou Wait's Milvend, Inc., for the West, distributors for the Washington-Baltimore and for the Chicago areas will be named soon.

Capacity of the machine is 320 drinks and 500 eight-ounce cups. The drink may be made by local dairies from a Lovitt formula developed by Bowey's, Inc., Chicago.

Two tanks supply the liquid, with the second taking over when the first empties. Two indicator

Continued on page 117

Finneran Gets Top Sales Post With Eastern

NEW BEDFORD, Mass. — Frank K. Finneran has been named director of merchandising for Eastern Electric, Inc., here, Anthony Caruso, Eastern president, announced this week.

Finneran's decade in the vending industry has included a three-year stint as president of Spacarb-New York and six years as director



FINNERAN

of the vending machine division of Union News.

In his new post, Finneran will be in charge of all sales, advertising. *(Continued on page 118)*

Mutoscope Bows Lord's Prayer Medal Machine

NEW YORK — International Mutoscope is currently in production on a Lord's Prayer medal vending machine. The unit dispenses a 1.5-inch-long copper medal on which is inscribed The Lord's Prayer.

The machine is 18 by 18 inches by 70 inches and weighs 75 pounds. Capacity is 1,000 medals. Top of the machine is an illuminated plastic material. One of the medals is visible for point-of-purchase display.

According to Herb Klein, Mutoscope sales manager, the machine has been in development for three years. The medal is punched with a small hole so that it may be used as a charm.

He added that the unit is designed as a location piece for chain stores, drugstores and transportation depots, as well as for arcades.

IN-PLANT PARTNER SUCCESS

Restauranteer and Operator Combine Talents for Profit

BUFFALO — Whether vending operators or restaurant men should run industrial automatic cafeterias has long been a point of industry debate.

Two businessmen here may have a solution to that debate. One is a vending operator and the other an

owner of a large restaurant chain. They are partners.

The operator is Art Christensen, of Art's Vending, which has been operating industrial and transient locations in the Buffalo area for 15 years. Restaurateur is Harry Coons, operator of the nine-restaurant Colonial House chain and three other dining places in and near Buffalo.

Attended NAMA

Christensen and Coons, friends of long standing attended the 1955 National Automatic Merchandising Association convention in Chicago together. In addition to their personal relationship, Christensen operates cigarette machines and juke boxes in Colonial House restaurants.

Christensen had been thinking in terms of hot sandwiches, but had been hesitant because of the problems involved in selecting

menus and preparing the sandwiches.

Coons was impressed by the automatic merchandising of foods, but the problems of getting locations, servicing equipment and managing a route were outside the scope of the restaurant business. So they formed a partnership for a pilot hot food operation.

Four weeks ago, the partners installed their first machine which vends hot and cold sandwiches at the plant of the U. S. Rubber Reclaiming Company at nearby Cheektowaga. The plant has 150 employees, but that number will be swelled to 500 by September when the rubber company consolidates the Cheektowaga plant with another of its factories in the Buffalo area.

Before the installation, a counter *(Continued on page 119)*

Ill. Vendors' Assn. Aim Told Rockford Ops

ROCKFORD, Ill. — Objectives of the newly formed Illinois Vendors' Association were to be discussed at a meeting of automatic merchandising operators here Monday (25) at the Faust Hotel.

Scheduled to address the meeting, the first of a series of five to be held throught the State, were Bernard J. Kiley Jr., Chicago, head of Airport Vending Service, Inc., temporary president, and Attorney Norval Hodges, Urbana, Ill., the Association's legal counsel.

"The association's program," according to Kiley, "is to combat unfair legislation and taxation, and to actively promote the expansion of automatic merchandising."

Future plans, he said, include a State convention to be held within the next four to six months at which time by-laws will be drawn, permanent officers elected and membership rules established. (The Billboard, June 23.)

Hodges was to explain steps already taken by the organization on an amendment to the State's occupational sales tax law requesting that no taxes be paid on sales under 31 cents.

The next meeting will be held July 2 at 8 p.m. at the Hotel Abraham Lincoln in Springfield, Ill.

Three St. Louis Vending Firms Face U. S. Charges

ST. LOUIS — Pending in Federal Court here are two cases against three St. Louis suburban vending firms involving the Gillette Company of Boston, makers of shaving supplies.

Gillette has filed a \$500,000 suit against two of the Clayton companies—Automatic Sales Company and Pen-Vend Corporation—alleging the firms misrepresented themselves as being affiliated with Gillette in selling venders for dispensing razor blades. No date has been set for the hearing.

In the other case against the Modern Merchandising Corporation, a federal grand jury indicted six men on alleged charges of a scheme to use the mails to defraud purchasers of venders of Gillette

safety razor blades. The indictment contained 24 counts.

Hearings for the Modern Merchandising officials has been set for August 17. The four are Arthur E. Schaefer, Clayton; his father Arthur C., St. Louis; Eugene J. Drewes, Sappington, and William Dardick, University City.

Peoria Man Sought

The indictment has been served on a fifth defendant, Murray Moss in Kansas City. Earl W. Doolin, of Peoria, Ill., is still being sought, according to Assistant United States District Attorney Forrest Boeker.

The grand jury action alleged the defendants made representations thru the mail that their company was affiliated with Gillette; *(Continued on page 119)*

N. J. Town OK's Tax Schedule For Venders

PISCATAWAY, N. J.—A tax schedule for vending machines in Piscataway Township was voted at a hearing Tuesday night (19).

The schedule calls for annual taxes of \$2 a machine for venders which dispense products for less than 5 cents, \$5 a machine for those which vend for less than 10 cents, \$10 for those which vend for less than 25 cents, and \$25 for machines vending for 25 cents or more.

The township mayor said the municipality is \$3,000,000 in the red and is "digging for pennies." Only exception to the license schedule are machines whose proceeds go to charity, mostly ball gum venders.

Testifying against the tax schedule was Ed Murach, executive director of the New Jersey Automatic Merchandising Association; Nat Satin, Queen City Vending, Plainfield; Arnold Cohen, Robert Green & Company, Plainfield; David Rosenthal, M. Eskin & Son, South River, and Bill Jedny, Neighborhood Dairy, Plainfield.

Also appearing at the hearing was Hillary Chicowski, Vin-Chick Vending, and M. S. Slaff, representing the local Canteen outlet.

A vending machine hearing, scheduled Tuesday (19) at East Paterson, has been postponed until July 19. The city will consider a model vending ordinance drawn up by the New Jersey Automatic Merchandising Association.

Joyce Elected Head of Mich. Vendors' Assn.

DETROIT — Floyd Joyce, Joyce Vendors, was elected president of the United Vendors' Association of Michigan for the coming year. He succeeds Robert Ryan, F and G Vending, acting president.

Other newly elected officers include: Ted Polemiadis, National Cigarette Service, vice-president; Carl F. Hopkins, Hopkins Vending Company, secretary, and Stanley F. Collins, Collins Vending Company, treasurer.

Directors elected included: Ben *(Continued on page 118)*

PROMOTIONAL AND FRANCHISE ORGANIZATIONS

Sought to sell our new Coin-O-Matic Kool Pack console room conditioners. This unit measures 35" high and 24" wide and rolls around on wheels. Runs on 3 1/2 amperes and needs absolutely no installation or plumbing. Lucrative territories open in many states. Write fully to:

U. S. A.-CANADIAN INDUSTRIES
1170 Broadway, New York City

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. 2c Perc.	7.95
N.W. 3c Perc. B.G.	6.30
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Midse.	7.45
ABT Gums	30.00
Acorn 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Large Tulle	.72
Pistachio Nuts, Vendor's Mix	.45
Pistachio Nuts, Shalk	.57
Cashew Whole	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.43
Mixed Nuts	.57
Tabby-Lets, 330 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jolly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M., 350 ct.)	.40

Rain Bio Ball Gum, 60 ct.	\$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid, on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Bauch-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.

1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write!

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH

Northwestern



PACKAGE GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LIncourage 4-6467

Fette to Direct Candy Industry P-R Fund Drive

CHICAGO—William A. Fette, Schutter Candy Company, has been named chairman of the steering committee to direct the \$250,000 fund raising campaign for the proposed public relations program of the National Confectioners' Association.

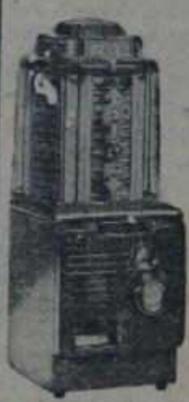
The public relations-publicity program is designed to cover all aspects of the candy industry, including the vending industry. It was prepared by Carl Bvoir & Associates, Inc., New York, one of the country's leading public relations firms, in co-operation with the Confectionery Industry Promotion Committee. (The Billboard, February 18.)

Serving on the committee assisting Fette will be five representatives from NCA, two from the Associated Retail Confectioners of the U. S., and two from the Association of Coca and Chocolate Manufacturers of the U. S.

Sugar Deliveries Up

Deliveries of sugar for U. S. consumption during the first quarter of 1956 totaled 2,663 thousand tons—200 thousand tons more than during the same quarter in 1955, according to Agriculture Department. As of May 19, this year's deliveries were 231 thousand tons ahead of last year, and 263 thousand tons greater than in 1954. The recent price move is responsible for part of the increased volume of deliveries. Average New York refined sugar quotation from January thru May this year was 8.67 cents per pound.

Northwestern



VENDING EQUIPMENT BRINGS GREATER PROFITS

Get Your Share With **NORTHWESTERN 5c Package Gum Vender**

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales. Write for complete details of this and other NORTHWESTERN money makers today.

THE NORTHWESTERN CORPORATION
26304 East Armstrong St., Morris, Ill.

Cig Sales by States 4-Month Comparison 1955-'56

State	Packages Taxed January Thru April 1956	1955	% Change From '55
Alabama (4¢)	75,608,000	74,329,000	+ 1.7
Arizona (2¢)	36,185,000	34,721,000	+ 4.2
Arkansas (6¢)	38,670,000	35,374,000	+ 9.3
Connecticut (4¢)	100,118,000	90,970,000	+10.1
Dist. of Columbia (2¢)	34,442,000	35,546,000	- 3.1
Delaware (3¢)	16,996,000	15,111,000	+12.5
Florida (5¢)	164,395,000	151,385,000	+ 8.6
Georgia (5¢)	98,641,000	103,131,000	- 4.4
Idaho (4¢)	17,187,000	16,950,000	+ 1.4
Illinois (3¢)	358,553,000	335,322,000	+ 6.9
Indiana (3¢)	158,899,000	146,783,000	+ 8.3
Iowa (3¢)	77,629,000	75,726,000	+ 2.5
Kansas (3¢)	63,122,000	61,169,000	+ 3.2
Kentucky (3¢)	89,538,000	86,759,000	+ 3.2
Louisiana (8¢)	85,335,000	79,212,000	+ 7.7
Maine (5¢)	34,624,000	34,116,000	+ 1.5
Massachusetts (5¢)	180,934,000	173,967,000	+ 4.0
Michigan (3¢)	282,769,000	272,095,000	+ 3.9
Minnesota (4¢)	94,833,000	90,933,000	+ 4.3
Mississippi (5¢)	47,007,000	46,088,000	+ 2.0
Missouri (2¢)	158,586,000
Montana (4¢)	23,024,000	21,895,000	+ 5.2
Nebraska (3¢)	43,403,000	42,253,000	+ 2.7
Nevada (3¢)	12,573,000	11,902,000	+ 5.6
New Hampshire (3¢)	25,980,000	25,121,000	+ 3.4
New Jersey (3¢)	214,128,000	204,310,000	+ 4.8
New Mexico (5¢)**	24,281,000	21,553,000	+12.7
New York (3¢)	659,046,000	628,874,000	+ 4.8
North Dakota (6¢)	15,733,000	14,868,000	+ 5.8
Ohio (3¢)	338,122,000	318,083,000	+ 6.3
Oklahoma (5¢)	67,774,000	64,901,000	+ 4.4
Pennsylvania (5¢)	355,697,000	345,573,000	+ 2.9
Rhode Island (3¢)	35,278,000	33,547,000	+ 5.2
South Carolina (3¢)	58,431,000	56,474,000	+ 3.5
South Dakota (3 1/4¢)	18,070,000	18,002,000	+ 0.4
Tennessee (5¢)	88,215,000	84,400,000	+ 4.5
Texas (5¢)	291,363,000	284,398,000	+ 2.4
Utah (4¢)	15,864,000	14,822,000	+ 7.0
Vermont (4¢)	13,671,000	12,950,000	+ 5.6
Washington (5¢)*	86,943,000	84,399,000	+ 3.0
West Virginia (4¢)	59,282,000	53,899,000	+10.0
Wisconsin (4¢)	113,398,000	107,219,000	+ 5.8
Wyoming (2¢)	11,948,000	10,735,000	+11.3
TOTAL	4,786,295,000	4,419,865,000	4.7***

Number of States experiencing increase in volume from January thru April, 1956 40

Number of States experiencing decrease in volume from January thru April, 1956 2

Note: Above data compiled from reports received from State tobacco tax administrators. *A rate-per-package somewhat higher than the rate here shown is imposed on certain premium price cigarettes. **A part of the State-collected cigarette tax is returned directly to the political subdivisions of the State. The figure shown includes both the State and the local shares of the gross value of stamps sold within the period. ***Figures for Missouri excluded in determining total percentage change since that State imposed no tax in 1955.

150 Ops Expected At Chicago Showing Of Cole-Spa Line

CHICAGO — More than 150 operators were expected to attend the introductory showing of the newly designed Cole-Spa Special line of Cole Products Corporation's one, three and four-flavor selection venders here Monday and Tuesday (25 and 26). The display was originally scheduled for last week. At the first special showing for operators held in St. Louis Wednesday and Thursday (20 and 21) about 75 attended, Richard Cole, vice-president, stated.

The line will be shown Wednesday and Thursday (27 and 28) at 250 West 57th Street, New York; Thursday and Friday (28 and 29) at the Schroeder Hotel in Milwaukee, and at the Statler Hotel in Cleveland.

Other showings scheduled include: July 10 and 11 at the Atlanta-Biltmore Hotel, Atlanta; July 16 and 17 at the Statler Hotel, Detroit, and at the Baker Hotel, Dallas.

No dates were announced for July showings to be held in Minneapolis; Kansas City, Mo.; Nashville, Cincinnati, Colorado Springs, Colo.; Pittsburgh, Baltimore and Washington.

All showings are from 9 a.m. to 9 p.m.

Cigarette Firm Uses Decals as Sales Aid

NEW YORK—Liggett & Myers Tobacco Company, makers of L & M and Chesterfield cigarettes, again is using decal signs as the spearhead of its point-of-sales advertising program.

The firm dropped the use of the decals two years ago. Using a strong red background, the signs are designed to attract attention and to stimulate the buying impulse of the consumer, the company said.



VICTOR'S SUPER MART VENDORS

(Trade Mark)
"Symbol of Progress in the Bulk Vending Field"
U. S. Patent Pending



Priced Very Low. \$1.85 Per 1,000 F.O.B. Chicago...

Minimum order lots of 10,000. 25 Machine Stickers Free with each order of 10,000. Terrific... Steady Item... in Capsule and Bulk Vending.

5-STAR BABY GRAND



Vending Beautiful, Interesting Cards Simultaneously with Ball of Gum Large Capacity—1200 Cards 1200 Balls of Gum

VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

NEW • NEW • NEW WE WANT DISTRIBUTORS!

Operators are looking for something new!

Average \$40.00 to \$100.00 per month net profit per location. Small investment—investment returned in 6 months.

Machine placed in Drug and Super Markets on a consignment basis.

Customers save money on service charge and test their own tubes.

BestTest Tube Tester is built for years of trouble-free service.

We have all the necessary forms and information for an immediate start—including sales and marketing plans, plus operating forms and inventory controls.

BestTest machine is only 19" x 19".

Operators—get in on the Bonanza! There will be \$350,000,000 worth of Radio and TV tubes sold this year. Be first in your territory and get the best locations.

Distributors—we have open exclusive territory!

WRITE WIRE PHONE

BestTest Tube Testing Company

1963 LIVERNOIS AVENUE DETROIT 21, MICHIGAN Diamond 1-2316



VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$5)

Name
Address
City Zone State
Occupation

NAMA, FEDERAL OFFICIALS TO AIR SANITATION CODE

CHICAGO—A special sub-committee of the National Automatic Merchandising Association will meet with U. S. Public Health Service officials to discuss a model, over-all Standard Sanitation Ordinance for vending machines.

The meeting is scheduled to be held in July at Washington, D. C. according to Arthur Nolan, Dixie Cup Company, Easton, Pa., chairman of NAMA's sanitation committee and head of the special committee.

Recommendations of the sanitation committee, which reviewed the new proposed Standard Sanitation Ordinance at a meeting June 13 and 14 in New York, will be presented for discussion.

Particular emphasis will be placed on the licensing of machines with regard to local health board regulations, Nolan announced.

Local Regulations

Open concern as to local requirements were expressed by a selected group of representatives of the vending industry—operators, manufacturers and suppliers—who were sent copies of the proposed ordinance, Nolan reported.

Local regulations, he explained, have been a continuous thorn in the ever-expanding vending industry. An all-out effort will be made at the July meeting to arrive at a model basis to meet these individual requirements.

The NAMA committee also has undertaken a study for a program for the establishment of equipment standards for vending machines. It is to include a system of approval of sanitation features of various venders.

Plans for the project are to be presented at a meeting of the committee slated to be held early this fall. Meanwhile, Dr. W. L. Mallman is to continue the research program being carried on at Michigan State University.

Spuds to Bow Flip-Top Pack And Filter Tip

NEW YORK—Spud Cigarettes, a product of Philip Morris, Inc., has gone filter tip. The mentholated, cork-tip, 80-m.m. cigarette is now being packaged in a flip-top box, similar to the one the firm uses for its Marlboro brand.

The new Spud will be introduced on the West Coast and in Hawaii and Alaska July 2, with national advertising to start the week of July 23.

Point-of-sale material, including decals for vending machines, is being prepared, according to O. P. McComas, PM president.

The new crush-proof box has horizontal panel designs of turquoise, red and white, with an embossed inner silver foil which encases the cigarettes.

Spud has been marketed as a mentholated cigarette since 1928. The brand now wholesales for \$9 a thousand, less 2 per cent. The price will be unchanged.

NEW YORK — Milward W. Martin, vice-president, secretary and head of the law department of Pepsi Cola Company, has been elected a director of the firm, Alfred N. Steele, chairman, announced.

AT BIG SAVINGS

BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 148-172 & 318 ct.	37¢ lb.
Chicle Ball Gum, 128 ct.	33¢ lb.
Chicle-Vend Ball Gum	62¢ lb.
Chicle-Vend Chicks, 320 ct.	45¢ lb.
Chicle Chicks, 320 & 576 ct.	34¢ lb.
Bubble Chicks, 320 & 576 ct.	37¢ lb.
Tab (short sticks), 180 ct.	38¢ box
5-Strike Gum 100 packs	\$1.95

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

4th & Mt. Pleasant • Newark 4, N. J.

Keeney's 3 VENDERS

SOUP

COFFEE

SNACKS

BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

New!

Keeney's HOT SOUP VENDER

300-Cup Capacity ALL-AUTOMATIC

with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS

Red or Gold Hammerhead

SIZE: 19 1/2" W. x 15 1/2" D. x 52" H.

Keeney's HOT COFFEE VENDER

Keeney's SNACK VENDER

SIZE: 19 1/2" W. x 15 1/2" D. x 52" H. Red or Gold Hammerhead

Neutral Gold Celer SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot or cold drink vender. Returns change automatically.

Write FOR FREE CIRCULARS TODAY!

J. H. Keeney & CO. INC.
2400 W. FIFTIETH ST. • CHICAGO 32, ILL.

GIVE TO DAMON RUNYON CANCER FUND

Shake-a-Mat

Continued from page 115

lights atop the cabinet light up when each of the 10-gallon cans is empty.

Price Selection
The National Rejector coin mechanism will vend at 10, 15, 20 or 25 cents in any combination of nickels or dimes and give change. Refrigeration is provided by a Tucumseh hermetically-sealed unit, with an automatic defrosting system for the walls.

A patented feature is the automatic door lock. The delivery door will not open until the drink is ready. If the door is held open, a buzzer will sound after four seconds. If a drink has not been removed from the delivery platform, a bell rings.

The drink in the tanks is under constant agitation provided by aluminum paddles which are constantly revolving. Drinks are served at 28 degrees Fahrenheit.

The machine itself is 70 inches high, 34 inches wide and 23 inches deep. List price is \$1,095.

A HOT TIP...

FINGERTIPS

EMPTY MACHINES



ANOTHER FALSE TEETH ANOTHER LUMINOUS BULB

\$15.25 per 1,000
F.O.B. Jamaica, N. Y.

Or: At our Distributors.
Every child wants Ten Fingertips for his Ten Fingers. That's why it's SO HOT.

SAMUEL EPPY & CO., INC.

91-15 149th Place
Jamaica 25, L. I., N. Y.

NEW! NEW! NEW!

SPECTACLES

GENIE LAMP

RUBBER FINGERS

LARGE BABY SHOE

OWL WITH JEWEL EYES

SKULL WITH JEWEL EYES

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER

World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION STREET PITTSBURGH 3, PA.

FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them using original factory parts.

MILLS famous 107 TAB GUM VENDOR

We carry a complete stock of bulk merchandise, charms, ball gum, parts, slabs, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (teachies, ball gum, bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beach-Nut, Peppermint or Spearmint 3-C slab gum. 45¢ a box of 100 ct.

Order Today—Prompt Deliveries.

J. SCHOENBACH

1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-7900

Only **\$15.00**

F.O.B. Factory

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$12. (Foreign rate, one year, \$24)

Name.....

Address.....

City..... Zone..... State.....

Occupation.....

LOOK AT THIS OFFER!

COMPLETE PACKAGE DEAL! \$64.

Here's What You Get:

- + 25 lbs. Gum!
- + 4 Packs of Cards
- TOTAL COST **\$64.!**

Cash with order or 1/2 dep., bal. C.O.D.

PIONEER VENDING SERVICE

Spud Rubenstein
190 Albany Ave. Brooklyn 3, N. Y.
PResident 4-5220

Use The Billboard classified pages for

RESULTS!

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS

UNEDA ALL MODELS

Also • ROWE PRICE DIFFERENTIAL BARS

Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuCrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

NATIONAL 930, 950

NATIONAL 750, 9A

CIGARETTE VENDORS

National Model 9A, 9 Cols., 270 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuCrenier Model W, 9 Cols., 270 Cap.	85.00
National 950, 9 Cols., 370 Cap.	115.00
Rowe Crusader 8 Cols., 340 Cap., 25¢ & 30¢	135.00
Rowe Crusader, 10 Cols., 425 Cap., 25¢ & 30¢	145.00
Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢	135.00

All Equipment Unconditionally Guaranteed. COMPLETELY RECONDITIONED AND REFINISHED. Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.

The Nation's Leading Distributor of Vending Machines
130 Myrtle Street • Brooklyn 6, N. Y. • NEgamon 2-8295

NATIONAL 930 9 Cols., 270 Cap. 25¢ & 30¢ Vend King Size or Reg. Only **\$105.00**

Cigarette Vending Machines

CLOSE OUTS

Must have room for later models

ROWE 8-COLUMN	\$ 45.00
ROWE 8-COLUMNS, CRUSADER	95.00
ROWE 10-COLUMNS	115.00
SMOKEHOUSE 8-COL., ELECTRIC	125.00
P I 8-COLUMNS	100.00
NATIONAL 930, 9-COLUMNS	85.00
NATIONAL 950, 9-COLUMNS	90.00
NATIONAL 9M	135.00
KEENEY ELECTRIC, 9-COLUMNS	125.00
DUGRENIER 7-COL.	45.00
DUGRENIER 9-COL.	55.00
DUGRENIER 11-COL.	75.00

And many other makes and models. Every machine completely overhauled, refinished and ready for location. Guaranteed same as new, 90 days.

Third with order, balance C.O.D. or 2% discount for full remittance with order.

T. O. THOMAS CO.
8-1572 Jefferson, Paducah, Kentucky
Phone: 2-0582

COINMEN YOU KNOW

Salt Lake City

By STAN BOWMAN

STARTS ARCADE RUN. H. R. Rich, bulk vending operator, has started his annual run as lease operator of the Arcade at Saltair, Lakeside resort. Keeps him busy—and his family busy—running his route, plus the Arcade. . . . **Otto Stevens**, music operator from Afton, Wyo., in town looking over new machines and seeing how dime play is going. . . . **Roy Sparks**, Nephi, Utah, juke box operator, also spent a few days here. . . . **Fred Newman**, Royal Manufacturing Company (cigarette machines), San Francisco, in Salt Lake City. This is his first time in the home port for eight months. . . . Another San Franciscan, **R. F. Jones**, Seeburg distributor, was also visiting his old home town here.



JONES

Lamar Fillmore, music operator from Orem, Utah, in town buying records. . . . **Walt Royer**, music operator in Salt Lake City, has had some requests for fast changeover to dime play, but is biding his time until other spots make the switch. . . . **L. W. Peteet**, Wurlitzer field service engineer, in town to help establish a new outlet with **Herb Rutter**. . . . **Gary Sinclair** and **Bob Baer**, Wurlitzer factory men, in town earlier this month.

Little Rock

ARK. OPS ACTIVE. Cecil Hill, Hill Amusement Company, Little Rock, in New York seeing the races. . . . **Harold Dunaway**, of Twin City Amusement Company, Little Rock, is sporting a new red and white Cadillac coupe. . . . **Andrew Casinelli** and son, **Drew**, in St. Louis seeing some ball games and shopping for pin games. . . . **C. E. Craig** and **O. D. Allen**, of Arcade Amusement Company, Little Rock, have been busy recently adding new records to their music route. . . . **Wilbur Green**, Spa Amusement Company, Hot Springs, recently purchased the Green Mill Night Club.

Hot Spring notes: **W. E. Lewis**, owner of Lewis Novelty Company, recently recovered from a bad virus infection. . . . **Phil Marks**, Marks Music Company, is getting ready to convert his entire music route to 45 r.p.m. play. . . . **Duane Faull**, Faull Amusement Company, was in Memphis recently attending Cotton Carnival festivities. . . . **Earl Gill**, Gill Amusement Company, is planning to take his family on vacation to Houston, Tex. . . . **Rocky Jennings**, Jennings Coin Machine Company, is adding some new equipment into his route, readying it for the summer tourist trade.

Vernon Ward, owner of 19 Music Company at Pine Bluff, recently bought the music route of **Jack Oaks**. Oaks has moved to Alexandria, La., and is planning a juke box business there. . . . **Bob Brasell**, owner of Brasell's Cigarette Service at Pine Bluff, has for some time operated a billiard hall along with his vending route. He recently sold the billiard hall and now is concentrating on building up his cigarette vending route.

(Continued on page 119)

Supplies in Brief

Candy Sales Up

Manufacturing confectioners candy sales in 1955 amounted to 2,724,000,000 pounds, with a record high dollar value for the industry of \$1,031,000,000 at the manufacturers' sales level, according to Commerce Department. The greatest increase was in packaged candy lines intended to sell at retail for less than 50 cents per pound, and in those retailing at prices between \$1 and \$1.49 per pound. Sales of all bar goods combined increased less than 1 per cent over 1954, but sales to vending machine operators increased 8 per cent. Sales of confectionery and competitive chocolate products during the first quarter of this year increased 3 per cent in dollar value over the corresponding four months of 1955. Sales of bar goods showed a net gain of 11 per cent in poundage and 4 per cent in value during the first quarter of 1956.

Cocoa Beans

An estimated 124.7 million pounds of cocoa beans were processed during the first quarter of this year—an increase of 20 per cent over the same quarter last year—according to Commerce Department. Using 1953 as a "bench mark" year, volume was still 16 per cent under the first quarter of that year. The effects of the 1954 cocoa bean price rise continued to be felt in the chocolate industry.

Milk Production High

Farm production of milk in May totaled 12,974 million pounds, 5 per cent above the 1945-'54 average and the largest May production on record, according to Agriculture Department. Milk production in the first five months of the year totaled 54.7 billion pounds—approximately 4 per cent higher than the January-May, 1954, record output of 52.8 billion pounds and last year's production of 52.5 billion.

Walnuts, Almonds

Production of California walnuts is forecast at 73,000 tons by Agriculture Department—about 4 per cent above last year's crop of 70,000 tons and 12 per cent above average. California's almond crop prospects are good. Filbert production in several Northwestern States is poor.

J. SCHOENBACH

Distributor For
oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

Finneran Gets

Continued from page 115
ing and merchandising for the Eastern Electro cigarette machines and for Lunch-O-Mat.

A Marine veteran of five years' service in World War II, with the rank of lieutenant colonel, he is married and the father of six children. The Finneran family is in the process of moving from Long Island to New Bedford.

Meanwhile a company spokesman said that the firm is setting up separate sales organizations for the Electro and the Lunch-O-Mat. Until recently, Eastern salesmen had been handling both machines.

Theory behind the move is that cigarette machine and food machine vending are each specialized operations and that salesman will be more efficient if he concentrates on one unit.

Joyce Elected

Continued from page 115

ny Koss, Howes-Shoemaker Company; Nicholas T. Ponta, Ponta Vendors; Louis Fontana, Fontana Bros.; James Pappas, Plaza Cigarette Vending; Paul Gold, Michigan Vending Company; Howard Kirk, A and K Vending; Ike Knight, Pontiac Cigarette Service; Warren Ayres, Vendo Cigarette Company, and John Jenuwine, J and J Vending Company.

Charles J. Morgan will continue as conciliator of the association. Joyce announced that a membership drive will be undertaken in the Detroit area, and that the regular monthly meeting will be suspended until September. At that time the meetings will be held the second Wednesday of each month instead of Tuesday.

J. SCHOENBACH

Distributor For
Harmon Machine Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

\$1.00 FOR 3,000 PLATED CHARMS. VALUE \$15.00.
With purchase of 4 Victor Vendors. Any Quantity.

VICTOR'S TOPPER

1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND
\$13.25 each

1/3 Deposit on All Orders
Write for free 32 page coin machine catalog.

PARKWAY MACHINE CORP.
715 Essex St. Baltimore 2, Md.

SPECIAL SUMMER OFFER!

FREE

With every purchase of 4 NEW ACORN MACHINES . . .
25 LBS. BALL GUM (Any Size)
or
10 LBS. PISTACHIOS (Queen)
or
10 LBS. CASHEWS (450's)
or
1,000 RAKE CHARM MIX

1c or 5c

ACORN

All Purpose Vendor

\$14.95

\$14.00

in lots of 100

Rake Coin Machine Exchange

609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

amco[®]
SINCE 1900

SANITARY VENDOR

Accommodates flat packages up to 1/2 x 2 x 3 inches.
25c — or 50c coin mechanism.
Coin returned when machine is empty.
Separate cash box.
Holds up to 160 packages.

HARMON MACHINE CO. INC.
BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month Thru a Money-Saving Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 869

2160 Patterson St., Cincinnati 22, Ohio

1 year \$4 3 years \$8

Payment enclosed Please bill me (Foreign rate, one year, \$8)

Name.....

Address.....

City..... Zone... State....

Occupation.....

GIVE TO DAMON RUYOH CANCER FUND

GUGGENHEIM'S "GLO-LANTERN"



Really glows in the dark!

Looking for a brighter sales picture? Want to see the light? Here's an item that's sure to bring you the warm, happy glow of empty machines and overflowing cash registers. Assorted color plastic or vacuum plated lantern frames with actual luminous glow bulb.

Plastic \$11.50 per thousand
Vacuum Plated . 15.00 per thousand

at your distributor or .. **Guggenheim**

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak

oak's famous ACORN all purpose vendor

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

oak

MANUFACTURING CO., INC.
11411 Knightsbridge Ave. Culver City, Calif.

contact your DISTRIBUTOR

Pacific Coast Distributor
OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles
East & Midwest Gen. Sales Mgr.
M. J. ABELSON Phone: AT 1-6478 - 2033 Fifth Ave., Pittsburgh

In-Plant Partner Success

Continued from page 115

cafeteria had been heavily subsidized by management. Their vending machine replaced the cafeteria. As management was relieved of the cafeteria subsidization burden, no commission is paid by the operator.

Also, before the installation, a high percentage of employees bought their own lunches. The lunch box is now a rare sight in the plant.

No Cooked Nickels

The unit has four columns of hot sandwiches vending for 35 cents and two columns of cold sandwiches vending for 25 cents. When a sandwich is to be vended for 30 cents, a sticker—redeemable for 5 cents—is attached to the wrapper and the sandwich is vended for 35 cents. Reason for the wrapper instead of the nickel is that the heating unit will cook the change.

Right now, the U. S. Rubber operation is serving as a pilot location. Next week, another location, the Erie County Bank, with 200 employees, will be set up.

Recently, Christensen and Coons held a hotel showing for Buffalo industrialists. The result is that five more locations have been lined up, with installations expected to be made this summer.

Pre-Cooked Burgers

A standard hot sandwich on the U. S. Rubber installation is the beefburger. While the cooking

unit in the machine will cook the sandwich, it is partially pre-cooked in the Colonial House commissary. This is done because color doesn't change after cooking. So, without pre-cooking, the beefburger would appear a natural red, even tho it is thoroughly cooked.

Pork barbecue is another item which appears to be selling well. The partners plan to experiment with chicken and beef pies, packed in plastic or Caneo containers, in the hot sandwich columns.

Salads and puddings will be vended in the cold sandwich columns, while powdered soup will be dispensed in the hot beverage section.

Name's the Thing

When new locations are solicited, the company is identified as Colonial House, not Art's Vending. The reason is that Colonial House restaurants are 24-hour-a-day dining spots well known to Buffalo residents. Art's Vending, while it may be well known in automatic merchandising circles, doesn't mean as much to the general public.

When the U. S. Rubber plant gets its additional 350 employees, Christensen plans to add another machine. He feels that the unit cannot handle more than 300 employees with the same unit if they have the same lunch period. Problem is congestion around the machine.

In addition to the five locations which the firm plans to set up in the next few months, requests for another 25 installations have been made, Christensen said.

Also, current plans call for installations near the cash registers at Colonial House restaurants for the take-out trade.

3 St. Louis Firms

Continued from page 115

was authorized by Gillette to sell coin-operated dispensers for Gillette blades; would assist purchasers in selecting profitable sites for machines, and supervise the operation of the venders.

It further charges that in some instances money was collected on machines that were not delivered. Orders in the past eight months for machines not delivered amounted to \$250,000, postal inspectors reported.

Gillette Suit

In its suit against Automatic Sales and Pen-Vend, Gillette asks the firms be enjoined from using the Gillette name, slogans, or insignia in any way.

It further charges the defendant firms, operating in a number of states and interstate commerce, of making false representations of having exclusive rights for distribution of Gillette blades thru vending machines.

Named as defendants are nine individuals: Arthur Shtrax, Sol Cutler, William Dardick, Joseph Vollmer, Ben Weisman, Oscar Schaeper Jr., Mack Barnholtz alias Mack Barnholt, Harold Finke and Thomas J. Consiglio.

COINMEN YOU KNOW

Continued from page 118

Chicago

By KEN KNAUF

44 OPS AT CIAA MEET. A good crowd of local amusement game operators turned out for the June rally of the Chicago Independent Amusement Association Tuesday (19) in the Pine Room of the Congress Hotel. Milton T. Raynor, CIAA legal counsel, and Sam Greenberg, CIAA president, addressed the operators on progress made toward changing the city licensing system. (See separate story in Amusement Machines section.) Avron Gensburg, Genco Manufacturing & Sales Company, furnished refreshments for the meet.



RAYNOR

Bob Wiley, new roadman for World Wide Distributors, will travel the Illinois territory. World Widens **Fred Score** and **Joel Stern** say they're having a tough time trying to beat out **Len Micon** on the golf links. . . . **Herb Perkins**, Purveyor Distributing Company chief, currently filling the summer gap with juke box and pinball sales. Pool ain't what it used to be, according to Herb.

Bennet Levy, partner with **Dave Brody** in national popcorn concessions, game and ride operation, was recently presented with a new heir. Brody couldn't top Levy in this department, but did say that his young son just celebrated a birthday. . . . **Charley Tashima**, Automatic Vending Machine Company, Honolulu, a visitor at United Manufacturing Company last week. Currently topping the United golfers in two-light golf league play is **Jim Marinos**, with a low game of 45. Other honors went to **Carl Keller**, **Henry Handler** and **Norman Blankenship**.

Special communique from **Whitey Lehrter**, right hand man of **Jack Nelson** at Logan Distributing Company, informs the boys that it's cooling up around Angora, Minn., where he is vacationing until July 4. Further, the fish are biting, and he's getting the limit. . . . **Dave Gottlieb**, president of D. Gottlieb & Company, commemorating his 30th wedding anniversary, contributed \$250,000 toward construction of a new hospital in Oak Park-River Forest. Dave's family and friends gathered at a reception last Wednesday night (20). They included his wife, **Dorothy**, and their three children, **Alvin**, **Marjorie** and **Roberta**. (See separate story in Amusement Machines section.)

Roy P. McGinnis, J. H. Keeney & Company president, heading out Baltimore way this week to visit with Eastern coin machine men. **Bernard Reichel**, El Paso, Tex., in visiting with **Paul Huebsch**, Keeney general sales manager. **Chester Biezad**, Keeney chief engineer, flying to Bermuda on an Army test mission. . . . **Ted Rubenstein**, Marvel Manufacturing Company chief, and the Marvel staff, looking forward to a vacation period. Mrs. **Estelle Bye**, Marvel receptionist, has a Jamaica trip planned. . . . **Jimmy Hilliard**, Bally Records president, has signed **Janis Paige** to an exclusive contract.

Miami

By RAOUL SHAPIRO

MORE NEW FACES. . . . **Larry Finn**, rousteman for Mellow Music Company, became a father this past week of a girl. His wife, **Joyce**, is the daughter of **Willie Levy**, of Mellow Music Company. Willie was around passing out cigars and candy, with Larry walking around in a daze.

Dave Engel, business manager for the AMOA, took his wife way up to New York for a medical examination. After getting a couple of shots, they got back in the car and drove back to Miami. . . . Very sorry to hear that **Eloise Mangone**, of Mangone & Mangone, is not feeling as well as she should.

Two guys who cut their vacations short were **Eddie Leopold**, Fown Amusement Company, and **Burt Kahn**, office manager for Bush Distributing Company. Both gave the same reason, "one week is enough." . . . **H. C. McLarty**, of Key West Music Company, Key West, off on a hurry-up trip to Nashville, Tenn. . . . **Morris Marder**, of M&M Service, is having a waterfront home built, and Morris says he hates lawn care so much that he is having the property in front of his home paved so that he won't have to be annoyed with it.

Cy Wolfe, Wolfe Distributing Company, visiting in Miami, paying a call on his old friend **Ted Bush**, of Bush Distributing Company. While there he met **Harry Steinberg**, Neil Shuffleboard Company. Result? A hot gin game that was still going on after everybody had gone home. Another visitor at Bush's, was **Eli Ross**, of Ross Distributing Company, Rock-Ola outlet in Florida and Southern Georgia. Eli says business is quiet, but that's to be expected at this time of the year.

Lucky Skolnick, Music Makers, Inc., very happy over the take of the Wurlitzer 2000. Lucky says he expected an increase, being the location was put on dime play, but what amazed him was the take in half-dollars.

Boston

By CAMERON DEWAR

BIG BARGAIN MONTH. At Redd Distributors (Wurlitzer), **Bob Jones**, sales manager, is working double duty these days. "Everything must go" is the order of the day while the staff is busy at inventory. Operators are scooping up the bargains, Bob says. . . . **Si Redd** pleased at the response to the Wurlitzer 2000 and at the orders which are pouring in. . . . Redd's salesman, **John Hawkins**, and his wife off on a trip to their former home in Mississippi. **Bob Jones'** dad out of the hospital after a long illness.

Louis and Barney Blatt, of Atlas Distributors, getting good response with the new AMI 200. **Barney** had a tough time this year getting over an attack of gout. . . . **Dick Mitchell**, of Dick's Records, getting set to move his family down to their cottage on Cape Cod. **Dick** will begin shortly to slip away for weekends.

Marshall Caras, Trimount Automatic Sales Corporation, amazed at (Continued on page 125)

News Briefs

CHICAGO — Appointment of **Delmar E. Norton** as assistant comptroller of **Walter E. Heller & Company** was announced this week. The firm, one of the largest commercial financing companies in the country, deals in the financing of coin-operated machines.

SPECIAL

100 Columbus 1c Vendors \$3.95 ea.
25 Silver King 1c Vendors \$5.95 ea.
CASH WITH ORDER!
BIRMINGHAM VENDING COMPANY
248 Second Ave. N., Birmingham 4, Ala.

THE "LIVE" HOT DOG



This cute "gag" charm will really please the kiddies. The dog is red and the roll is natural color. Terrific key chain item . . . a sure-fire seller!

Order Them Now!
IMMEDIATE DELIVERY!
\$14.00 per M

paul a. **OPTIC** co. inc.
58 LUDLOW ST. N.Y. 17, N.Y. (ORDERS 7-5627-8)

VICTOR Standard TOPPER

1c BALL GUM VENDOR \$13.25

Each \$12.75

100 or more 30 day money-back guarantee if not satisfied

1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00
Per Machine On
VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1440

VICTOR'S TOPPER

1c BALL GUM MACHINE \$13.25 each \$12.75 100 or more

more AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/2 Deposit on All Orders
Write for Our Specials on
CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga.
Phone: TRinity 5-4300



5c

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN
BALANCE \$10.00 PER MONTH

WATLING MFG. CO.

4420 W. Fulton St., Chicago 44, Ill.
Est. 1899
Telephone: COlumbus 1-2772
Cable Address: WATLINGITS, Chicago

WE GOT 'EM! 3 STYLES OF POPPITS . . .

	100M	Less than 100M
NO. 1—10mm Poppit	\$1.85/M	\$2.30/M
NO. 2—12mm Poppit	2.10/M	2.50/M
NO. 3—Combination Charms and Poppits	2.70/M	3.00/M

LET US TAKE CARE OF YOUR CHARM REQUIREMENTS
IMMEDIATE DELIVERY on POPPITS and SASSY SAYING PINS

SPECIAL: All \$8-\$10-\$12 gimmicks in 10M quantities assorted—\$8.75/M

PLASTIC PROCESSES, INC. 83 Hance Ave., Freeport, N. Y.

Used Juke Box Market Firm Despite 200-Selection Units

CHICAGO—The market value of a used multi-selection juke box holding firm, unaffected by introduction of 200-selection machines.

This is the consensus of manufacturers checked by The Billboard this week and is confirmed with impressive figures from the Price Index.

What's holding the prices up?

Distributors and manufacturers agree that the biggest single factor responsible for the high price being received for the old machines is that they still fill the operator's need in most locations. "Location owners," one distributor said, "don't care what year the phonograph was introduced as long as it has plenty of selections and sounds good."

A growing export market was thought to be the second most important factor in keeping prices up on used equipment.

A good example of how the prices of used equipment are holding up is reflected in The Billboard's Price Index, which shows the dominant advertised price in any four-week period. Machines introduced in 1953, according to the Index, are dropping in price at an average of less than \$5 a month.

AMI's E-120 dropped from an

N. Y. State Ops Re-Elect Pavesi WOG President

WHITE PLAINS, N. Y.—Carl Pavesi, perennial president of the Westchester Operators' Guild, was elected for another term of office Monday (18) as the organization met in the American Legion Hall here.

Other incumbents elected were Seymour Pollak, secretary, and Lou Tartaglia, treasurer. Harold Rosenberg succeeds Max Klein as vice-president.

Elected to the board of directors were Jim Smith, Ed Goldberg, Myer Bulloff and Dick DiCicco. All but DiCicco were incumbents.

Prior to the meeting, the Young Distributing Company exhibited the new Wurlitzer 200 at a cocktail hour.

Name Rothrock Rock-Ola Distrib In S. E. Texas

CHICAGO — Appointment of Amusement Distributors, Inc., as distributor of Rock-Ola in Southeast Texas was announced by David C. Rockola, president.

Amusement Distributors, headed by Edward S. Rothrock, headquarters in Houston at QWQ1 Leeland. The firm will cover 34 counties in the State for Rock-Ola.

Rothrock, who is also the Bally distributor in that area, takes over territory formerly covered by

(Continued on page 133)

average of \$495 to \$465 in seven months, a decline of approximately \$4.30 a month. Should this continue, the yearly drop would only amount to \$51.60.

Rock-Ola's Comet 120 dropped \$15 in resale value during the same seven-month period, from an average of \$499 to \$484.

Seeburg's M 100-C sold for an average of \$595 last January, \$575 this month, a drop of only \$20.

Wurlitzer's 1600 series, introduced in March, 1953, was priced at an average of \$400 last January, about \$375 today.

Even equipment introduced in 1950 is getting big trade-in allow-

ances. Last week's Index showed 1950 models being advertised from \$150 to \$295.

When will the 200-selection phonographs begin affecting the used market?

One manufacturer said: "I do not believe that the 200's will make any difference in the resale price of other multi-selection equipment until such time when locations are no longer satisfied with 100, 104 and 120-selection machines.

"It is not feasible for an operator to go out and install new equipment in all of his locations every

(Continued on page 133)

How Miami Ops Program 200-Plays

City Survey Shows Rule of Thumb: 60 Hits Included in Full Six Categories

MIAMI — Altho programming a 200-selection music machine—like a model with fewer selections—depends on location type, a survey of Miami operators shows a pattern currently predominates for the jumbo models.

This pattern, charted below, includes 30 records of the hit tune variety. These 60 selections—bought by operators with the familiar programming aids of trade paper charts, disk jockey polls—also include local newspaper record guides. Particularly important in 200-selection programming: Hits—as well as the other five categories in the pattern—are grouped together, not spread thruout the selection panel.

Hit tunes	30 records	60 selections
All-time favorites	15 records	30 selections
Specialty numbers	10 records	20 selections
Location requests	10 records	20 selections
Extended-play	20 records	40 selections
Normal inventory	15 records	30 selections
		100 records 200 selections

Another 15 records, 30 selections, should cover all-time favorites. These, too, should be picked from credited lists and should be placed on the phonograph together so that a customer doesn't have to scan the entire selection panel to find a single record.

Herman Moves To New Office

NEW YORK — The Herman Distributing Company, local Rock-Ola distributor, moved into new quarters at 631 10th Avenue here on premises formerly occupied by Dave Simon.

Previously, the outlet occupied much smaller space across the street. The New York office will be primarily for sales, while the bookkeeping office will remain at 1505 Coney Island Avenue, Brooklyn.

Al and Arthur Herman will head the New York office, alternating between office and road sales. Aaron Herman is in charge at Brooklyn.

Hired as office manager in New York is John Sampson, while Sam Gally will work on the road.

Specialty type music, such as waltzes and polkas, should account for about 10 per cent of the records on a 200—10 records, 20 selections. Specialty type music attracts a limited number of players and for this reason they do not need to be programmed in as prominent a position as hits or old favorites. They do, however, need to be grouped together.

Another 10 per cent of the records should be allotted to location requests. These 20 selections can be programmed with hit tunes and old favorites. Since they are popular with a location's customers,

(Continued on page 121)

35c SALE DISPLAYS

Disk Surplus? Sell 'Em at Locations

BROWNELL, Kan.—A steady stream of used records coming off juke boxes on the route can create a surplus problem for any operator. Ask K. Hearting, music operator here. Until recently, he's been piling up an average of 500 used disks per month.

But unlike most music operators, Hearting has made these used platters work for him, instead of against him.

Hearting, operating thru more than 25 towns in west central Kansas, went to a few of his location owners and asked whether they would be willing to set up a small display of used disks via a 35-cent sale, right on location.

The idea, while starting slowly, caught on, and now Hearting's used records turn over so swiftly that location owners are asking for more than he can supply. Needless to say, there's no more storage problems at Browning's office.

Locations Co-Operate
Most of the location owners were glad to co-operate with the idea, without demanding an extra "cut." Hearting has done an excellent job of selling them on the fact that profitable disposal of used records is an essential in everyday operation.

Hearting had a series of printed signs made up which read: "Used Phonograph Records—45 c.p.m., 35 cents, 3 for \$1." He procured

S. D. MEET IN MITCHELL AUGUST 19

MOBRIDGE, S. D.—The South Dakota Phonograph Operators' Association will hold its fall quarterly meeting in Mitchell August 19-20, Harold Scott, secretary-treasurer, announced this week.

Scott said the meeting would probably be held in the Lawler Hotel and would be hosted by local operators Ralph and Blanche Harvey, Ike Pierson and Earl Porter.

Meanwhile, in a letter to operators thruout the State, Scott briefly reported the news of the Music Operators of America convention held in Chicago in May and announced the appointment of Gordon Stout, president of the SDPOA, as a director of MOA.

Mass. Ops Pick David J. Baker For 2d Term

BOSTON—David J. Baker, of Melo-Tone Music, Arlington, was elected to a second term to head the Massachusetts Music Operators' Association at the group's annual meeting last week in the Hotel Beaconsfield, Brookline. Baker was unanimously elected.

Named as vice-president was Ralph Lackey, Karel Music Company. Arthur Sturgis, of Automatic Distributors, was elected treasurer; Peter Pompeo, of Pompeo Music Service, was named secretary. Six

(Continued on page 134)

Get Hearing in Detroit Suburb On Juke Taxes

DETROIT — Active opposition to enforcement of an ordinance calling for what operators consider excessive juke box fees in nearby suburban Wyandotte is scheduled to be presented Monday (25), at a special hearing before the Common Council.

Opposition is aimed primarily at two provisions which went into effect Thursday (21). The provisions are:

1. A requirement that the location owner take out a license of \$25 per year. This would presumably be paid for in whole or part by the operator.

2. A provision establishing an operators' fee of \$100 annually.

Prior to the Monday Council meeting, Wyandotte operators called a meeting at the United Music Operators of Michigan headquarters to prepare their defense against the new fees.

Memphis Group Votes Children Aid Campaign

MEMPHIS—Operators of the Memphis Music Association voted unanimously at their last meeting to set aside a portion of the association's funds each month to help handicapped and underprivileged children.

The association will work with the Memphis Press-Scimitar, the Memphis and Shelby County Health Association and local children's aid organizations. The program will be a month-to-month activity rather than a once or twice a year campaign.

The children's aid project was discussed at length at the meeting held in the banquet room of Bill & Jim's Restaurant here. Before the night ended, a committee was set up to get the program rolling and several proposals to raise additional funds for the campaign were aired.

Committee members named by President Allen Dixon were Drew Canale, Canale Amusement Company; Guy Canipe, Music Men, and June Bodenheimer, of Shelby Amusement Company. The committee was authorized to investigate

(Continued on page 127)

STRANGE CUSTOMS

Juke Biz a Problem for U. S. Coinman in Africa

BOSTON—A former Pawtucket, R. I., man, now a successful distributor of phonographs and coin games in Morocco, finds life and business good despite the hazards of living under the constant threat of political and social upheaval.

Jim Cannel, who operates the Wurlitzer distributorship in Casablanca, dropped in for a visit with Dave Bond and Irwin Margold, of Teimount Automatic Sales Corporation, from which he buys his used equipment.

Since October of last year things have gotten tougher on the Ameri-

can doing business, he says. Now Moroccan authorities can walk into a place of business and demand to see the books and count the money. However, a protest has been sent to the United States Senate and some action favorable to U. S. businessmen is expected soon.

Dollar Shortage

Getting dollars to buy equipment from the U. S. is the number one problem, says Cannel. But on his trip here he visited Paris and has made arrangement that should facilitate both the financial transac-

(Continued on page 129)

MUSIC OPERATOR FORUM

Why Ops Need Dime Play on Juke Boxes



(Editor's Note: This week's Music Operator Forum concerns itself again with dime play—how widespread it is, and how concentrated changeovers are on individual routes. This week's article differs from previous dime play Forum discussions, however, in number of operators polled. Whereas previous Forums have been based on replies from 150 to 200 operators, this week's tabulations are the result of over 400 returns.)

Music operators with regard to dime play, are of one opinion: Dime play is necessary—vital, in fact—if the juke box business is to continue to stand on its own feet.

This viewpoint is clearly reflected in the comments made by operators participating in this week's Forum. Operators still geared for 5-cent play said they thought that the change to dime play represented the most important step to be taken by the industry in 1956. Dime-play operators, on the other hand said, that to go back to the old nickel price would be their undoing.

As the accompanying chart shows, a majority of operators have some of their equipment set on dime play—69.5 per cent. The second part of the chart answers the question: "What percentage of your route has been converted?" Answers to the second question indicate how much work is still to be done before dime play is really established.

Ops Can Win

The fact that nearly 30 per cent of the operators with dime play have converted more than three-fourths of their routes proves that opposition to the increase in price can be overcome. This 30 per cent is over the hump, and so, for that matter, is the 16 per cent who have changed more than half of their machines.

The change-over to 10-cent play usually follows a pattern of trial and error in locations such as transit taverns, fancy cocktail lounges and downtown restaurants. Quite normally, these are the easiest locations to convert. They account for most of the 36.9 per cent listed alongside the "under 25 per cent converted" bracket.

The real opposition comes when an operator tries moving dime play into neighborhood spots that do not warrant new equipment. He cannot give the location a brand-new phonograph, but he wants dime play anyway. When this situation arises, competition from other operators, who are still pushing nickel play, grows fierce. The location owner begins complaining that customers are drifting over to his competitor's establishment where there's a nickel juke box.

Dime Play Is a Must . . .

JOE N. ROTHKOP, Omaha, Neb.: "I would rather sell my phonograph route than convert back to nickel play. Dime play is a must in this day of high operating costs."

HAL M. MILLER, Miami, Fla.: "From experience with conversions to dime play, three tunes for a quarter on our phonographs, we fully recommend a change-over to other operators. Our income has increased very satisfactorily and we experienced very little location and public opposition. As a result of the change, our locations are making more money too, and we now have better relations with them than ever before."

GUSS CANDIOTO, Chatham, Ill.: "I believe all juke boxes will have to be converted to dime play, and kept there, if operators are to keep out of the red."

HEDGES AMUSEMENT COMPANY, Silver City, N. M.: "We believe the most important single step to be accomplished in 1956 by music operators is to convert to dime play. The change-over has taken entirely too long, and has created in some instances the opinion that it is not needed."

HARRY GOLDMAN, Newark, N. J.: "Our dime play spots are holding up our average on our entire route."

DALE DISTRIBUTING CORPORATION, Ltd., Edmonton, Canada: "We feel that dime play will be the biggest single issue in Western Canada this year. As in the U. S., our biggest problem is not the location owner or the public, but other operators. Nevertheless, we predict that more and more operators will become conscious of dime play this year, and will add their weight to the trend. It is a simple fact: Where dime play has been established, takes go up 25 to 30 per cent. This should be the deciding factor after all is said and done."

HERMAN ROSMAN, Lancaster, Pa.: "The juke box business could be profitable for one and all if every machine were converted to dime play. The only thing really holding the trend up is too many operators who do not realize their operating costs are getting out of hand. The only solution I can see

The transit spots, the swank nightclubs and the downtown restaurants don't have this problem because nine chances out of ten there is a new machine on location; because customers are not as apt to remember what kind of juke box the spot used to have; and because the location owner is selling convenience, atmosphere or quality food and is now worried about whether the juke box is set for nickel or dime play.

How does an operator overcome this competition and opposition when moving into average spots with dime play?

According to MOF operators it calls for pre-selling, courage and timing.

Selling a location owner on why dime play is necessary is not an easy job. Operators are quick to point out that it takes perseverance and a positive attitude.

Timing, another operator pointed out, is nothing more than thinking ahead. "If you have converted three phonographs in your shop to dime play, then move the three machines into one neighborhood rather than spreading them all over town," he said.

Another operator said: "If you know a competitor is converting too, it doesn't hurt to know where he's changing his machines. Then, if you have a choice of locations for a dime-play machine, you can install it in a spot where dime play is already taking hold."

Operators explained that it takes more than one call to sell dime play. "It shouldn't be a hurry-up pitch, but a well-planned campaign," they said.

How About Bargains?

Operators also suggested giving bargains for quarter play, such as four or five tunes for a quarter and one tune for a dime. Operators who have tried it report that it works fine. They point out that collections increase and make it easier to switch to three for a quarter at a later date.

Certainly, as more and more operators begin to experiment with dime play, the demand for it among operators will grow. A Florida operator said that all the talking in the world for dime play doesn't have as much effect on an operator as one good dime-play location.

How They Voted

1. Do you currently operate any of your music equipment on dime play?	
Yes	69.5%
No	30.5%
2. If you do operate any of your equipment on dime play, what per cent?	
Under 25%	36.9%
25-50%	18.8%
50-75%	16.2%
75-100%	28.1%

is for the manufacturers to produce machines that cannot be put on nickel play. Eventually, everyone would be happy because dime play would be uniform.

EDWARD J. CARR, Norfolk, N. Y.: "Juke box operators must receive 10 cents a tune to get a fair return on their investments."

We Like It, But . . .

CHESTER E. MANHARDT, Hazelhurst, Wis.: "Dime play is of paramount importance in this vacationland area, but at present we see no hope of changing. Conversions to dime play, five tunes for a quarter, which some operators are making in Wisconsin, helps, but it just doesn't fill the bill."

CARL PEARSON, Anacooda, Mont.: "I believe 10-cent play, four for a quarter, would help considerably, but in a town of about 13,000 people and four operators, it is almost impossible to get the change started."

FRANK SHANEY, New Albany, Ind.: "Dime play is fine for picked locations, but blanket coverage is expensive and creates ill feeling among location owners. I changed four phonographs on my route to dime play. Two of them are back on nickel play, the others are doing about 40 per cent more business."

JEROME R. OHLSON, Cerokee, Ia.: "I changed to dime play on about 50 per cent of my machines a year ago. Today, I have only about 15 per cent on dime play. Competitors, location owners and public opposition forced me to reconvert. Only dance locations have remained on dime play."

New 10c Play Ideas . . .

JOHN BANAS, Warren, Mass.: "I would like to see manufacturers come out with machines set for straight dime play for single selections, 15-cent play for two selections, and quarter play for four selections."

C. JOHNSON, Crystal Falls, Mich.: "I think record distributors, as well as juke box distributors and manufacturers, should do everything they can to help operators convert to dime play."

Miami 200-Play

Continued from page 120

they should be given a prominent position.

The most operators said they did not think EP's pulled more play than singles, they did say that they helped reduce opposition to dime play. Operators said that about 20 EP's would do the job.

The remaining 15 records on the machine should come from the

operator's own inventory. They should be records that have pulled well for the operator at one time or another, and still have a chance of getting some play. If the operator's inventory is large enough, he can move the records from location to location to avoid dead spots on a machine. New title strips should be used when records are shifted to a new location.

Not one operator said that he thought 200's would require them to buy more records per machine once the phonograph is stocked.

COIN MACHINE **NEWS QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?

DIME PROFIT PROOF. Profits do increase when a juke box is converted to 10-cent play, Julius Nelson, Vemco Music Company, Fayetteville, N. C., has found. He backs his statement with chart of collections in converted locations. (Page 93, The Billboard, June 23.)

OHIO PIN GAME PICTURE. Operators to seek rehearing on State's Supreme court ruling labeling free-play pinball games "gambling devices." Meanwhile, action is halted by 1954 temporary injunction preventing the removing or confiscations of pinball games from locations. (Page 98, The Billboard, June 23.)

BUYERS' MARKET FOR JUKE OPERATORS. Four juke box manufacturers offer automatic phonograph operators greatest choice of models, more variety in selections, and greater color combination today than ever before. (Page 93, The Billboard, June 23.)

CONVERSION. Story by Willie Blatt, Miami music operator switching to dime-a-tune. In letter to the editor, he contends the operator builds his own headaches. By discussing move with location owners, Blatt overcomes obstacles. (Page 93, The Billboard, June 23.)

DIME PLAY CONVERSION PROBLEMS. Competition among operators is the big stumbling block in converting to 10-cent play in cities of 50,000 or more population, participants in The Billboard's Music Operator Forum report in fourth and last article covering dime play. (Page 97, The Billboard, June 23.)

EUROPEAN VENDING OUTLOOK. German coin machine executive believes West Germany will become vending manufacturing center for Europe, and outstrip American export business. Cites dollar and trade restrictions difficulties. (Page 88, The Billboard, June 23.)

IF YOU MISSED READING THE JUNE 23 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action

WISCONSIN

Two Problems: Get 10c Play, Then Keep It

MILWAUKEE—There are two location problems with regard to dime play on juke boxes: Getting the location owner to accept the increase in price, and getting him to stick with it.

That's the opinion of Sam Hastings, head of Hastings Distributing Company, one of the most recent major firms here to join the swing to dime-a-disk.

Hastings feels the best time to approach a location owner on the subject of dime play is when the owner has requested a new or updated machine. "When they ask for a change, we automatically go into a pitch for dime play," says Hastings. "Tavern keepers are businessmen and know first hand that modern equipment is expensive and costly to maintain and service."

With regard to making dime play stick once an operator has it installed, Hastings said: "The best way I know to make dime play stick, is to boost the number of plays offered for a quarter. Then, when a customer asks a location owner about the increase in price, the owner can point out how it is only more expensive when playing one tune."

Hastings offers the big juke box customers a bargain. He has his machines set for dime play, five tunes for a quarter.

Does it work? Hastings reports that collections are up on his dime play locations from 25 to 50 per cent and his two best stops are up about 100 per cent every week.

Rutter Named Salt Lake Outlet For Wurlitzer

SALT LAKE CITY—Appointment of the newly formed firm of J. H. Rutter, Inc., as The Rudolph Wurlitzer Company distributor in the Intermountain Region was announced here this week.

Headed by J. H. Rutter, the firm's headquarters, at 1361 South Main, includes offices, parts and sales room, service department, repair shop, storage space, and a large off-street parking lot.

Commenting on his appointment, Rutter stated that his firm will be a distributorship only and "will not operate a juke box route."

L. W. Peteet, Wurlitzer field service engineer from North Tonawanda, N. Y., is in Salt Lake City assisting Rutter in special showing.

The Intermountain Region was previously covered by Draco Sales, Wurlitzer distributor in Denver. The territory includes Utah, Idaho, Western Wyoming and parts of Nevada.

ROCK-OLA
Hi-Fidelity Music
Model 1454
Designed for your pampered locations

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

	HIGH	LOW	Mean Average
BALLY			
Atlantic City (5/52)	\$ 75.00	\$ 35.00	\$ 60.00
Beach Club (2/53)	100.00	69.50	75.00
Beauty (11/52)	80.00	50.00	75.00
Big Time (1/55)	325.00	240.00	290.00
Broadway (12/55)	550.00	445.00	485.00
Coney Island (9/52)	65.00	35.00	50.00
Dole Beach (9/51)	110.00	60.00	85.00
Frolic (10/52)	75.00	70.00	75.00
Gaiety (3/53)	275.00	125.00	160.00
Gasline (6/55)	325.00	165.00	265.00
Hi-Fi (6/54)	125.00	65.00	100.00
Ice Frolics (1/54)	115.00	35.00	99.50
Miami Beach (9/55)	360.00	250.00	325.00
Palm Beach (7/52)	85.00	40.00	60.00
Palm Springs (11/52)	195.00	65.00	90.00
Surf Club (3/54)	150.00	65.00	110.00
Variety (9/54)	195.00	69.00	175.00
Yacht Club (6/53)	85.00	49.00	75.00

EVANS			
Saddle & Turf Club Model (10/53)	275.00	195.00	275.00

GENCO			
400 (10/53)	50.00	49.00	50.00
Golden Nugget (2/53)	60.00	57.00	60.00

GOTTLIEB			
Four Belts (10/54)	175.00	145.00	145.00
Pin Wheel (11/53)	125.00	95.00	95.00
Skill Pool (8/52)	75.00	57.50	75.00

UNITED			
Havana (2/54)	115.00	65.00	115.00
Hawaii (6/54)	125.00	69.50	89.50
Manhattan (4/55)	275.00	160.00	200.00
Mexico (3/54)	135.00	70.00	125.00
Revista (8/54)	125.00	35.00	95.00
Pixie (9/55)	425.00	295.00	365.00
Rio (11/53)	105.00	35.00	90.00
Tahiti (8/53)	100.00	35.00	95.00
Triple Play (8/55)	295.00	200.00	275.00
Tropicana (1/55)	125.00	45.00	125.00
Tropics (7/55)	75.00	35.00	69.50

WILLIAMS			
Hayburner (6/51)	50.00	49.50	50.00
Peter Pan (4/55)	175.00	135.00	175.00
Times Square (4/53)	79.50	69.50	75.00

ARCADE EQUIPMENT

Code—AP—Auto Photo, B—Bally, CC—Chicago Coin, E—Eaton, Ex—Exhibit, G—Genco, Gb—Gottlieb, K—Kenny, M—Int'l Machine, R—Roper, S—Seeburg, So—Scientific, Sh—Shigan, T—Tremco, U—United, W—Williams, Wa—Walling.

	HIGH	LOW	Mean Average
ABT Challenger (5/46)			
	\$ 30.00	\$ 20.00	\$ 20.00
Advance Shooters (24/35)			
	24.35	19.50	24.35
Garrett, 2 Player (10)			
	125.00	95.00	125.00
Basketball (G)			
	225.00	195.00	195.00
Basketball (CC)			
	195.00	135.00	195.00
Bar-A-Score (Ex) (18/48)			
	145.00	100.00	115.00
Big League Baseball (14/7)			
	115.00	85.00	100.00
Big League Baseball (3/51) (W)			
	195.00	175.00	175.00
Carnival Deluxe (U)			
	275.00	195.00	235.00
Cass Hunt (S) (2/54)			
	175.00	125.00	165.00
Dale Gun (Ex)			
	65.00	34.50	50.00
Derby, 4 Player (CC) (3/52)			
	125.00	125.00	125.00
Drumobile (M) (7/54)			
	165.00	125.00	150.00
Galaxy (CC) (1/46)			
	95.00	65.00	95.00
Gun Patrol (Ex) (5/51)			
	95.00	95.00	95.00
Heavy Hitter (B)			
	49.50	35.00	35.00

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated June 23, 1956)

ARCANE EQUIPMENT	MUSIC MACHINES
1. SEEBURG—Shoot the Bear	1. SEEBURG—M-100-C
2. SEEBURG—Coon Hunt	2. SEEBURG—M-100-B
3. EXHIBIT—Dale Gun	3. WURLITZER—1500
3. UNITED—Carnival Deluxe	4. ROCK-OLA—1436-A
3. BALLY—Moon Rides	5. ROCK-OLA—1438
3. WILLIAMS—Sidewalk Engineer	

VENDING MACHINES	SHUFFLE GAMES
1. National 950	1. CHICAGO COIN—Ace Bowler
1. PK 110 Cal.	1. UNITED—Classic
2. Rave Crusader (B Cal.)	1. UNITED—Imperial
2. Sanitary Napkins	1. UNITED—Rays
	2. CHICAGO COIN—Hollywood
	2. BALLY—Jet Bowler
	2. UNITED—Leader Shuffle Alley

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY	GOTTLIEB	WILLIAMS
1. Variety	1. Pin Wheel	1. Peter Pan
2. Gaiety	1. Skill Pool	2. Hayburner
2. Gasline	2. Four Belts	2. Times Square
2. Ice Frolics		
UNITED		
1. Tahiti		
2. Pixie		
3. Rio		

	HIGH	LOW	Mean Average
SEEBURG			
M-100-B (51) 100	480.00	395.00	475.00
M-100-C (53) 100	495.00	475.00	575.00

WURLITZER			
1500 (53) 104	350.00	125.00	275.00
145-78 RFM Mix	350.00	125.00	275.00

	HIGH	LOW	Mean Average
VENDING MACHINES			
National 950	\$115.00	\$110.00	\$115.00
PK 110 Cal.	125.00	115.00	125.00
Rave Crusader (B Cal.)	135.00	60.00	135.00
Sanitary Napkins	15.00	15.00	15.00

	HIGH	LOW	Mean Average
SHUFFLE GAMES			
Ace Bowler (CC) (9/50)	\$195.00	\$125.00	\$145.00
Adventer Bowler (CC) (5/53)	135.00	100.00	135.00
Bowler (U) (8/54)	195.00	155.00	195.00
Bowler (K) (6/54)	150.00	150.00	150.00
Blue Ribbon Bowler (B)	350.00	350.00	
Bonus Bowler (K) (3/54)	126.00	75.00	125.00
Capital Deluxe Shuffle Games	315.00	295.00	295.00
Capital (U) (6/55)	295.00	295.00	295.00
Carnival (K) (5/53)	85.00	65.00	65.00
Cascade (U) (2/53)	75.00	59.00	60.00
Chief (U) (11/53)	145.00	110.00	110.00
Classic (U) (6/53)	85.00	75.00	85.00
Clipper (U) (5/55)	285.00	275.00	285.00
Clipper Deluxe (U) (5/55)	285.00	265.00	275.00
Clover Shuffle (U) (1/53)	75.00	55.00	65.00
Come Target (U) (11/54)	195.00	125.00	175.00
Game Deluxe (U) (11/54)	195.00	125.00	125.00
Oris-Cross Target Regular (CC) (1/55)	150.00	125.00	125.00
Diamond (K) (5/53)	175.00	160.00	175.00

MUSIC MACHINES

AMI			
Model A (46) 40	100.00	\$ 69.50	\$ 95.00
(78 RPM)			
Model D-80 (51)	40	325.00	165.00
40	325.00	165.00	299.00
ROCK-OLA			
1436 A (63) 120	275.00	195.00	259.00
(145 RPM)			

	HIGH	LOW	Mean Average
Feature (CC) (7/54)			
	185.00	150.00	185.00
Fireball (CC) (11/54)			
	250.00	195.00	245.00
Flash (CC) (9/54)			
	225.00	195.00	195.00
Gold Medal (B) (3/55)			
	300.00	300.00	300.00
Hollywood (CC) (5/55)			
	295.00	250.00	295.00
Imperial (U) (9/53)			
	125.00	65.00	75.00
Jet Bowler (B) (8/54)			
	195.00	175.00	195.00
King (CC) (11/53)			
	120.00	110.00	120.00
Leader Shuffle Alley (U) (11/53)			
	175.00	115.00	145.00
League Bowler (U) (1/54)			
	155.00	120.00	145.00
Magic (B) (12/54)			
	275.00	225.00	275.00
Mars Deluxe (U)			
	225.00	215.00	225.00
Olympic (U) (8/54)			
	75.00	70.00	75.00
Pace-maker (K) (9/53)			
	95.00	50.00	95.00
Rainbow Shuffle Alley (U) (8/54)			
	175.00	125.00	125.00
Royal (U) (8/54)			
	95.00	90.00	95.00
Shuffle Alley, 10 Player (K)			
	70.00	55.00	60.00
Star, 5 Player (U) (7/52)			
	125.00	45.00	125.00
Starlite (CC) (5/54)			
	175.00	175.00	175.00
Super Frame (CC) (5/54)			
	165.00	125.00	125.00
Teag-Bowler (U) (1/54)			
	165.00	125.00	155.00
Triple Score Bowler (CC) (6/53)			
	85.00	75.00	85.00
Triple Strike Bowler (CC)			
	295.00	275.00	275.00
Venus Deluxe (U) (3/55)			
	275.00	175.00	250.00
Victory Bowler (B) (5/54)			
	175.00	165.00	165.00
Vinny Bowler			
	295.00	140.00	295.00

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "ret." or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "Lows" are most meaningful when used with mean average listing.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

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 2—Illinois Vendors' Association, organizational meeting, Springfield, Ill.
- July 2—Springfield Music Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- July 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- July 5—Summit County Music Operators' Association, monthly meeting, Akron.
- July 5—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
- July 9—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- July 13—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- July 11—Retail Amusement Association of Canton, O., monthly meeting, offices of the Elum Music Company, Massillon, O.
- July 12—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

July 16—Westchester's Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

July 17—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.

July 18—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

July 19—Eastern Ohio Phonograph Operators' Association, Youngstown, O.

July 30—Central States Music Guild, monthly meeting, 805 Main Street, Peoria, Ill.

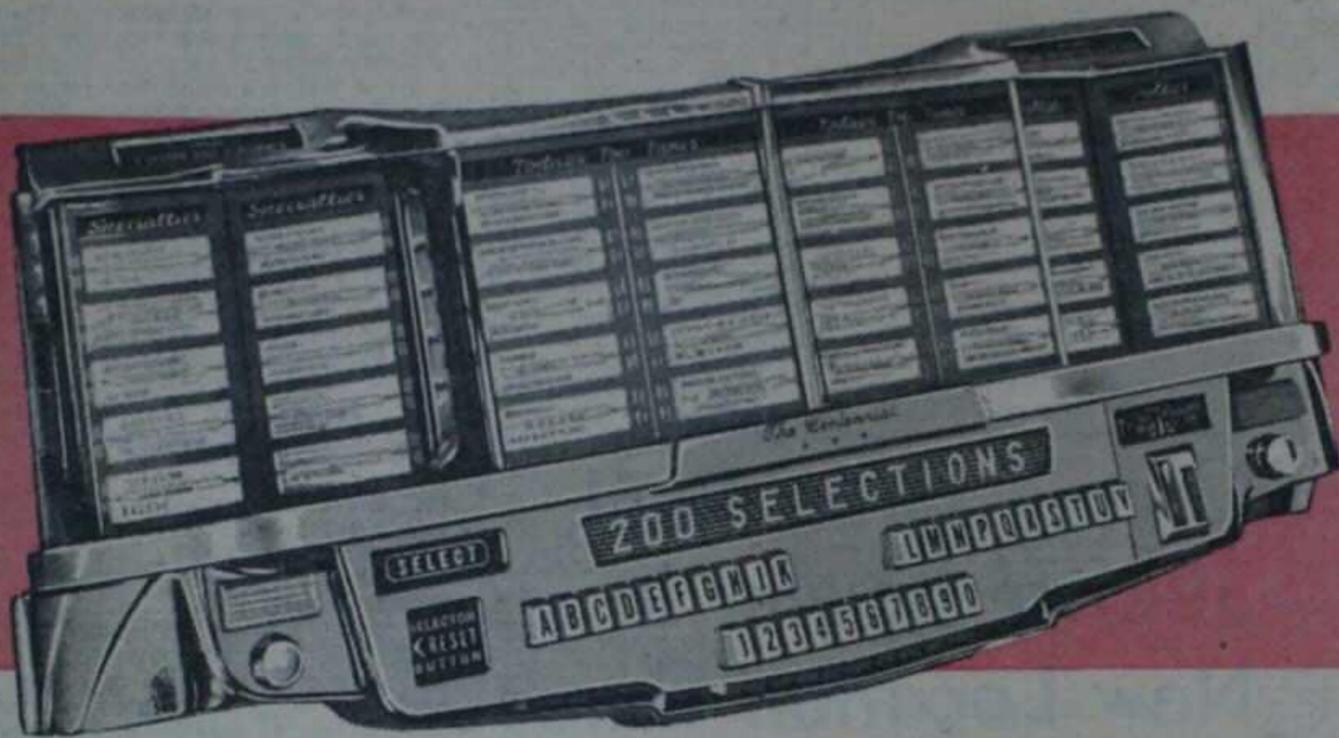
August 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Lawler, Mitchell.

September 22-23—The Music Guild of Nebraska, quarterly meeting, Omaha.

'Wayward Wind' Is Still MOA Choice

IT'S MORE FUN TO PICK TUNES

ON THE **WURLITZER 2000**



TWO OR MORE PATRONS CAN SHOP THE SELECTIONS SIMULTANEOUSLY...

Tune choosing from the 200 selections on the Wurlitzer Model 2000 is fascinating fun in itself. There are 40 top tunes on the center panel—plus 20 more on each of the two roto-page "books" that flank it. A full 80 selections in sight at all times. Pages are power-turned by a finger touch on the twin illuminated bars. This novel "his" and "her" book arrangement enables two—or even more patrons to shop the program at the same time. Make-selection is an easy matter also. You press one

numeral and a letter button in any sequence. All in all, this dramatic innovation has proved in itself a powerful play stimulator—one of many reasons why the Wurlitzer 2000 is boosting earning records wherever it is placed in location.



HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION WURLITZER

CENTENNIAL MODEL 2000

SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.

71-Model Output Tops 1955 Period Despite Spring Crop

First 6-Month Report Shows 42 Pool Units, Pinballs at Par, Few Shuffles

CHICAGO — Output of new coin-operated amusement game models is running well ahead of 1955, despite the fact that only half a dozen new models have been introduced in the past month.

With the 1956 production year at the half-way mark, the trade has seen more than 70 new game models ushered into the market.

While this is more than half the number of game models introduced thru 1955, the figure is less impressive when it is considered that the majority of the new 1956 games—42 in number—are pool models.

Of these, 16 are electric pool models, 26 the regular play type. Most of the pool models—especially the regular versions—resemble one another in marked degree.

Probably in no other six-month period in coin machine history did any one type of game so command the production lines of manufacturers. Pool production reached its peak just after the turn of the year, with some 30 pool models having been introduced in 1955.

4-Month Boom

First gaining popularity in the market last August, pool games, in the short period of four months, passed up 1955 production totals of all other types of games. A total of 130 new models of all types of games were bowed last year.

With new pool games still being introduced, altho in far less quantity than in previous months, the games are bidding fair to lead the 1956 game parade and accomplish a two-year reign of the market.

Rounding out the 71 units of all types introduced since January 1, are 8 five-ball pin models, 4 in-line pins, 5 kiddie rides, 3 baseball games, 7 Arcade and novelty-type games, and (here's a surprise) just 2 shuffle bowlers.

It can be seen from these figures, that production of other type games obviously suffered due to

Calif. Pinball Ops Hit for Back Tax

SACRAMENTO — Seventy-three pinball operators are being sued by the State Franchise Tax Board here for the recovery of \$400,886 allegedly due in back income taxes.

Robert C. Kirkwood, State controller and chairman of the board, said these operators constituted the first group to whom formal notices have been issued. The names of the operators are confidential but reported to be in Sacramento County, the Bay area, San Bernardino and Orange counties.

According to a tax board spokesman, taxes exceeding \$1,000,000 against the operators have been assessed. The drive started about 18 months ago. The board representative also declared that expenses for doing business have been disallowed with the tax on gross income from the machines and without deductions for asserted payouts and commissions.

The levies are reported to cover 1952 and 1953, and are being assessed on the basis of a 1951 law designed to tax income of an alleged gambling operation.

The operators have 30 days to file protests. The assessments can be appealed to the State Board of Equalization.

the high-riding success of the pool game.

Bowlers Dip

In contrast, while pool games led the 1955 output, 27 pinball models (including 19 five-ball and 8 in-line) were bowed in that year, and 23 shuffle bowlers were introduced. While pinball production is not far off course, shuffle bowlers took a decided dip with the advent of the cue games. These games have made somewhat of a comeback, however, as pool game grosses dropped off in the past months from their previous high level.

The current relative scarcity of new game models being introduced

can be attributed only in part to the usual summer season cutback in production schedules. Main reason is that there is currently no strong location piece to capture the fancy of operators. Most in the industry feel that if such a new game would appear production would shoot upward as it did last August when the pool game "arrived."

In the meantime, distributor sales of good used equipment is in a healthy state. Late model pinballs, shuffle bowlers and Arcade equipment are all selling at a better-than-average rate for this time of the year. (The Billboard, June 16).

United Links Pool, Shuffle Bowler in New Location Game

Uses Cue, Balls With Bowler; to List At \$545; 1st Shipments Out Last Week

CHICAGO — Here's United Manufacturing Company's formula for a new location game: Mix well one-half pool, and one-half shuffle bowler—serve up "Pool Alley," a brand-new amusement concoction.

United shipped the game to distributors last week. List price is set at \$545.

Much in the game's favor is the fact that it combines features of two games that are accepted for licensing in the majority of the nation's cities and towns.

"Pool Alley" has the outward appearance of a shuffle bowler, altho is considerably smaller in size (it's 80 by 26 inches, 1 foot 4 inches shorter than the average shuffle bowler).

The big difference: Players use cue sticks to shoot pool balls at the bowling pins, rather than shuffling a puck at the pins.

The game has the regular 10-pin panel at the far end of the board. The board is covered with pool table felt, stretching to the edge of the pin panel. Pins fly away, as per usual, when tripped, and scores for two players or teams are registered on a backglass.

Marcello Heads Huey Distrib Co.

MEMPHIS—In the June 23 issue, we inadvertently "promoted" Albert Huffine and Jake Nastasi to ownership of the Huey Distributing Company. Vincent Marcello is still very much the owner and operator of the firm located in Jefferson parish, near here.

Actually, Huffine and Nastasi, both long experienced in the coin machine business, have joined the Huey firm as of June 1. Nastasi will be sales manager and will handle outside sales thruout Louisiana and Southern Mississippi, and Huffine will act as general manager.

Huey will handle Bally, Gottlieb, United and other amusement game lines, in addition to being distributors for Rock-Ola phonographs.

The player places one ball on a tee near the middle of the felt, another ball is spotted near the edge of the board. The spotted ball is hit with the cue, at the ball on the tee. This ball speeds across the felt at the pins, tripping switches that cause the pins to fly away, as in the regular shuffle game.

Thus two balls are used on each shot, the game automatically delivering balls to the player thru a trough under the board. Five balls, two cues are standard equipment.

Play features advancing scores, with players able to get single.

(Continued on page 128)

CIAA License Move Gains Initial Okay

City Promises Co-Operation If Operators Will Oblige

CHICAGO—The city will cooperate with coin-operated amusement game operators here, if the operators will return in kind. That is the gist of the results of the first meetings of Chicago Independent Amusement Association representatives with city officials.

Operators here have long favored a change in city game licensing laws. Most generally in favor of having licenses pro-rated thru the year, rather than the present system of licensing on a strictly annual basis. Ops also desire a change which would permit them to transfer licenses on machines to allow for greater freedom in making necessary changes of equipment on locations.

Operators feel there are a number of other inequities, such as the city ban on baseball games, regarded in most areas as purely an amusement piece. But the first step is apparently to get the basic licensing system straightened out.

Ops Told Views

At the monthly meeting last

WORLD WIDE NAMES WILEY TO SALES POST

CHICAGO—World Wide Distributors last week appointed Bob Wiley to the sales staff of the firm.

Wiley, who has years of coin machine sales experience, will travel the Illinois area for World Wide.

The new sales representative was formerly a coin machine distributor in Iowa.

World Wide is a distributor for Rock-Ola phonographs, and also handles coin-operated amusement games.

Valley Preems Rack Pool, New Cue Ball Game

BAY CITY, Mich.—Rack Pool, a new version of the coin pool game featuring cue ball play, was bowed last week by Valley Manufacturing Company here.

The game is played in the same manner as the regular bumper pool units, but in addition to the 10 colored balls on the table, there is a larger-sized cue ball. The cue ball must be hit first, according to the rules, to knock other balls into holes, or to block or knock away those of the opponent.

Since the cue ball is of larger size, it will remain on the table thruout the game, not falling thru the playfield holes as do the other 10 balls.

Earl Feddick, Valley president, said initial shipments of Rack Pool have been made to Detroit locations. Most other coin amusement games have not been licensed in Detroit.

Feddick said the firm is working on "three new ideas" in the pool game field, the Rack Pool unit presumably being one of them.

At present Rack Pool is available only in the jumbo-size table.

Bally Ships Parade, New In-Line Pin

CHICAGO—Parade is the new in-line pin game shipped last week by Bally Manufacturing Company.

The game introduces a new feature known as "Extra Lines." Describing this feature, Jack Nelson, Bally general sales manager, explained that the score-card on the Parade backglass is the familiar 25-number card, with extra lines of circular windows at top and bottom.

Both "Extra Lines" are closed when player steps up to Parade, and only the five letters, E-X-T-R-A are visible. When coins are deposited, top, bottom or both "Extra Lines" are unveiled, and the card has 30 or 35 numbers, 10 numbers being repeated in the "Extra Lines."

Parade also contains the Bally "Magic Squares" feature, with double, triple and quadruple scores, plus other features of previous Bally games.

POOL POINTS

Ops Can Use Spit 'n' Polish To Up Gross

CHICAGO — Grosses on coin pool games may be slipping, but operators can do plenty to keep them at the highest possible level.

That's the conclusion of Herb Perkins, head of Purveyor Distributing Company here.

Perkins offered the following pointers for keeping games looking slick and grosses up to par:

1. Keep the table level. Table must be adjusted underneath the playfield as well as on the surface. Checking the playfield levelers alone is not enough.

2. Carry a brush. With it, the operator can keep dirt and dust from collecting on the table.

3. Clean the ball bumpers. The rubber bumpers tend to get very dirty, marring the appearance of the game.

4. Polish the wood. The table surfaces should be kept sparkling. Shuffleboard dropped off in play years ago, for the reason that operators didn't keep the games presentable.

5. Replace warped cues. Cues tend to bend, break, lose their tips. Rather than trying to mend broken or bent cues, operator should buy new ones. Price of cues is down considerably from their previous level.

How It's Played: Kelly, Rotation on Coin Table

CHICAGO — Game operators may be eager to try out new versions of pool play on the bumper models they have on location, but many don't know how to go about making the change.

In answer to requests from operators in many areas of the country, Charles Nicholas, Marvel Billiard Supply Company head, has drawn up and printed rules covering three popular versions of the game: Rotation Bumper Pool, Regular Rotation, and Kelly Pool.

All three games can be played on the table convertible to two or

three-hole play. Only added requirements are a set of numbered balls and a larger cue ball that will not pass thru the playfield holes. (The cue ball must remain on the table thruout the game).

Here's how the different versions of the game are played:

ROTATION BUMPER POOL — The game is played with a set of 10 balls and a 2 1/4 inch cue ball. Five numbered balls are spotted at each end of the table. Numbers 1-2-3-4-5 at one end, 6-7-8-9-10 at the other end. The game is played

(Continued on page 127)



SEATED AT THE HEAD TABLE at the Coin Machine Division's fund-raising banquet on behalf of the United Jewish Appeal were, left to right: Lou Boorstein, general chairman; Al Bodkin, guest of honor; Mrs. Bodkin and Father John Kelly. The event was held in the grand ballroom of the Sheraton-Astor Hotel, New York. A total of \$41,000 was raised for the fund by the coin machine industry.



"SENATOR" AL BODKIN receives a plaque from Al Denver, president of the Music Operators of New York, in recognition of his efforts to raise funds for the 1956 UJA drive.



TEDDY BLATT, counsel for the Associated Amusement Machine Operators, presents Al Bodkin, guest of honor at a recent UJA banquet, with a citation on behalf of all game operators.



LOU BOORSTEIN, general chairman of the Coin Machine Division's drive to raise funds for UJA, gives Al (Senator) Bodkin, guest of honor at the banquet, a plaque on behalf of UJA.

ANNIVERSARY GIFT

Dave Gottlieb Donates \$250,000 for Hospital

CHICAGO—It seems that Dave Gottlieb, president of D. Gottlieb & Company, isn't satisfied with just building pinball games. Now he's building hospitals, as well. To top off the occasion of his 30th wedding anniversary, Dave announced to family and friends gathered for the celebration at the Drake Hotel Wednesday (20), that he contributed \$250,000 toward construction of a new hospital in the Oak Park-River Forest suburban area of Chicago.



GOTTLIEB

Gottlieb started in the coin machine business in 1927, first manufacturing a penny grip scale. The firm prospered and grew, becoming one of the principal five-ball pin manufacturers in the industry. The firm built its present plant in 1940, one of the latest factories in the industry built from the ground up as a coin machine plant. Success of the Gottlieb company in many ways, is a family affair. With Dave in the enterprise are his brothers, Nate, an executive with the firm for the past 24 years, and Sol, who has been with the

company 16 years. Alvin Gottlieb, Dave's son, has been directing the firm's advertising and promotional program since 1947.

The gift for the proposed hospital, according to Gottlieb, consists of government bonds he has deposited in the six-year-old Gottlieb Family Foundation.

The donation is intended to start a movement for a new general hospital "to serve all the people" in his suburban Chicago neighborhood. Gottlieb plans to raise additional funds among his friends and to organize a board of trustees to direct the project. Gottlieb has been active not only in the coin machine industry, but in welfare and Jewish religious affairs as well.

Silver, Noto Open Bulk Supply Firm In San Francisco

SAN FRANCISCO—Leon (Hi-Ho) Silver and Sam Noto, veteran operators, this week opened the Evco Merchandisers at 307 Cortland Avenue, here, handling bulk vending supplies and equipment.

Silver said that while service will be all-inclusive, the firm will specialize in importations and also carry a complete line of nuts, candies, ball gum and cabinet stands with rubber-tire casters.

Silver entered the bulk vending field in Los Angeles in 1930. Moving to San Francisco some years ago, he operated as well as distributed vending equipment.

Prior to moving here, Noto was an operator in Los Angeles where he was in business with his brothers, Joe and Carl, in the Nobro Novelty Company.

COINMEN YOU KNOW

Continued from page 119

the steady sale of Williams' Crane, says it holds up as one of the big sellers. New Genco Hi Fly proving a good piece. . . . Martin Caruso, of Fitchburg, working valiantly to keep 10-cent play going on his route, but finding things a little tougher since the city banned pin games. . . . Larry Tortorelli, Larry's Music, Everett, also finding competition pressing him on maintaining dime play.

Ed Ravreby, Associated Amusements (Rock-Ola), dashing up and down to the North Shore these days watching the crowds flock into his Playland Arcade. Ed and salesman Al Levine planning an extended tour of the Connecticut territory. . . . Looked like Rhode Island week in the Hub with many operators from that State visiting around, such as John Clemens, of Providence, and Tom Zerolli, of Pawtucket, shopping for music.

The new 200-model juke boxes and the latest in game equipment are attracting many out of town operators these days. In recently from Maine, Joe Glaser from Bangor; Bernard Michaud, Waterville, and Charles Stillman, of Augusta. In buying music and games from New Hampshire were Oscar Fratt and Louis Taube, of Manchester, and Mike Patevich, of Nashua. Al York, of Brockton; Martin Ferraro, of New Bedford; Al Dolins, of Hyannis; John DeStefano, of Wakefield, and Joe Desaro, of Revere, were also along coin row.

Twin Cities

By JACK WEINBERG LIEBERMAN DUE HOME. Harold Lieberman, of Lieberman Music Company, Minneapolis, is due home about July 1 with his wife following a three-month tour of Europe and Israel. He'll return to find



RAVREBY

New TV Tube Tester Bowed as Op Sideline

DETROIT — BesTest Tube Testing Company here has marketed a new TV and radio tube testing unit which the coin machine operator can use as a source of added location income.

The unit tests over 350 different types of radio and TV tubes, according to the firm. The tester can be placed at locations selling tubes, with the operator making a commission on new tube sales.

COIN MARKET PLACE CLASSIFIED ADVERTISING The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. type. RATE: 20¢ a word—Minimum \$4.00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATES: \$1.00 a line—\$14.00 per inch. CASH WITH ORDER Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

EARNINGS, PINS CAN BE PUT IN CAP. e.o.d. New England Jewelry, 124 Empire St., Dept. B C., Providence, R. I. je30

OPERATORS: ADDITIONAL WEEKLY INCOME with small investment in your regular route by placing modern, compact chrome revolving carrying display rack holding 2 dozen fashionable, highly styled earrings. Returns \$20; successful year-round business with little effort. Big profits. Minimum order: 3 units, \$26. 25 per cent with order, balance e.o.d. Manhattan Trading Co., 20 W. 30th St., N.Y.C. je30

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 2, Pa. Local 7-1418. je30

Positions Wanted

ELEVEN YEARS' EXPERIENCE IN ROUTE work on all type games and phones. Steady employment only; A-1 reference. Arthur Peterson, 406 S. 3rd Ave., Sioux Falls, S. D. je30

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 20 years. Mack H. Postal, 2952 Milwaukee Ave., Chicago 18, Ill. je30

CIGARETTE-CANDY-COFFEE-CIGAROMAT—Factory Distributors—U-Select-It, Candy & Coffee, Lehigh, Pa. Royal "11" Cigarette, Waiting Scales, White's Comb Vendor & Comb. Write for complete details, prices, installment terms. TEXAS ASSOCIATED ENTERPRISES P. O. Box 1044, Amarillo, Texas. Dr. 3-8222

FOR SALE—A FEW VERY NICE PANORAMA, 80 Arcade Machines, Panoram Franchises, H. E. Lockwood, 1438 N. Emporia, Wichita, Kan. j17

FOR SALE—MUST SACRIFICE, 1,000 Advance Model D Ball Gum Machines and 200 Northwestern Model 33 Ball Gum Machines, \$3,600 takes entire lot, or \$4 each in lots of 100. One third cash, balance e.o.d. Allen Cohen, 444 W. 26th St., New York 18, N. Y. ch

FOR SALE—8 MECHANICAL VALET eleven item merchandise vending machines, Paterson, N. J. area. Sacrifice to best offer regardless. C. Hansen, 715 Van Emburgh, Westwood, N. J. je30

FOR SALE—8 PANORAMA, 1 CAPITOL, Giant Pan-O-Rama, 5225 Lannie's Penny Arcade, 506 Market, St. Louis, Mo. je30

FOR SALE—REBUILT CIGARETTE MACHINES, all E&C & 30s; Rowe President 8 column, 8421 Rowe President 8 column, 8455 Lehigh PX, 875 Keeney Electric 8 column, 845 Frank Guerrini, 1211 W. 4th St., Lewisport, Pa. je30

NEW BUMPER POOL TABLES FOR SALE. G-3329 South Saginaw Road, Flint 7, Mich. Phone: Owens 4-6112. j17

VENDING MACHINES PARTS, ALL SUPPLIES, Ball Gum all sizes, Le Tan Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, Le Hershey's, 320 or 320 1/2, Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charm, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens new and used. Vendors Write for prices and order blank King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. je30

30 THREE IN ONE AND 20 FIVE IN ONE Variety Shop Vendors, \$7.50 each. What will you give for the lot of fifty? All clean and working. Al Hoff, 1920 Rose, Balto. 13, Maryland. je30

100 DAHLBERG HOSPITAL RADIOS, PHONO speakers, 2 hours, 10 cents. Good condition, \$18.25 each. Sandhaus, 5417 Guarino Rd., Pittsburgh 17, Pa. je30

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. je30

COIN OPERATED PLAYER PIANO OR Violin wanted. Anything that plays on rolls, working or not. Richard Howe, 4800 Knollwood, Dayton 2, Ohio. je30

VENDING MACHINES WANTED—4 OR 5 Jack's, Northwestern 49's, Silver Kings, Acorn, Toyco, Counter Games. Send us your list. Rabe, 609C Spring Garden St., Philadelphia 22, Pa. ch-120

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- 1. Clip your ad to this form. 2. Check classification you want your ad to appear under. 3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts. 4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ Payment enclosed

Name Address City Zone State

COINMEN YOU KNOW

Continued from page 125

that the AMI new 200-play phonograph has been introduced and is being exceedingly well received by operators in this territory, according to Lew Ruben and Sid Levin, who have been in charge during the boss' absence.

A showing of the new Wurlitzer 200 is planned by Sandler Distributing Company for Sunday (24) in Clarence Parker Hotel, Minot, N. D. Irving Sandler will be in charge. Shows were conducted last week in the Quad Cities of Davenport, Rock Island, Moline and East

100 BINGO MACHINES AT \$60.00 EACH

Fresh from route—Shipped A-1. Less than ten lot, \$10.00 higher. All Bally Dingos, from Spotlites to Beach Clubs. Write for list. 1/3 Deposit With Order

MIDWEST COIN MACHINE CORPORATION

777 University Avenue (CA 6-3411) St. Paul, Minn.

YOU CAN CALL YOUR OWN DEAL ON POOL GAMES IF YOU CALL BILOTTA NOW!

Immediate Delivery on: Gottlieb's Williams United TOREADOR • PICCADILLY • REGULATION-SELECT BOWLERS



SEEBURG 100 WALLBOXES only \$70

Bilotta Distributing Company

224 N. MAIN ST., NEWARK, N. Y. | 1226 BROADWAY, ALBANY, N. Y. JACK SHAWCROSS PHONE 598 | PHONE 625041 BOB CATLIN

MECHANIC-FOREMAN

We must expand our entire music service facilities to handle the increased volume of sales of new AMI phonographs and trade-ins. We need a working Foreman who has enough experience and a thorough knowledge of juke boxes; who understands and can take charge of checking, installing and servicing new phonographs; who is capable of turning out reconditioned phonographs equal to the best in the industry. This is a real opportunity with excellent salary and fine working conditions for a man who can take full charge and responsibility for this busy department.

GENERAL MUSIC SALES CO., INC.

245 W. Biddle St., Baltimore 1, Md. Phone—YErnon 7-4119

KANSAS DISTRIBUTOR-WURLITZER

WURLITZER 1700—CONVERTED TO DUAL TITLE STRIPS ... \$550.00	WURLITZER 1100 \$ 65.00
WURLITZER 1800 725.00	WURLITZER 1400 195.00
WURLITZER 1650-45 RPM	AMI D-40—45 RPM 195.00
HI-FI 325.00	AMI MODEL B
	45 RPM 165.00

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111 HO 4-3504

LIEBERMAN SPECIALS

Gottlieb Scoreboard, F. S. \$345.00	Jr. Pool Tables \$ 99.50
C. C. Hooligan 149.50	Sr. Pool Tables 125.00
C. C. Auto. Pool 129.50	Bally Booster Pool Write
	Wms. Royal Crown 125.00

Will TRADE BOWLERS for Pool Tables

Write for our list of equipment of all types

LIEBERMAN MUSIC COMPANY

257 Plymouth Ave., North, Minneapolis, Minnesota Phone: FEderal 9-0031

PHONOGRAPH PLASTICS

STRONG AND DURABLE—EASY TO INSTALL

A. M. I.	SEEBURG	WURLITZER
MODEL A Top, l. or r. ... \$ 9.95	Model 100C — Highly polished chrome tubes (replaces glass tubes). Set of 12 \$14.95	MODEL 1300 Center Dome ... \$14.50
Centers, l. or r. ... 15.45	Model 144-147-148 Domes 18.95	MODEL 1511 Top Center, l. or r. 7.50 Lower Sides, ea. ... 5.50
Bottoms, l. or r. ... 11.95	Model C—Chrome Pillasters, pr. 17.50	Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored ... \$7.75
B Domes 17.95	WURLITZER	Also available to fit Models 950, 930, 750, 790, 600, 590.
Centers, l. or r. ... 8.95	MODEL 1350 Center Dome ... \$18.95	TERMS: 1/3 deposit, balance C.O.D. or S.O. Satisfaction guaranteed. All prices F.O.B., Chicago.
Bottoms, l. or r. ... 8.95	Model 1400 Center Dome ... 13.45	
C Centers 8.95	Dome Ends, ea. ... 6.10	
Bottoms, l. or r. ... 8.95	MODEL 1400 Center Dome ... 13.45	
E-65-60-125 metal grills for lower part of machine—eliminates cleaning plastic levers, 2 to set 10.00	Dome Ends, ea. ... 10.30	
	Bottom Sides, set of 2 14.30	

MIDSTATE COMPANY 2369 Milwaukee Avenue, Chicago 47, Illinois Tel: DiCkens 2-3444

Moline and in Waterloo, Ia., by Sandler, with operators in those areas expressing considerable enthusiasm over the new models, he said.

Matt Engel, Mayflower Distributing Company, St. Paul, reports business there is holding up in fair shape, with pool games still getting attention from operators. . . . At LaBeau Novelty Sales Company in St. Paul where Archie LaBeau is in charge, they're waiting introduction of the new Rock-Ola 200-play music machine. Business otherwise has been moving along in fair manner, it's reported.

Sid Levin is looking for a book on "How to Go Fishing—and Catch Fish." He was in a party which also included Sol Nash on a fishing trip to Basswood Lake, near Ely, Minn. Everyone caught the limit—that is everyone except Levin, who had to settle for only two. Nash said that if Levin can't find the book he'll write one for the Lieberman Music maestro. . . . Nash, incidentally, reports that Coffee Vending Company, which he recently took over, is doing very well and that "there is quite a future in the coffee business." He operates in excess of 100 units.

Lawrence Heinan, of St. Cloud, Minn., recently bought out the coin machine route of Albert Spors, also of St. Cloud. . . . Jerry Harris, of the Omaha office of Lieberman Music Company, was in Minneapolis last week. . . . Solly Rose, Sandler Distributing Company, made a business jaunt thru Southern Minnesota and reported business good. . . . Joe Reali, Cornell, Wis., came to this market to buy Music. . . . Kelly Diedrich, of Chaska, Minn., stopped in for bowlers. . . . Shoppers included Al Eggermunt, of Marshall, Minn., and Morris Berger, of Northwest Sales Company, Duluth. . . . Art Skram came up from Mason City, Ia., to see the new Wurlitzer 200-play machine. . . . Joe Tatzke, of Fairmount, Minn., bought new music for his route.



ROSE

Vera Foster and Irv Gorsen, Acme Music Company, said top tunes in the juke boxes this week in the area are Gene Vincent's "Be Bop a Lula" on Capitol, Doris Day's "Whatever Will Be, Will Be" on Columbia; the Diamonds, "Love, Love, Love" on Mercury, and Chordettes "Love Never Changes" on Cadence.

Los Angeles

By SAM ABBOTT

OPERATOR IS FATHER AGAIN. . . . Loren Farmer, who operates with his father-in-law, E. Fred Ross, in Pasadena, is passing out cigars upon the arrival of a daughter, the Farmers' second child. . . . Ben Chemers, who recently resigned as local representative of the Music Merchants' Association, and family left Los Angeles Wednesday (20) for Chicago, where they will vacation. They will return about July 9 with Chemers cleaning up the loose ends at the association office before July 15, when his resignation becomes effective.

Minthorne Music Company is sponsoring a Seeburg service school under the direction of Nick and Vini Lanzisero, service managers of the firm. . . . Work is progressing on the new building for the California Music one-stop store at the corner of West Pico and Harvard. Both Sam Ricklin and Gabe Orland, of the firm, are watching the progress. . . . Charles A. Robinson, of the company by the same name, is taking a few days off. While C. A. is away, Dave Wallach, salesman, is staying in town, returning here from Arizona. . . . Al Bettelman, C. A. Robinson Company, became a father-in-law for the first time Sunday (24) when his daughter, Sylvia, was married.

William Suter, Manila coin machine operator and distributor, is remaining in Europe for a longer stay and deferred his arrival here until sometime in July. Joseph Duarte, of the Badger Sales Company, reports. . . . Jack Leonard, of the Badger Sales parts department, may have to forego his vacation to visit his father on the Royal American Shows to break in a new man in his department. Jim Lynn, who was with the firm for 18 months, resigned. . . . Harry Burdman, service man, and Eddie Gunsteens, phonograph technician, at the Badger Sales Company shops, are back from vacations. . . . Fred Gaunt, also of Badger Sales and in the coin machine sales section, reports that a supply of the Genco Marklite pool table tops has just arrived. . . . Sid S. Snyder, popular San Bernardino operator, was in the city Tuesday (19) buying premium merchandise.

Wayne Copeland, Sierra Distributors, Wurlitzer distributors, has just completed a remodeling project to create new offices for salesmen. One of the offices finished is for Ed Wisler, who joined the firm after several years with Minthorne Music. . . . Paul A. Laymon, Inc., has also undergone remodeling of the show room to get added space for displaying the 200-tune Rock-Ola phonograph, which is due to be shown in September. Also at Laymon's, Noel (Red) Creswell is on vacation. Charlie Daniels, Jimmy Wilkins and Bill Fritz enjoyed a fishing trip to Lake Sherwood. And the West Los Angeles Garden Club included the gardens of Lucille and Paul Laymon on their tour schedule last week. . . . Nick Beaver, Lancaster, in for supplies. . . . George Van Drake, kiddie ride operator, on Coin Row for San Bernardino. . . . Jack Neel made his regular semi-monthly trip to Los Angeles for phonograph supplies. . . . Don Peters, Laymon company, is heading for the fishing spots on the Columbia River, noted for salmon.

Detroit

By HAL REVES

KWIK-KAFE IN NEW QUARTERS. Kwik-Kafe, Inc., has moved to new quarters just inside the Detroit city limits. The firm will use its old building for warehousing. George B. Thompson, general manager, proudly showing off his new spotless sanitation room. . . . Sue Corrigan, office secretary of United Vendors' Association, vacationed in her home town, Fort Worth. . . . Ike Knight, Pontiac Cigarette Service, in California. . . . Roy Small, conciliator of United Music Operators, vacationed in Florida.

Thomas Litinas, former restaurant operator, and Wilmer Gunther, have teamed up as the Hi-Note Music Enterprises to establish a small juke box route. Litinas, who is active manager, says they plan a careful study of the business before making any major expansion.

C. E. Howes Joins Charles Vending; Schrembeck to V-P

CLEVELAND — Appointment of Charles E. Howes, Washington, to the administrative staff of the Charles Vending Corporation here was announced by Charles H. Clueck, president.

Other personnel changes include the appointment of Carl P. Schrembeck, general manager, to vice-president, and Marvin M. Ross from manager of purchases and special accounts to operations manager. Robert I. Bruder takes over Ross' former position.

Prior to joining the Cleveland firm, one of the largest operating companies in Ohio, Howes was a special FBI agent for seven years. He is also a member of the bar in Washington.

NEW YORK — Frederick W. Blackburn has joined Lily-Tulip Cup Corporation as director of selling operations. Fen K. Doscher, vice-president in charge of marketing, announced.

WANTED BINGO MECHANIC

Write The Billboard BOX 853 Chicago, Ill.

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA

422 Wilson St., Santa Rosa CALIFORNIA

Phone Paul Speer Santa Rosa 1498 or write for prices

NOTICE

If you are interested in Bally BROADWAYS, BEACH BEAUTIES, MIAMI BEACHES, BIG TIMES, AND GAY TIMES, call, write or wire

NEW ORLEANS NOVELTY CO.

115 MAGAZINE STREET NEW ORLEANS, LOUISIANA Tel: CAnal 5306

COME 'N' GET 'EM!

3 and 4 SIDED POOL GAMES

NEW!

In Original Carton DARN CHEAP!

UNITED VENUS . . . \$140 COMET . . . 125

REX

COIN MACHINE DISTRIBUTING CORP. 821 So. Salina St. Syracuse 3, N.Y. Phone: 2-8255

**WANTED FOR CASH
Guns—Arcade Games**

Including Bear Guns and Cenco 2-Player Basketball. Give price and condition of game in first letter.
ECONOMY SUPPLY CO.
379 Tenth Avenue New York City

How Kelly, Rotation Is Played

Continued from page 124

the same as bumper pool, except that players must sink balls in consecutive order to win the game. Cue ball is used at the option of the players, and if used, players must break from one end of the table. If cue ball is not used, follow the same procedure for breaking at both ends of the table as in the regular bumper game.

REGULAR ROTATION — The game is played with two or more players. Odd-numbered balls are placed at the opposite end of the break side of table, in the following order: No. 1 ball on the spot in front of hole. Nos. 3 and 5 balls on either side of No. 1, and Nos. 7 and 9 on the spots near the rails. Even-numbered balls are placed on break side of table as follows: No. 2 in front of hole, 4 and 6 on spots on either side of 2, and 8 and 10 on the spots near the rails.

To Break—Place cue ball on line of spots (even side of table and commence to sink No. 1, 2, etc., in rotation until all balls are sunk or player misses or fouls. It is then next player's turn.

A foul is committed when player illegally sinks a ball out of rotation. He thereby loses his turn and loses the points of balls he has sunk for that turn.

Fouls, Scratches — Jump shots and seated cue balls in hole will

conform to regulation rules of rotation pool. When a ball has to be re-spotted, replace ball on spot in front of hole. Resume play, placing cue ball on opposite side of table, along spot lines.

To Win—Player or partners who sink 28 points first win the game. The total number of points is 55, corresponding to the numbers of the balls added together.

On a 3-Hole Playfield — The game is played in the same manner, and the center hole is used as a bonus, doubling the score of the ball sunk if the shot is made in a legal manner. If foul is committed, player loses double the score of the ball played for.

KELLY POOL — The game is played as a rotation game with two or more players. A bottle and tally ball set are used. Tally balls, or "peas," are numbered from 1 to 10. Players may toss a coin, lag or draw a "pea" for their respective playing positions.

To Start Game—Player shakes bottle containing "peas." Each player draws a "pea" which will then correspond to the numbered ball he must sink. Players should keep their number a secret and give their "pea" up only after they are "killed" or "dead," or the game is won.

To Win—The player who sinks his number ball first is winner. Winner receives 50 points from each player. If player sinks a ball that belongs to another player during progress of game, he receives 25 points from that player. A player whose ball is sunk cannot win the game and is known as "killed" or "dead." A "killed" player tries to prevent other players from winning by sinking their numbered balls and thereby receiving 25 points from each player he "kills."

In the event all players are "dead," the game is over. The score is then doubled by the winner of the next game or games.

If a player sinks another player's number ball illegally, he is "dead," and should reimburse, in points, the player whose ball is sunk as a penalty for the foul. Both players are "killed" and are unable to win that game, but can continue to play if "live" balls are on the table.

On a 3-Hole Playfield—The center hole can be declared a "joker" or "bonus" hole by doubling the score of a player on a "kill" or of the winner, if he sinks his ball, in a legal shot in the center hole.

Memphis Group

Continued from page 120

gate cases and expend funds at its own discretion.

Additional Funds Sought

The 24 members present aired several proposals to raise additional funds for the campaign. The first came from Canale, who suggested that operators sponsor a raffle twice a year with all proceeds to be turned over to the campaign. Canale said the money collected could be distributed between organizations such as the Memphis Boys Town, St. Peter's Orphanage, the Boy Scouts, the Heart Fund and other charitable groups.

Clarence Camp, head of Southern Amusement Company, and Johnny Novarese, Popular Tunes Record Shop, thought the association should direct its efforts primarily to indigent children. They suggested the association set up a fund to supply crutches and wheel chairs to tots whose family's could not afford them.

The final decision on how the funds will be distributed will be decided after the committee has had a chance to talk to the various organizations it will be working with.

**ATTENTION! ATTENTION!
Clean, Ready, Hurry!**

- PALOMINO HORSE \$244.50
- FLYING SAUCER 229.50
- SEE SAW 214.50
- DECO SPACE RANGER 239.50
- WM'S MAJOR LEAGUE BASEBALL 139.50
- KEENEY CHALLENGE DELUXE ALLEY 324.50
- SEEBURG MODEL R 799.50
- WURLITZER 1550 219.50
- WURLITZER 1800 724.50
- SEEB. 100 SEL. WALL BOXES CHR. 64.50
- SEEB. MODEL B 424.50
- WURL. 1700 539.50
- WURL. 1900 Write
- WURL. 1400 194.50
- WURL. 1100 119.50
- Rock-Ola Fireball & Comets Write American Shuffleboard Bank Shot 75.00
- National Shuffleboard, 22 ft. with scoring unit 150.00

Send for complete bargain list. Nothing shipped without deposit.
ODCO, Inc.
1100 62 Broadway, Albany 4, N. Y.
Telephone 5-0728

POOL GAMES

Largest and Most Diversified Stock in The Country . . . **99^{.50} up**
We Specialize in Conversions

TOPS from \$35.00
Write, Wire, Phone

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

PURVEYOR SPECIALS

POOL GAMES

- Keeneey Fascination \$128.00
- Chi Coin Crown Pool (Hinged Top) 125.00
- Valley Bumper Pool 125.00
- Keeneey Fascination (Hinged Top) 125.00
- Exhibit Skill Pool 120.00

SUPPLIES

- Cue Sticks, Ea. 2.50
- Chalk, Gr. 3.50
- 10-Minute Cement, Tube 30
- Cue Clamps, Ea. 35
- Plastic Cups, red or white, Ea. 30
- Coin Chutes, Ea. 18.00
- Playfield Cloth 9.50
- Set of 10 2 1/4" Pool Balls 12.00
- Set of 8 Pucks 12.00
- Shuffle Game Wax 3.50

BINGOS

- Night Club .. Write
- Broadway .. \$445.00
- Beach Beauty 395.00
- Miami Beach 295.00
- Big Time 250.00
- Gay Time ... 240.00
- Variety 140.00
- Pixies 295.00

- ★ ★ ★ ★ ★ **POOL TABLES**
- ★ **\$90 end up**
- ★ **Phonographs**
- ★ Wurlitzer 1700 ... \$495.00
- ★ Seeburg 100R ... 795.00

PURVEYOR
DISTRIBUTING CO.



4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

**CLOSING OUT . . .
BRAND NEW POOL GAMES
—VARIOUS TYPES AT BELOW COST!**

LIMITED QUANTITIES USED

- JR. POOL TABLES \$100
- SR. POOL TABLES 125

**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky.
735 S. Brook St., Louisville 3, Ky.

1000 Broadway, Cincinnati, Ohio
129 W. North St., Indianapolis, Ind.

ATLAS . . . More MUSIC for the Money!

- A.M.I. MODEL A \$ 95
- A.M.I. MODEL C 150
- WURLITZER 1250 175
- WURLITZER 1100 125
- WURLITZER 1500 275
- ROCK-OLA FIREBALL (120) 275
- ROCK-OLA 1432 (50 Sel.) 175

RECONDITIONED — REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.
ATLAS MUSIC COMPANY
A Quarter Century of Service
2120 N. WESTERN AVE., CHICAGO 47, ILL. U. S. A. ARmitage 6-3003

**NOW DELIVERING
2 Great Money Makers
Rock-Ola Model 1454**

120 Selections
Finest In The Nation

Bally PARADE

Newest and Best
In-Line Game

**CLOSING OUT
at \$150**

First Come—First Served
RUSH YOUR ORDER — 1/3 Dep., Bal. C. O. D.

**Bally BOOSTER POOL
Bally MAGIC POOL**

Most In Original Cartons
RUSH YOUR ORDER — 1/3 Dep., Bal. C. O. D.

INTERNATIONAL SCOTT CROSSE COMPANY
SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Branch: 819-221 Lockwood Ave., Scranton, Pa.

**No Reasonable
Offer Refused**
WE HAVE A LARGE VARIETY OF
Shuffle Alleys

- AS FOLLOWS: Yankee Clippers * Eastern Leagues *
Fire Balls * Mercurys * Lightnings * Yankees *
Mars * Triple Strike * Mystics * Venus *
Comets * Shuffle Pools *

- Bikinis * 11th Frames * Rockets
- * Capitols * Clippers *
- Blue Ribbons * Speedy

. . . AND MANY OTHERS!

ALL EQUIPMENT IN GOOD WORKING CONDITION

George Power Company
123 West Runyon St. Newark 5, N.J.
Blgelow 3-7422

Special consideration to quantity buyers.

Write for complete information.

Double your Profits with Double - U - Sales

**ATTENTION!
ARCADE MEN**

If you've been looking for any of the old time CLUNKERS, Table, Stand or Floor Models, we probably have them.

CONTACT US NOW FOR YOUR NEEDS!

FOR IMMEDIATE CLEARANCE!

Bert Lane's NEW ELECTRIC SCORING DART GAME

- DEAD ZERO \$295
- UNITED DERBY ROLL \$295
- UNITED STARLETS \$275

Double - U - Sales Corp.

1101 CATHEDRAL STREET Baltimore 1, Md.
Telephone: SARatoga 7-4770

PHONE • WRITE • WIRE

PHONE • WRITE • WIRE

ATTENTION!

BUMPER POOL GAME OPERATORS

Rotation Pool Balls Taking Country by Storm
Don't wait for your locations to ask for Rotation Pool Ball Sets

ORDER NOW!

And Watch Your Profits Soar

ROTATION 10-BALL SETS, 2 1/8" (Numbered 1 to 10 Incl.), Per Set \$18.50
(RULES & INSTRUCTIONS INCLUDED WITH EACH SET)

CUE BALLS, 2 1/4". Each 2.50

KELLY POOL BOTTLES. Each 1.50

TALLY BALLS (Peas), Numbered 1 to 10. Per set65

FREE

Only Marvel supplies Rules & Instructions for Rotation Pool and valuable information for Operators with your purchase. FREE.

For Top Quality Bumper Pool Supplies—Every Item You Need
... Write for Our Complete Price List

Pick up your phone—for fast service, ask for Charlie

MARVEL BILLIARD SUPPLY COMPANY

1604-06 W. Lake Street, Chicago 12, Illinois. Phone: MOncroe 6-8855

See EXHIBIT'S

GENUINE

SLATE POOL

Featuring a Play Field of Solid 1 1/16 inch High Grade Slate

On display at your distributors! Call him today!

THE EXHIBIT SUPPLY CO.

Established 1901

4218 W. Lake St. • Chicago 24, Illinois • Phone: VA 6-3100

CIAA License Move Okayed

Continued from page 124

understanding of our problems and expressed a definite feeling that there are grievances in the present licensing system that should be corrected."

Raynor tempered his words of optimism with the hard facts that the city will co-operate only if operators co-operate in turn, by buying licenses for their machines and abiding by the licensing laws. He said the CIAA organization is providing a stepping-stone to better relations between operators and city government.

Current troubles stem from the present licensing system which calls for a \$25 city sticker to be purchased annually and exhibited on each game on location. Along with the sticker is an ID card, identifying the operator and the equipment.

Propose Solutions

Operators at the meet expressed the view that the ID card was sufficient, and could take the place of the stickers. In this way licenses could easily be pro-rated at \$12.50 per six months, and could be transferred, possibly with an added fee of \$1 per switch.

Another possible solution advanced was a "master license" which would permit the operator to place all or a large part of his equipment for a flat annual fee, plus a nominal fee per machine. This, it was pointed out, would tend to discourage the "good-times" operators who wander in and out of the business for short-term periods, and would thus ease location complications.

Since the city demands that machine serial numbers be posted on licenses, such a change was seen as difficult to effect, however.

"Bagatelle Ordinance"

Still another problem confronting the operators is the city's dated "Bagatelle Ordinance." It prohibits "games played with any number of balls or spheres upon a table or board having holes, pockets or cups into which such balls or spheres may drop, or become lodged and having arches, pins or springs to control, defect or impede the direction or speed of the balls or spheres put in motion by the player."

This city code is currently interpreted to include baseball games and other Arcade-type pieces which customarily meet with little or no legal blocks in other cities.

Raynor is undertaking the draft of an amendment to the present

licensing ordinance, which, following the mutual agreement of Chicago operators, he will present to the City Council. (The Billboard, June 23.) The draft is expected to be presented to the city in the near future.

CIAA plans to work together with Recorded Music Service Association, juke box operator group here, to effect a mutually desired change in the license laws.

Unitel's New Game

Continued from page 124

double, triple scores, as the game progresses thru 10 frames. Strikes and spares count 30-20 in the first four frames, 60-40 in the next three frames and 90-60 in the final frames. Extra shots are provided for making strikes and spares in the 10th frame.

"Pool Alley" has the popular 10 pick-up feature, with the player able to "clean up" these pins on any shot by hitting the proper switches.

EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

BOWLERS

CC SCORE-A-LINE	\$425.00
CC BONUS SCORE	225.00
CC TRIPLE STRIKE	275.00
CC FIREBALL	225.00
CC FLASH	175.00
CC FEATURE FRAME	150.00
CC SUPER FRAME	125.00
CC CRISS CROSS BOWLER	110.00
CC ADVANCE	100.00
CC KING BOWLER	95.00
CC CRISS CROSS TARGET	150.00
UN CAPITOL	275.00
UN CLIPPER	255.00
UN LIGHTNING	225.00
UN LEADER	125.00
UN LEAGUE	110.00
UN CHIEF	125.00
UN ROYAL	95.00

UN OLYMPIC	\$ 75.00
UN CASCADE	48.00
BALLY BLUE RIBBON	325.00

MUSIC

AMI F-120	\$450.00
AMI D-80	225.00
AMI D-40	225.00
SEEBURG M100A	245.00
WURLITZER 1500A, 4SRPM	295.00
WURLITZER 1500, 4SRPM	225.00
WURLITZER 1450, 4SRPM	225.00
WURLITZER 1250	150.00
WURLITZER 1100	99.50

NEW EQUIPMENT

CHI COIN TWIN HOCKEY	
CHI COIN STEAM SHOVEL	
GENCO HI FLY	

Write us for SPECIAL PRICES. Regular Pool—King Size—Advance Pool—Baseball Pool—Clover Pools—Skill Score.
1/2 deposit with order, balance C.O.D. or sight draft

MONROE

COIN MACHINE EXCHANGE INC.

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

REDD-HOT CLOSEOUTS!

All Machines—GUARANTEED!

BALLY NIGHT CLUB—New

ROYAL CIGARETTE MACHINES
—New

EXHIBIT SPANISH POOL—New

DISTRIBUTORS: Snap up these terrific bargains

7 RIO	\$ 35	SEEBURG 100-R	\$725
BALLY		SEEBURG 100-C	550
CROSSWORD	395	HOOLIGAN POOL	145
6 TAHITI	35		

WRITE FOR NEW KIDDIE RIDE LIST!

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN



All Equipment Clean and Ready for Location

JUKE BOXES

Seeburg HF100R	\$790.00
Seeburg HF100G	490.00
Seeburg 100W	475.00
Seeburg 100C	525.00
Seeburg 100BL	445.00
Seeburg 100B	435.00
Wurlitzer 1500	225.00
AMI-A-40	95.00
AMI-B-40	125.00
AMI-C-40	135.00
AMI-D-40	230.00
AMI-D-80	375.00
AMI-E-80	435.00
AMI-E-120	440.00

BINGO GAMES

Bally Broadway	\$420.00
Bally Miami Beach	295.00
United Manhattan	195.00
Bally Hi-Fi	95.00
Bally Gayety	155.00
United Pixie	295.00
Bally Palm Springs	125.00
United Havana	95.00

ARCADE

Genco Rifle Gallery	\$168.50
Seeburg Coon Hunt Gun	98.50
Williams World Series	89.50
Williams Deluxe Baseball	115.00
Chi Coin Super Home Run	198.50
United Bonus Gun	195.00

FIVE BALL GAMES

Gottlieb Tournament	\$245.00
Gottlieb Jubilee	295.00
Gottlieb Score Board	345.00
Gottlieb Marathon	295.00
Williams Daxler "21"	85.00
Gottlieb Disk Jockey	69.50
Williams Four Corners	69.50
Williams Lazy Q	97.00
Gottlieb Lovely Lucy	125.00
Gottlieb Jockey Club	159.50
Gottlieb Poker Face	155.00
Williams Gun Club	95.00

WALL BOXES

Seeburg 3W1 Wall-O-Matic, with chrome case	\$58.50
Seeburg 3W1 Wall-O-Matics, with hammerloid cases	48.50
Wurlitzer 3020 Wall Boxes	7.50

POOL TABLES

Gottlieb Lite Up Bumpers & convertible to 3 or 2 holes.
\$118.00 each

MITCH GOLISH MUSIC COMPANY

424-26 SOUTH GRANGER STREET, HARRISBURG, ILL. PHONE—700
SOUTHERN ILLINOIS' LARGEST OPERATORS OF COIN OPERATED MACHINES

IT'S MIKE MUNVES CORP.

FOR ALL YOUR ARCADE NEEDS

Air Hockey & Air Football, new, \$295.00
Grandmother, Mystic Swami, floor samples \$95.00

Genco Quarterback, Football... \$225.00
Genco Quarterback, fl. sample, cannot be distinguished from new 375.00
Genco Quarterback, new Write

Games Rebuilt the Munves Way
Look and Work Like New

Sidewalk Engineer, floor sample, with new tractor	\$195.00
Sidewalk Engineer, new	Write
Genco Champion Baseball	\$250.00
Evans Bat-A-Score Baseball	100.00
Bally Big Inning Baseball	100.00
Scientific Pitch 'Em and Bat 'Em	125.00
Exhibit Jet Gun	125.00
Exhibit Gun Patrol	110.00
Exhibit Six Shooter	110.00
Exhibit Silver Bullets	125.00
Exhibit Space Gun	125.00
Exhibit Shooting Gallery	175.00
Williams Jet Fighter	175.00
Mutoscope Drivemobile	150.00
Mutoscope Voice-Recorder	Write
Set Shot Basketball	250.00
Chicago Coin Champion Basketball	155.00
Chicago Coin Midget Skee Ball	145.00
Chicago Coin Goals	95.00
Exhibit Foot Ease	95.00
Telequiz	100.00
Card Vendors, floor models	\$25-\$35-\$45

FREE 1956 Catalog—325 Illustrations

MIKE MUNVES
577 Tenth Ave. 1st 42nd St.
New York 36, N.Y. BRyant 9-6677
44 YEARS SERVICE • EST. 1912

SAVE MORE MONEY—
MAKE MORE MONEY
Subscribe to The Billboard TODAY!

NATIONAL VALUES!

N. ILLINOIS & IOWA OPERATORS!

Gottlieb's New 2-Player

TOREADOR

WILL HELP YOU
MAKE A BIG KILLING!

ORDER NOW—
IMMEDIATE DELIVERY!

LATE BINGOS

MIAMI BEACH	\$300
BROADWAY	425
GAYTIME	275
GAYETY	165

RECONDITIONED

BOWLERS

DELUXE CAPITOL	\$295
DELUXE CLIPPER	275
ACE	150
CHIEF	140
LEAGUE	140
IMPERIAL	125
CLASSIC	75

75 TELEQUIZ

with Film

A-1 Operating Condition!

IMMEDIATE DELIVERY!

\$95 EACH

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers... AND IT'S AN AUDITED PAID CIRCULATION.

ARCADE EQUIPMENT BUYS! Completely Refinished Throughout!

BAT & BALL JR. (1c Play)	\$ 35.00	WESTERN BASEBALL	\$ 85.00
CHICAGO COIN HOCKEY	65.00	TEXAS LEAGUER (5c Play)	50.00
CHICAGO COIN GOALEE	65.00	SEEBURG COON HUNT GUN	125.00
HOTEL SKY FIGHTER	125.00	GENCO 2-PL. BASKETBALL	149.00
BALLY UNDERSEA RAIDER	125.00	EVANS TEN STRIKE	75.00
KEENEY AIR RAIDER	110.00	TELEQUIZ WITH FILM	85.00

COMPLETELY NEW DOMES FOR "POP CORN SEZ" VENDORS
Complete with Lock, \$32.50 EA. Lots of 5 or More, Ea. \$77.50

ZODIAC VENDOR The Year Round Money Maker! **\$395**
Complete With 1,200 Films.

CHARLEY PIERI

Get Our List, New-Used Games, All Types
Lincoln 9-3996-7

Monarch Coin Machine, Inc. 2257 N. Lincoln, Chicago 14, Ill.

Strange Customs

Continued from page 120

tions and the shipping of equipment. He was one of the first businessmen to bring U. S. machines into Morocco and his territory, which ranges far into the desert and into natives quarters can be dangerous.

But Cannel gets around in an American station wagon and finds little trouble with the natives since he speaks Arabic, French and Greek as well as English, which pretty well covers any emergency. He had a good start linguistically since his mother was Syrian and his father Greek.

Together with the dollar shortage for importing, the dearth of used juke boxes and games is a tough problem to lick, but Cannel manages to keep his customers happy by making frequent trips to Europe to pick up music and games. He only wishes he could get more directly from the U. S. for he says the servicemen at the U. S. air bases have put U. S. phonographs and games in high demand.

Owners of cafes and bars in his territory make business for the operator a difficult task, since they don't like to work much and usually lease the locations for periods of from eight month to a year.

These conditions make it tough on the operator, for when the lease changes, some times he doesn't want the music or games. This, however, isn't Cannel's problem. He has plenty of his own. He has been on the move for a number of years now, having been an operator in Honolulu before going to Casablanca.

But while he enjoys the unexpectedness of the life abroad, Cannel would hardly advise U. S. coin industry men to try their luck there unless they have a thorough knowledge of all facets of the export and import business as well as a facility with several languages.

DISTRIBUTORS—ROCK-OLA, BALLY, GENCO

Exhibit Dale Gun	\$ 35.00	Exhibit Six Shooter	\$ 75.00
Infl. Telescope Drop Kick Football	150.00	United Carnival Deluxe	175.00
Exhibit 500-Shooting Gallery	250.00	Mule, Punching Bag	150.00
Chl. Coin Home Run, 6 Player	135.00	Zodi-Horoscope	650.00
Pitch 'm & Bat 'm	150.00	Park Model Skee Ball	250.00

WALBOX DISTRIBUTING CO.

3909 MAIN STREET DALLAS 26 TEXAS Victor 1671

NOW IN PRODUCTION and ON DISPLAY AT YOUR

Williams DISTRIBUTORI

Williams PICCADILLY
2-Player
5-Ball

Williams CRANE
The Greatest
Novelty Game
Ever Built!

Williams DE LUXE 4-BAGGER
BASEBALL
GAME

Williams KLIK BILLIARDS
Entirely Different
Concept of a Pool Table

Williams "Magic Top" BANK POOL
Guaranteed
No-Warp Playfield

Williams STAR POOL
Scoring in the
End Rails

Williams 2-Way Deluxe BANK POOL

Williams Imperial Pool
Larger Balls
Giant Bumpers

Williams 2-Way Special Deluxe BANK POOL

WILLIAMS MANUFACTURING CO.

4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

BINGOS		BOWLERS	
Un. Start	\$499.00	Un. Deluxe Super Bonus Bowlers Write	
Un. Pick	428.00	Un. Deluxe Top Notch Bowlers (New)	Write
Un. Triple Play	295.00	Un. Venus Target	\$395.00
Un. Manhattan	375.00	Un. Deluxe 3th Inning	\$48.00
Un. Nevada	125.00	Un. Deluxe Comet Shuffle	
Un. Hawaii	125.00	Target	195.00
Un. Mexico	125.00	Un. Team Shuffle Alley	150.00
Un. Redox	125.00	Un. Star Regulation Shuffle Alley	125.00
Un. Tahiti	95.00	Ba. Jet Bowler	195.00
Un. Cabana	95.00	Ba. Victory Bowler	175.00
Un. Leader	95.00	C.C. Star Lite Bowler	175.00
Un. Rio	90.00		
Un. Tropics	79.00	ARCADE EQUIPMENT	
Ba. Miami Beach	225.00	K. O. Champ	\$150.00
Ba. Big Time	245.00	Un. Deluxe Carnival Gun	275.00
Ba. Gay Time	225.00	Un. Deluxe Jungle Gun	225.00
Ba. Palm Springs	175.00	Un. Deluxe Derby Roll	195.00
Ba. Surf Club	135.00	See. Coon Hunt	125.00
Ba. Dude Ranch	115.00	See. Bear Gun	95.00
Ba. Hi-Fi	115.00	Ex. Space Gun	95.00
Ba. Beach Club	85.00	Ex. Gun Patrol	95.00
Ba. Yacht Club	75.00	Ex. Dale Gun	50.00
Ba. Coney Island	50.00	Photo-Matic	175.00
Ba. Palm Beach	50.00	Mu. Drive Mobile	125.00
Ba. Spotlight	35.00	Mu. Ace Bomber	95.00
		Sl. Batting Practice	95.00
		Regal Score Board	75.00
		Ba. Heavy Hitter w/stand	35.00
FIVE BALL GAMES		CIGARETTE MACHINES	
Wms. Jelly Jokers	\$150.00	Newe Clg. Machine (8 col.)	\$140.00
Wms. Times Square	75.00	Fesco Cigarette Machine	95.00
Wms. Hayburner	50.00		
Un. Steeple Chase	95.00	MUSIC	
Un. Golden Nugget	60.00	1432 Rock-Ola Comet Phono.	\$550.00
Un. "400" Machines	50.00	1436 Rock-Ola Phonograph (78)	195.00

We Are Now Delivering United's New South Seas, Star Slugger and All Current Models of United, Exhibit and Williams Games.

One-Third Deposit With Orders

DAN STEWART COMPANY

140 East 2nd South Street Phone: DAVIS 2-2672 Salt Lake City, Utah

BINGO SPECIALS!

MIAMI BEACH	\$360.00	DUDE RANCH	\$85.00
BIG TIME	290.00	PALM SPRINGS	85.00
GAY TIME	275.00	BEACH CLUB	75.00
VARIETY	175.00	FROLICS	75.00
GAYETY	175.00	YACHT CLUB	70.00
ICE FROLICS	100.00	PALM BEACH	60.00
SURF CLUB	100.00	ATLANTIC CITY	60.00
HI-FI	100.00		

All equipment very clean and ready for location
Immediate delivery

1/3 DEPOSIT

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

ATTENTION, OPERATORS

Virginia, West Virginia (Central and South)
and Tennessee (Eastern)

CALL US FOR THE BEST DEAL ON ALL TYPES OF POOL GAMES. NOW DELIVERING WILLIAMS PICCADILLY, WILLIAMS CRANE, WILLIAMS DELUXE FOUR BAGGER, GENCO HI-FI (TWO PLAYER BASEBALL), KEENEY BIG TENT, BERT LANE FIRE-ENGINE AND STUTZ BEAR-CAT.

FACTORY DISTRIBUTORS FOR
KEENEY, WILLIAMS, GENCO and BERT LANE

ROANOKE VENDING EXCHANGE, INC.

Charleston, W. Va. RICHMOND, VA. Bristol, Va.
625 Ohio Ave. 4920 W. Broad St. 43 Commonwealth
3-0311 4-4909 1344

KIDDIE RIDES

DECO ROCKET SHIPS

Factory Reconditioned
LIKE NEW READY FOR LOCATIONS
\$235.00

Miss America Boats... \$295.00
KING Pony Rides... 295.00
Clown Sea Saws... 235.00
All Factory Reconditioned

FORBES AMUSEMENTS

2106 Forbes St.
Pittsburgh 19, Pa.

Express 1-1613

25 COMPLETELY RECONDITIONED EVANS 'Century' Models! 100 SELECTION—45 RPM



Only \$215.00 Each!
Call ESplanade 7-0787

HERMAN DISTRIBUTING CO.

1505 Coney Island Ave., Bklyn., N.Y.
631 Tenth Ave., N.Y.C.

ALWAYS BEST BUYS ALL WAYS

SHUFFLE ALLEYS

Ace Bowler	\$125.00
Capital	295.00
Clipper	285.00
Chief	118.00
Cascade	59.00
Clover	48.00
Classic	85.00
Deluxe	50.00
Imperial	72.00
Leader	125.00
Olympic	70.00
Rainbow	95.00
Royal	95.00
10th Frame	40.00
4-Pl. Original	30.00
League Bowler	150.00
C.C. 10th Fr. Dbl.	45.00
C.C. 10th Fr. Tr.	75.00
C.C. Hi Speed Triple	95.00
C.C. Fireball	245.00
C.C. Super Frame	125.00
Blue Ribbon	350.00
Victory	145.00

POOL TABLES

10 late used... \$110.00

SLATE TOPS for any standard table, complete with bumpers, \$89.50.

UPRITE & SPECIAL GAMES

Saddle & Turf	\$275.00 (club model)
Hunters (3)	150.00
Circus	225.00
25 JUMPIN JACKS, GOLD NUGGETS, 400S, SILVER CHESTS, \$45.00 each in lots of five or more.	

CIGARETTE MACHINES

LEHIGH 15-COL NEW All-Coin Combina-tions (mechanical)	\$225.00
Mercury, 9 col.	\$145.00
National 930, used	\$ 95.00
National 930	118.00
FX 18 Col.	115.00
Electro 8 Col.	95.00
Keeneey 9 Col. Elec.	125.00
Electro 10 Col.	145.00
All used equipment shipped and refinished with 32c and king size.	

BINGOS

Beach Club	\$ 45.00
Cabana	35.00
Dude Ranch	85.00
Gay Time	225.00
Gazety	125.00
Hi-Fi	95.00
Leader	80.00
Miami Beach	245.00
Manhattan	175.00
Nevada	35.00
Pixie	350.00
Palm Springs	65.00
Palm Beach	65.00
Reo	30.00
Spot Lite	45.00
Stars	45.00
Tropicana	45.00
Yacht Club	65.00
Variety	145.00

RIDES

Lana's Fire Engine	\$495.00
Bally Space Ship	295.00
Ex. Space Patrol	175.00
Sci. T.V. Ride	295.00
Bally Moonride	295.00
Bally Hot Rod	Write

COUNTER GAMES

Kicker & Catcher, new	\$ 42.50
Advance Shockers	24.50
AST Challenger	20.00
Smiley	15.00
Three of a Kind	18.00
Pop Up	15.00
Champ. Basketball	18.00
Ship. Wizard	19.50
Whiz	18.00
White Basketball	18.00
Got. 3-Way	20.00
Grippers	20.00
Marc. Grippers	20.00

5 BALL PIN GAMES

Fairway	\$55.00
Guys and Dolls	45.00
Pin Wheel	95.00
Quartette	39.50
Shindig	95.00
Poker Face	85.00
Happy Days	45.00
Disc Jockey	45.00
Rose Bowl	45.00
Skilpool	75.00
Madison Sq. Garden	35.00
C.O.D.	95.00

MUSIC

Wur. 1250	\$175.00
1400	155.00
1500	185.00
1500-A	285.00
Seaburg 100A	240.00
100C	375.00
Seaburg Sicum	290.00
200	290.00

ARCADE EQUIPMENT

Bally Big Inning	\$ 85.00
Pitch'm & Bat'm	175.00
Wms. Deluxe Baseball	125.00
Wms. World Series	99.50
Lite-a-League	75.00
Evans Bat-a-Score	145.00
Heavy Hitter	35.00
Star Super Slurp	Write
807, new	Write
Coon Hunt	150.00
See. Bear Gun	125.00
Bally Defender	125.00
C.C. Pistol	30.00
Dale Gun	50.00
Ex. Sportland	175.00
Ex. Gun Patrol	95.00
Ex. Six Shooter	95.00
Genco Sky Gunner	95.00
Silver Bullet	125.00
Ex. Jet Gun	125.00
Ex. Shooting Star	185.00
Champion Hockey	125.00
C.C. Hockey	75.00
C.C. Goalee	95.00
C.C. Basketball	195.00
K.O. Plier, F.S.	250.00
Vibrators, F.S.	150.00
Shoe Brush-Up	95.00
Shoe Shine Mach.	150.00
Midjet Movies	125.00
Mut. Card Vendors	80.00
Phil. Toboggan (10)	475.00
Sidewalk Engineer	185.00
Mut. Photomat	350.00
Auto Photo, newest	Write
Balloonmat, new	295.00
Balloonmat, F.S.	245.00
Keeneey Tars Gun	195.00
Zodiac Vender, new	295.00
Mut. Lord's Prayer	295.00
Zero Dart, F.S.	295.00

VENDING MACHINES

Andica Hot Coffee, F.S.	\$375.00
Coca-Cola Cup	150.00
Drink	150.00
Navco Ice Cream (15)	85.00
Craig Ice Cream	85.00
Kleanix, Brand new	20.00
Adv. Sanitary Nap. (25)	15.00
N.W. Jet Capsule, 5c (50)	10.00
Victor's Rocket Capsule (50)	10.00
Victor's Baby Grand, 1c	7.00
50 Mills 5 col. 3c Candy Machines, complete with cabinet base, \$55.00	

WURLITZER DISTRIBUTORS



Cleveland Coin MACHINE EXCHANGE, INC.

2027 PROSPECT AVE., CLEVELAND 13, OHIO
All Phones: Tower 1-4715
Terms: 1/3 deposit with all orders, balance C.O.D.

Exclusive Distributors for
AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

NEW GAMES - - - NOW DELIVERING

GOTTLIEB'S
DERBY DAY
SCOREBOARD
TOREADOR

EXHIBIT
SLATE POOL
SPANISH POOL
STAR POOL

GENCO'S
HY-FLY BASEBALL
MARKLITE POOL

CHICAGO-COIN
TWIN HOCKEY
STEAM HOCKEY
ROTATION POOL

EASTERN ELECTRIC
12 COL. CIG. VENDOR

LEHIGH
MC-12-M CIG. VENDOR
MC-12-E CIG. VENDOR

DU GRENIER
12 COL. CIG. VENDOR
14 COL. CIG. VENDOR

CUE STICKS
15.95 per dozen 15.95
GRADE A-1

LARGE STOCK OF USED MUSIC, PIN GAMES,
ARCADE EQUIPMENT, POOL TABLES, HOSPITAL RADIOS

WRITE, WIRE OR PHONE FOR PRICES
DEAL WITH MICHIGAN'S
LARGEST COIN MACHINE DISTRIBUTORS



Miller-Newmark distributing company
42 Fairbanks, N. W. 5743 Grand River Avenue
Grand Rapids, Michigan Detroit, Michigan
GL 6-6807 TYler 82230 — 82231

Every Conceivable kind of
**EQUIPMENT,
SUPPLIES AND
SERVICES**
Has Been Sold in The Billboard

**WHAT DO YOU
HAVE TO SELL?**

Write BOX 666
2160 Patterson Street,
Cincinnati, Ohio

YOUR AMERICAN RED CROSS IS ALWAYS
THERE AFTER DISASTER STRIKES

**No Decision Yet
On Kilgore Bill**

• Continued from page 16

decision" one way or the other, this week. The Committee's decision on the bill could be to hold hearings, to send it out to the floor without hearings; or to let it lay over until next session. No decision has as yet been made by the O'Mahoney group.

However, rumor in Washington has it that there will not be time for action on the bill this session, particularly "in view of O'Mahoney's promise that no action would be taken until hearings were held," as one legalist put it. At present, O'Mahoney is in possession of briefs filed by both the operators' side and the music publishers' groups, submitted to him after the informal discussions held last February. (See The Billboard, March 24.)

BINGOS

- BROADWAY \$450.00
- DUDE RANCH 60.00
- GAYETY 135.00
- GAYTIME 240.00
- HI-FI 85.00
- ICE FROLICS 75.00
- MIAMI BEACH 250.00
- PALM SPRINGS 85.00
- SURF CLUB 85.00
- VARIETY 140.00
- YACHT CLUB 65.00
- PIXIE 340.00

One-third deposit, balance C.O.D.
All equipment ready for location.

Tel. 6-3666

**Hermitage
Music Co.**

74 Lafayette St.
Nashville, Tenn.

**SHAFFER TROUBLE FREE
RECONDITIONED PHONOS**

SEEBURG		WURLITZER	
M100-C	\$595.00	1800	\$695.00
M100-B	475.00	1700	495.00
M100-A	249.50	1500	299.50
3 W1 Wallbox	59.50	1250	129.50
Sheel the Bear	89.50	5205 Wallbox	39.50

AMI		ROCK-OLA	
E-120	\$465.00	1438	\$495.00
D-80	299.50	1436	195.00

SEND FOR ILLUSTRATED CATALOG

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO 849 N. High St. AXminster 4-4614
CINCINNATI, OHIO 1200 Walnut St. MAIN 1-6310
INDIANAPOLIS, IND. 1327 Capitol Ave. MELrose 4-3571

We will pay **CASH**

for the following equipment

•
**SEEBURG M100A's, B's, BL's,
C's, G's & W's.**
•

GOTTLIEB AND WILLIAMS PIN GAMES
•

GENCO, UNITED, WILLIAMS GUNS
•

**WE NEED OVER 1000 PIECES TO COMPLETE
EXPORT ORDERS. SEND IN COMPLETE LISTS**

DISTRIBUTORS:
WE ARE INTERESTED IN BUYING
COMPLETE STOCKS



Exclusive Gottlieb, Williams, Seeburg, Genco and
International Mutoscope Distributors.

TRIMOUNT

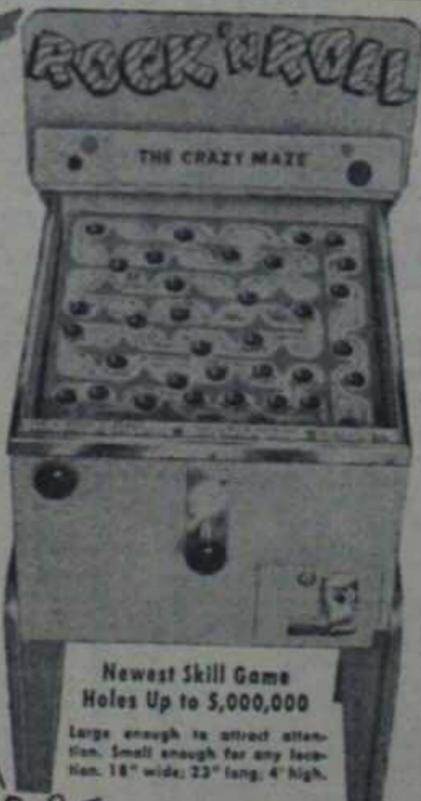
Remember
IN NEW ENGLAND
IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 10, MASS.

Copyrighted

**It's crazy, man
...but how they
like to play it!**

**ROCK 'n
ROLL
THE CRAZY MAZE**



Newest Skill Game
Holes Up to 5,000,000

Large enough to attract attention. Small enough for any location. 18" wide, 23" long, 4" high.

Player rocks playing field in all directions to move ball along the road, thru the maze. The further he travels the higher the score and excitement mount. A fast, suspenseful, thrilling game that keeps them playing and spending.

See ROCK 'N ROLL On Display
At Your Distributor or write to

INTERNATIONAL MUTOSCOPE CORPORATION
44-02 Eleventh Street, Long Island City 1, N. Y. Stillwell 4-3800

• SENSATIONAL!
• NEW!
• DIFFERENT!

300 Shuffle Alley \$295.00

F.O.B. N. Y.

• Authentic Scoring
• Write for Pictures
• 1/3 Deposit, Balance C.O.D.
West Side Dist. Corp.
412 TENTH AVENUE, NEW YORK
Circle 6-8464

BEST IN THE MIDDLE WEST

- Used POOL GAMES.....\$ 75.00
- Gottlieb JUBILEE 295.00
- Gottlieb POKER FACE 95.00
- Gottlieb SHINDIG 95.00
- Gottlieb QUEEN OF HEARTS 95.00
- Gottlieb MARBLE QUEEN.. 95.00
- Gottlieb CROSSROADS.... 75.00
- Genco QUARTERBACK.... 225.00
- Genco RIFLE GALLERY ... 210.00
- Chl. Coin SUPER HOME RUN 200.00

Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

Robert E. Romig, Davis Executive, Elected UUA Veep

SYRACUSE—Robert E. Romig, assistant-to-the-president and secretary of Davis Distributing Corporation, Seeburg distributors, has been elected vice-president and a



ROBERT ROMEG

COIN MACHINE SERVICE, INC.

VALLEY MFG. CO. DISTRIBUTORS
422 Wilson St., Santa Rosa CALIFORNIA
Phone: Paul Speer Santa Rosa 1498 or write for prices

member of the executive committee of the United Unitarian Appeal. The UUA acts as a community chest for 18 denominational organizations.

Romig recently was a guest preacher at the May Memorial Church in Syracuse, where he spoke from the pulpit concerning the importance of the United Unitarian Appeal and the wide scope of its influence.

Davis Distributing's personnel are nearly all civic minded, and for one of them to pop up in the columns of the Syracuse Herald-American is common. Recently, Clarence R. Dilthey, traffic manager, and Myron Ellsworth were both cited for their community activities. President Lou Westheimer and other staff members have also been noted for aiding in teen-age drives.

YOUR NAME _____
ADDRESS _____

CANCER
% YOUR LOCAL POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

For Stability of Earnings...
For Peace of Mind in Operating...

VALLEY'S BUMPER POOL



NO FINER TABLE —AT ANY PRICE!

Available with **SLATE TOP** (1-1/16" Thick) or REGULAR TOP

See Your Distributor or Write, Wire or Phone Direct

GUN SMOKE DOUBLE FEATURE—PLUS



SKILL FEATURE

SKILL BUTTON

Trouble-Free Mechanism

- Fit Any Location
- Depth, 17"—Width, 24"—Height, 66"
- Location Tested—Now in Production
- Fascinating Fast Play—Tops in Player Appeal
- Coin or Non-Coin Operation
- Electrical Replay Counter

Games, Inc.

Manufacturers
663 North Wells Street Michigan 2-5101 Chicago 10, Illinois

VALLEY MANUFACTURING CO.

333 MORTON ST. BRV CITY, MICH
PHONES 8587 or 8588



Go Forth with FIRST!
SHOOT FOR RECORD EARNINGS with "FIRST" EQUIPMENT—ALWAYS THE BEST FOR LESS!

EXCLUSIVE DISTRIBUTORS for

CHICAGO COIN

- STEAM SHOVEL
- TWIN HOCKEY
- JUMBO POOL
- ADVANCE POOL
- ROTATION POOL
- CLOVER POOL
- CHAMPION POOL
- CHAMPION SR. POOL

EXHIBIT

- SLATE POOL
- SPANISH POOL
- SUPER STAR POOL

INTERNATIONAL MUTOSCOPE

- K.O. CHAMP
- DROP-KICK
- ROCK 'N' ROLL
- LORD'S PRAYER
- MYSTIC SWAMI
- MOTOS. MOVIES
- 3-D ART PARADE
- and others

SHUFFLE GAMES

- FIRST-Conditioned
CHICAGO COIN
BOWLING TEAM \$325
ARROW 215
TRIPLE STRIKE 275
PLAYTIME 225
FLASH 195
FEATURE 185
STARLIGHT 175
SUPER FRAME 165
CRISS CROSS TRCT. 125
ADVANCE 135
KING 120
GOLD CUP 115
TRIPLE SCORE 85
CROWN 85
DOUBLE 75
NAME 65

UNITED

- DeL. CLIPPER \$275
- DeL. VENUS 250
- DeL. MARS 215
- TARGETTE 165
- TEAM 155
- ROYAL 90
- CLASSIC 85
- CLOVER 75
- STAR 10TH FRAME 60

BALLY

- JET BOWLER \$195
- MATCH POOL \$ 75

*Indicates Match Play

BINGO 5-BALLS

- FIRST-Conditioned
BALLY
BROADWAY \$445
BEACH BEAUTY 260
MIAMI BEACH 215
GAYETY 145
BIG TIME 275
VARIETY 145
SURF CLUB 110
ICE FROLICHS 110
PALM SPRINGS 90
DUDE BANCH 90
BEAUTY 80
PALM BEACH 75
YACHT CLUB 75
ATLANTIC CITY 75
SPOTLIGHT 75
CONEY ISLAND 45

UNITED

- STARLET \$350
- MEXICO 120
- HAVANA 110
- RIO 100
- TANITI 90

SHUFFLE GAMES (Cont.)

KEENEY

- DIAMOND \$175
- BIKINI 150
- BONUS 125
- PACEMAKER 95
- DOMINO 75
- CARNIVAL 65
- 10 PLAYER 55
- 6 PLAYER 45

ARCADE

- FIRST-Conditioned
Bally MOONRIDE \$250
Genco BASKETBALL 195
Wms. BIG LEAG B.B. 175
Chl. Coin HOME RUN 175
Muf. DRIVEMOBILE 145
Chl. Coin BASKET BALL CHAMP 140
Muf. SUPER BOMBER 140
Cen. MIDGET MOVIES 125
Evans BAT-A-SCORE 115
Bally BIG INNING 110
Chl. Coin GOALER 95
TELEQUIZ (w/Film) 95
Evans TEN STRIKE 85
Scars BATTING PRACTICE 75
Amuse BOOMERANG 45
ZINGO 45

TARGET GUNS

- UN BONUS GUN \$275
- UA. DL. CARNIVAL 225
- EX. SPORTLAND 185
- EX. RIFLE GALLERY 185
- Seeburg COON HUNT 145
- Seeburg SHOOT BEAR 145
- Muf. SKY FIGHTER 125
- UNDERSEA RAIDER 125
- SKY GUNNER 115
- EX. SIX SHOOTER 95
- C.C. PISTOL PETE 75
- EX. SHOOT THE BULL 70
- EX. DALE GUN 45

POOL GAMES

WORLD'S BIGGEST SELECTION!



ALL MAKES—REGULAR AND KING SIZE
ELECTRIC SCORING
FRONT PLAY GAMES
FINEST GAMES—LOWEST PRICES!

From \$95

NEW and "FIRST-Conditioned" IMMEDIATE DELIVERY

FIRST

COIN MACHINE EXCHANGE, INC.

1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • DICKENS 7-0500



BALLY Exclusive Distributor For **ROCK-OLA**

SHUFFLE ALLEYS		PINBALLS	
Bally Gold Metal	\$300.00	Beach Beauty	\$500.00
Bally Jet Bowler	175.00	Variety	195.00
Bally Magic Bowler	275.00	Tropics	60.00
Keeney Pacemaker	50.00	Atlantic City	60.00
Keeney Bonus	75.00	Bally Night Club	Write
Keeney Bikini	150.00	Bally Broadway	325.00
United Imperial Bowler	65.00	Miami Beach	325.00
United 4-Play Star	45.00	Gaytime	325.00
United Deluxe Comet Targette	125.00	Gayety	195.00
		Palm Springs	65.00
		Yacht Club	75.00
		Hi-Fi	100.00
		Surf Clubs	65.00
		Ice Frolic	99.50
		Coney Island	50.00
		Tahiti	50.00
		Dude Ranch	65.00
		Beauty	50.00
		Big Time	335.00
		Four Bells	145.00
		Pin Wheel	95.00
		Super Jumbo	295.00
		Watch My Line	35.00

MUSIC	
Rock-Ola 1448 Hi-Fi, 120 Select.	Write
Rock-Ola 1444 Hi-Fi, 120 Select.	\$695.00
Rock-Ola 1438 Comet, 120 Select.	499.50
Seeburg M-100-C, 100 Select., 45 RPM	550.00
Seeburg M-100-BL	425.00

WALL BOXES	
Seeburg 3W1 Hammerloid	\$ 49.50
Seeburg 3W1 Chrome

ARCADE	
Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write

Calderon Distributing, Inc.

450 Massachusetts Ave.
Indianapolis, Indiana
MElrose 4-8468

• SENSATIONAL!
• NEW!
• DIFFERENT!

300

Shuffle Alley

\$295.00
F.O.B. N. Y.

• Authentic Scoring
• Write for Pictures
• 1/3 Deposit, Balance C.O.D.

West Side Dist. Corp.
612 TENTH AVENUE, NEW YORK
Circle 6-8464

★★★ **ROYAL** ★★★
DISTRIBUTING, INC.

<p>GAYETY \$135.00</p>	<p>MIAMI BEACH \$275.00</p>
-----------------------------------	--

**CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"**

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

GIVE
to conquer
CANCER

AMERICAN CANCER SOCIETY

BINGO BARGAINS

AJAX (8 COL.) ELECTRIC CIGARETTE MACHINE
All Col., Regular or King Size—320 Capacity
USED \$40.00

<p>SURF CLUBS } \$89.50 PALM SPRINGS } YACHT CLUB } PALM BEACH } SPOT LIGHT } \$49.50 CONEY ISLAND } ATLANTIC CITY }</p>	<p>DUDE RANCH } BEACH CLUB } RIO } TAHITI } \$69.50 BEAUTY } TROPICS } HAWAII }</p>
--	---

All Used Games Shopped—Ready for Location
Terms: 1/3 Deposit With Order. WRITE, WIRE OR CALL

Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

GIVE TO DAMON RUNYON CANCER FUND

Davis
Guarantee

- Mechanisms Steam Cleaned
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

DAVIS 6-POINT GUARANTEED EQUIPMENT

..... Is the first choice of operators the world over, and for good reason! It looks and operates LIKE NEW because it is THOROUGHLY rebuilt and reconditioned by expert technicians. Davis location-ready equipment, available converted to dime-play if requested, is ideal for your Summer spots.

SEEBURG		AMI	
148ML	\$ 99	B	\$150
100-W	650	C	150
		D-40	195

WURLITZER		ROCK-OLA	
1100	\$ 99	1428	\$ 99
1250	169	1432	169
1400-1450	235	1434 45 R.P.M.	225
1600-1650	350	1436 Fireball 120, 45 R.P.M.	259
1700	549		

WALL BOXES	
★ SEEBURG 3W1 Hammerloid	\$54.00
★ SEEBURG 3W1 Chrome	64.00
★ SEEBURG 5c, 20 selection, 3-wire or wireless	4.95
★ SEEBURG 5c, 10c, 25c, 20 selection, 3-wire or wireless	14.95
★ WURLITZER 5205, 3-wire 104 selection	55.00
★ WURLITZER 5204A, 3-wire 104 selection	50.00
★ WURLITZER 4820, 3-wire 48 selection	15.95
★ WURLITZER 3020, 3-wire 24 selection	9.95
★ WURLITZER 219 Stepper	9.95

WANTED FOR EXPORT
SEEBURG HM-100A, M-100A, M-100B, M-100 BL, M-100C
WURLITZER 1500-A, 1550A, 1400-1450, 1250
ROCK-OLA 1438, 1448
FOR TRADE OR CASH

DAVIS' ADDRESS IN EUROPE
"Holland-Belgie-Europe"
403 Ave. Louise
Brussels
Phone 47.66.63
CABLE ADDRESS "HOBELEUROPE-BRUSSELS"
All currencies accepted; Francs, pound sterling, lire, guilders, marks, etc.

WORLD EXPORT Corp.
DISTRIBUTING
728 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

WORLD WIDE for CLEANEST, FINEST EQUIPMENT at LOWEST PRICES!

Shop Now at Our Summer Clearance!

135 POOL TABLES All Like New!
New Cue Sticks and Balls With Every Game!
All Makes and Models
Hole-in-Middle • Lite-up Bumpers
UNBELIEVABLY PRICED! \$89.50

SHUFFLE GAMES

Chi Coin HOLLYWOOD	\$275
DELUXE CAPITOL	295
DELUXE VENUS	175
DELUXE COMET	145
DELUXE TARGETTE	125
ACE	145
CLASSIC	85
10th FRAME STAR	65
Genco MATCH POOL	75
HOLIDAY	245

WE WILL TRADE POOL GAMES for BINGOS—MUSIC PIN GAMES GUNS—ARCADE SHUFFLE GAMES ON YOUR TERMS!!

BINGOS—Phone for Prices!

<p>BALLY NIGHT CLUB BROADWAY BEACH BEAUTY MIAMI BEACH GAYTIME GAYETY BIG TIME VARIETY SURF CLUB ICE FROLICS</p>	<p>PALM SPRINGS DUDE RANCH BEACH CLUB BEAUTY YACHT CLUB</p> <p>UNITED SOUTH SEAS STARDUST STARLET PIXIES TRIPLE PLAY</p>
--	--

Cable Address: "GAMES," Chicago
Terms: 1/3 Deposit, Balance Sight Draft.

**IF YOU OPERATE
KIDDIE
RIDES**

You need to know what we know now!

ORMS 2814 MAIN DALLAS, TEXAS

- SENSATIONAL!
- NEW!
- DIFFERENT!

300 Shuffle Alley \$295.00
F.O.B. N. Y.

- Authentic Scoring
- Write for Pictures
- 1/3 Deposit, Balance C.O.D.

West Side Dist. Corp.
612 TENTH AVENUE, NEW YORK
Circle 6-8464

GIVE TO DAMON RUNYON CANCER FUND

Used Juke Mart

• Continued from page 120

time there is a change. What he will do is buy new machines for his best locations, stepping down the other equipment throught his route."

Another manufacturer said: "You can look for the used juke box market to continue at its present slow rate of deceleration for at least another two years."

A Chicago distributor commented that his firm was doing more and more business in the export market every year. He said that as long as the overseas market continues to demand juke boxes, U.S. operators are certain to receive good resale values on their used equipment.

James Rothrock

• Continued from page 120

Phono-Vend of Texas, the Bock-Ola outlet in the Central and Southwes' portion of the State.

Meanwhile, Amusement Distributors announced plans to move into a new building within the next 60 days. Firm officials said the new location would feature modern offices, an up-to-date service department, a complete parts department, ample parking space and modern showrooms.

1 1/4" REPLACEMENT

**Slate
Tops**

★ In the entire industry we deliver the only cushion-backed, resilient, double-ground slate top!

SHIPPING WEIGHT 70 LBS.

Immediately Delivery

Give Lifetime Service

FOR ALL MANUFACTURERS' REGULATION SIZE TABLES

- New Jumbo Bumpers
- Easy Cloth Replacement
- First Quality All Wool Billiard Cloth
- Makes Old Tables New Again
- Center Hole Optional
- Level & Accurate: Improves playing skill and reduces playing time of game.
- 5 Minute Installation
- Slate on Plywood Bed

Write or call for quantity prices

West Side Dist. Corp.

612 TENTH AVENUE, NEW YORK, CIRCLE 6-8464

POOL TABLES!

New & Used

REGULAR \$74.50

With Lights—\$84.50

KING SIZED
\$99.50

FLOOR SAMPLES

CHICAGO COIN Clover Pool
New EXHIBIT Super Star

Write for prices

EXHIBIT
SKILL SCORE \$135

WE ARE EXCLUSIVE

WURLITZER, D. GOTTLIEB & CO. and EXHIBIT DISTRIBUTORS

ACTIVE Amusement Machine Co.

666 N. BROAD ST. PHILA. 30, PA.
FRemont 7-4495

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

IT'S NEW... IT'S BASEBALL

BALLS SOAR

4 FEET THROUGH THE AIR
WITHOUT THE USE OF RAMPS!



It's different

NEW! 4 STAR FEATURES

- KING-SIZE 1 1/2" BALLS Solid — Break-Proof
- 1 or 2 CAN PLAY
- ADJUSTABLE HOLD-OVER PENNANT FEATURE
- COMPACT CABINET Pin-Game Size
- FORMICA PLAY FIELD

See your GENCO DISTRIBUTOR NOW!



Hand rubbed walnut cabinet

Also See

GENCO'S New POOL GAMES

with

MARKLITE TOP

(Magnesium)

100% WARP-PROOF!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

Your American Red Cross Is Always There After Disaster Strikes

WANTED!

Late Gottlieb Five Balls
 Seeburg V-200 Seeburg B-C-G-R
 AMI D-E-F
 ANY QUANTITY—CASH OR TRADE

**S
U
P
P
E
R
C
I
A
L**

GENCO'S QUARTERBACK

Brand New in Original Crates

A terrific all around game at less than half the original price!

\$289.50
each

ARCADE

UN. STAR SLUGGER, WMS. DEL. FOUR BAGGER
 WMS. CRANE GENCO HI-FLY BASEBALL

Coin Recordio	\$175.00
Mutoscope Photomatic (Pre-war)	295.00
Heavy Hitter	49.50
Bally Moon Ride	275.00
Sidewalk Engineer	195.00
Genco Quarterback	325.00
Grandma Horoscope, New	Write
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Merry-Go-Round	375.00
Mult. Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50

BINGOS

United SOUTH SEAS	Hi-Fi	\$125.00
Pieces	Surf Club	115.00
Triple Play	Ice Frolics	115.00
Ria	Palm Springs	125.00
Tahiti	Dude Ranch	100.00
Bally NIGHTCLUB	Beach Club	100.00
Cay Time	Yacht Club	85.00
Big Time	Palm Beach	85.00
Cayaty	Bright Lights	95.00
Variety	Bright Spot	95.00
	Evans Saddle &	
	Turf Club	195.00
	Miami Beach	325.00

SHUFFLE GAMES

United SELECT PLAY
 United REGULATION

Clipper, High Score	\$275.00
Capital, Match Score	295.00
Venus, High Score	275.00
Comet, High Score	175.00
Banner, Match Score	195.00
Ace, Match Score	195.00
Speedy, High Score	175.00
Leader, Match Score	175.00
Chief, High Score	145.00
Rainbow, High Score	175.00
League, High Score	145.00
Mass, High Score	225.00
Chi Coin Fireball	195.00
Bally Magic	225.00
Crisis Cross	125.00
Team, Match Score	165.00
Royal, High Score	95.00
Olympic, High Score	75.00
Cascade, High Score	75.00
Chi Coin Bowling Team (new)	325.00
Hollywood	295.00

PORTABLE COIN COUNTERS

KLOPP Model D-2—Extremely Light
 STANDARD-RAPID—Made in Germany
 Try either one on a 30-day money-back guarantee

EXCLUSIVE DISTRIBUTOR NEW AUTO PHOTO II

Illinois, Kentucky, Ohio, Indiana, Wisconsin.
 Order Now—for Early Delivery.

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



Mass. Ops Pick

Continued from page 120

additional directors to serve with the officers for the following year were named. They are, David Cropman, Boston; Raymond Shea, Worcester; Leon Sherter, Newton; Israel Spector, Boston; Philip Swartz, Brookline, and Sidney Wolbarsht, Newton.

Plans for an MMOA banquet to be held in November were outlined by Baker, who told of arrangements being made to invite the entire trade in New England. The group will hold no meetings during the summer and the next one is scheduled for Thursday, September 13, at the Beaconsfield Hotel.

BALLY

Big Time	\$225.00
Broadway	445.00
Dude Ranch	45.00
Gayety	190.00
Gaytime	130.00
Hi Fi	30.00
Miami Beach	225.00
Variety	125.00
Beach Beauty	395.00

GOTTLIEB

Dragonette	\$145.00
Frontiersman	225.00
Gypsy Busen	170.00
Lady Luck	124.50
Stage Coach	145.00
Sweet Add-A-Line	170.00
Harbor Lights	250.00

UNITED

Jolly Joker	\$120.00
-------------	----------

ARCADE EQUIPMENT

Quarterbacks	\$300.00
Rifle Gallery	150.00
Sportsman	150.00
Chi. Coin Super Home Run	225.00

MUSIC MACHINES

Rock-Ola 130 Comet	\$475.00
Rock-Ola Model M-100-B	375.00
Rock-Ola Model M-100-C	450.00
Rock-Ola Model HP-100-G	700.00

SHUFFLE GAMES

Pacemaker	\$50.00
-----------	---------

STORZ NOVELTY & DISTRIBUTING CO.

410-12 Pearl St., Jeffersonville, Ind.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



GOTTLIEB'S

2 PLAYER

TOREADOR

1 OR 2 CAN PLAY AT THE SAME TIME



A Proven Fact:
COMPETITIVE PLAY
 ATTRACTS GREATER PROFITS!

- ★ 4 Alternating-Light Cyclonic Kickers
- ★ Single and 10 Times Value Bonus Scores up to 250 Points
- ★ 5 Contacts Advance Bonus
- ★ "On-Off" Clustered Pop Bumpers
- ★ Single and Double Number Match Feature Scores Specials
- ★ Adjustable 3 or 5 Ball Play
- ★ Multi-Tilt Feature Permits Play to Continue if One Player Tilts
- ★ Chrome Plated Cabinet Guards Around Flipper Buttons

- ★ Beautiful Deluxe "New Look" Cabinet
- ★ 2 Super Powered Flippers
- ★ Plated Cigarette Holders on Side Rails
- ★ Twin Chutes—10c—3 for 25c

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
 as American as Baseball and Hot Dogs!

AVAILABLE AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

chicago coin BRINGS YOU THE NEWEST IN PROFIT MAKING ATTRACTIONS!

CHOOSE FROM THE MOST COMPLETE LINE OF POOL GAMES IN THE INDUSTRY!



CHAMPION SR. POOL
8 inches longer — size 3 ft. by 5 ft.



CHAMPION POOL
Also available Champion Model 35



CLOVER POOL
Also available Clover Model 35



JUMBO POOL
18 inches longer than regular size — 70 inches by 36 inches



4 SIDED ROTATION POOL
with numbered balls
8 inches longer — size 3 ft. by 5 ft.

Greatest Action You Ever Saw!
TWIN HOCKEY

REGULAR OR MATCH MODELS WITH FREE PLAY!



- Scoring Value of Balls Advance as Game Progresses! (From 10 to 50)
- Two Sided Play! Players Face Each Other at Opposite Goals!
- Ball Type Operating Lever for Complete Operating Comfort!
- Brilliantly Lit Up with Fluorescent Lights!
- Formica Playfield and Control Panels!
- 1 or 2 can Play!
- 5c or 10c per Player! (Optional 6 for 25c)

Excitement For Sidewalk Engineers From 6 to 106

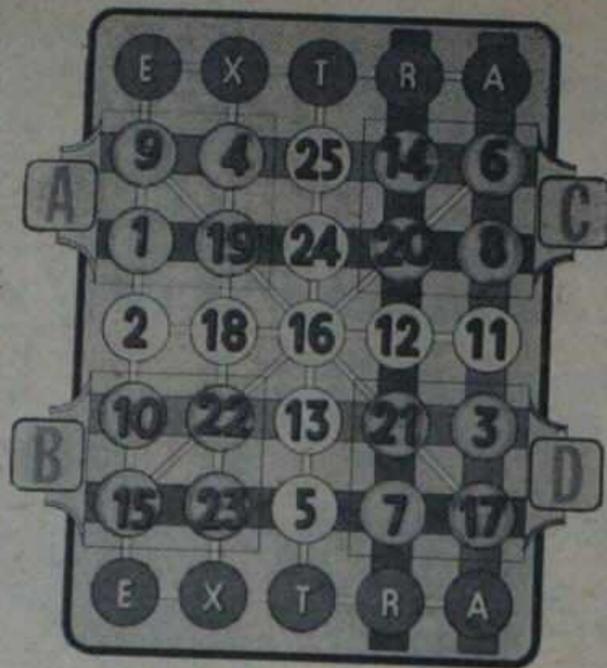


STEAM SHOVEL

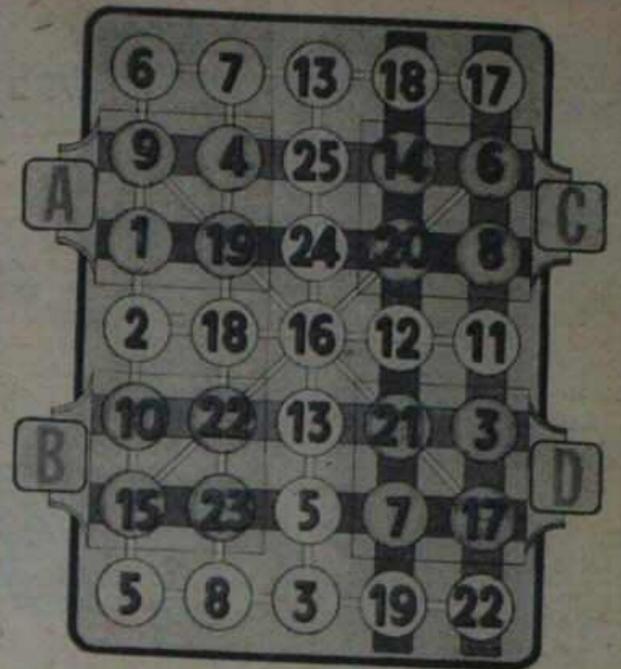
- Free Play or Regular Models!
- A Natural Attraction for Thousands of New Locations . . . Retail Stores . . . Terminals . . . Arcades . . . Dime Stores . . . etc.!
- Dual Controls Raise and Lower Shovel — Scoop Up Simulated Gravel — Swing Shovel and Cab — Deposit Load into Hopper!
- Scale Indicator Scores in Tons the Amount of Gravel a Player Has Skillfully Deposited into Hopper!
- Special Rating Panel Ranks Player at the End of Play Either as Beginner — Advance — Qualified — Expert!
- Entire Cabinet is Exceptionally Well Lit Up! Brilliantly Colorful!
- 2 Hand-Lever Controls for Simple Operation!

chicago coin
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.



EXTRA LINES CLOSED



EXTRA LINES OPEN

Extra Lines

EARN BIG EXTRA PROFIT



Look at illustrations above, showing PARADE card... first with Extra Lines tantalizingly closed... then with Extra Lines open for exciting score-boosting action... and you see why Bally PARADE leads the profit parade, topping BROADWAY and NIGHT-CLUB in sustained earning power.

POPULAR MAGIC SQUARES
Double, Triple, Quadruple Scores

EXTRA TIME • BALLYHOLE • ADVANCING SCORES • EXTRA BALLS

NOW AT YOUR
Bally DISTRIBUTOR
 DE LUXE ABC BOWLER
 MAGIC POOL • BOOSTER-POOL • PIN-POOL
 BALLY MANUFACTURING COMPANY
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Bally Parade

for best deals on biggest money-makers \$ \$ \$ \$ \$
 \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR



UNITED'S
SELECT PLAY
SHUFFLE ALLEY

NEW BONUS FEATURE

**CARRY OVER BONUS
 FRAME TO FRAME**

- SPARES SCORE 10
- STRIKES SCORE 10-20

**COLLECTS
 BUILT-UP BONUS**

in 4th, 7th, 10th
 FRAMES

EXTRA SHOTS IN 10th FRAME CAN COLLECT BONUS 1, 2 or 3 Times

3 STRIKE VALUES

- EASY SCORES 30
- MEDIUM SCORES 40
- HARD SCORES 50
- PLAYER SELECTS EACH FRAME

KING-SIZE PINS
 KING-SIZE PUCK
 1, 2 OR 3
 CAN PLAY

EQUIPPED WITH
 UNITED'S
 FAMOUS
 SLUG-
 REJECTOR

SEE
 YOUR
 UNITED
 DISTRIBUTOR
 TODAY

ALSO
 AVAILABLE IN
 DE LUXE MODEL
 WITH
 TRIPLE-MATCH
 FEATURE



UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • Complete line of POOL GAMES

proper programming
calls for **E.P. RECORDS**

You'll program singles, of course. But much of the music the public wants to hear—show tunes, all-time favorites, light classics and varieties—is available principally on two-tune E.P. records.

TWO TUNES PER SIDE

ADDITIONAL PLAYING TIME REQUIRED

*it takes longer to play
a 2-TUNE E.P.
than it does a single—*

the operator is compensated for this additional playing time because...

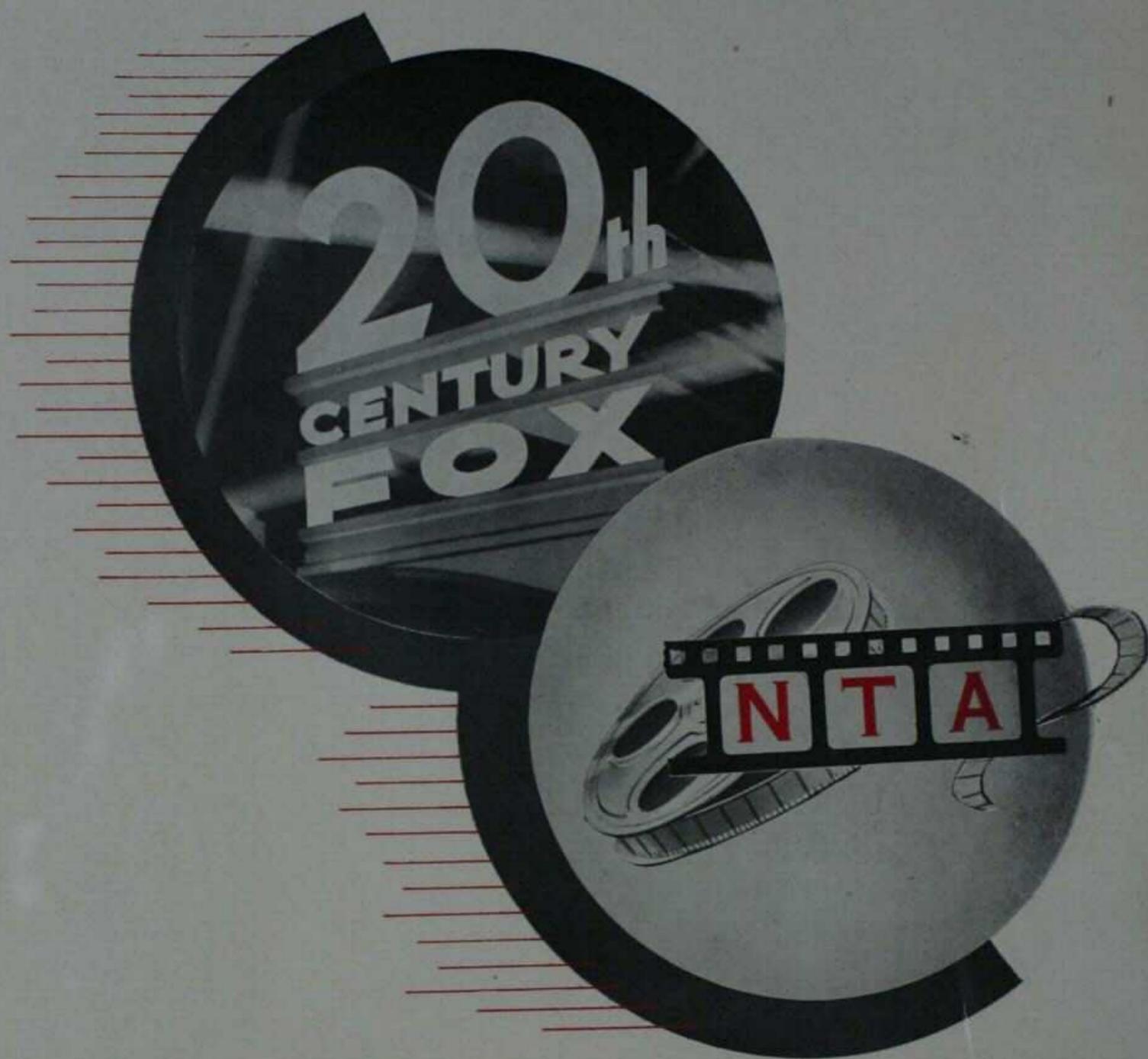


the **SEEBURG V-200** permits playing singles at one price and E.P.'s at a proportionately higher price

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems

in maintaining a tradition of quality...



*proudly present 52 outstanding
feature films for television*

*on the way to
you from NTA... today!*

including:

- How Green Was My Valley
- The Ox-Bow Incident
- Foxes of Harrow
- House on 92nd Street
- Kiss of Death
- Daisy Kenyon
- Centennial Summer
- Hudson's Bay



National Telefilm Associates, INC. 60 West 55th Street, New York, N. Y. • PLaza 7-2100

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-5561

HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Crestview 1-1191

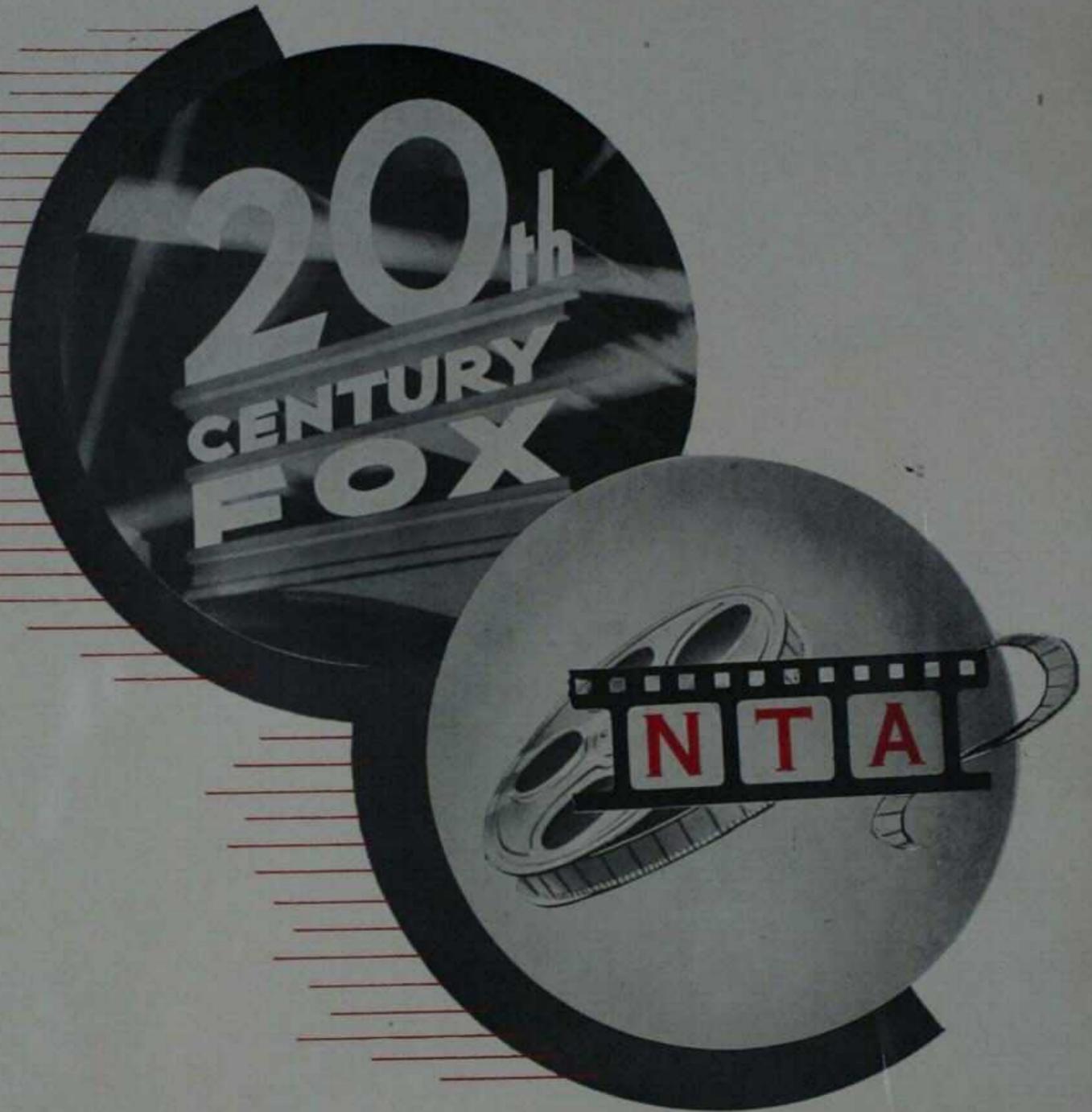
MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2805 Sterick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Statler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOTA
1109 Currie Avenue
Phone: Federal 8-7813

in maintaining a tradition of quality...

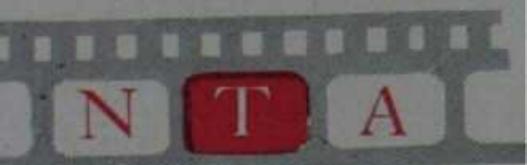


*proudly present 52 outstanding
feature films for television*

including:

- How Green Was My Valley
- The Ox-Bow Incident
- Foxes of Harrow
- House on 92nd Street
- Kiss of Death
- Daisy Kenyon
- Centennial Summer
- Hudson's Bay

*on the way to
you from NTA... today!*



National Telefilm Associates, INC. 60 West 55th Street, New York, N. Y. • Plaza 7-2100

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-5561

HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Crestview 1-1191

MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2405 Sterick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Statler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOTA
1109 Currie Avenue
Phone: Federal 8-7013