

# The Billboard

SIXTY-SECOND YEAR

SEPTEMBER 1, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Powerful Salesman Of Juke Box Music

200-Selector Machines Bring to Focus Prime Operator Need: To Sell Music

By BOB DIETMEIER

CHICAGO — The 200-selection juke box is proving itself to be a powerful instrument for merchandising selective recorded music.

In the same breath, however, it must be added that it places burdens on the juke box operator which requires him to exact the most careful management in making it work for him.

It, therefore, brings into sharp focus the compelling need of today's juke box operating management: To sell music and the operator's place in it.

### New Dimension

It introduces a new dimension to the juke box business by greatly broadening the scope of selective music to include music beyond the pop variety and for different prices.

But like any hard-headed businessman, the juke box operator is concerned with income in relation to investment. All the evidence now available points to the fact that properly merchandised, properly programmed and properly located the 200-selection machine can be a boon to the operator.

These facts are based in part on a poll of music operators who operate full-line equipment and an above-average number of machines. Here are the salient facts contained in that poll:

### 200's on Dime

That 92.9 per cent of 200-selection equipment operates on dime-a-tune play. This contrasts with just 54 per cent of machines with 80, 100, 104 or 120 selections.

That only about one new record release more (on the average each week) is played on the 200-selection machine as compared with machines in the 80 to 120-selection range, slightly more than two more than on the 40 or 50-selection models.

### Favorites Boom

That in an operator group averaging nearly 73 juke boxes per operation, which is above-average.

## Standards Get Increased Play

NEW YORK — The great standard songs are getting increasing play these days on virtually all important levels of exploitation—radio, records and juke boxes. The expansion of the package record business and the growing use of LP programming by jockeys has, of course, accounted for a tremendous increase in performances of standards over the air.

Coupled with this we now have the broader acceptance of the 200-selection juke box, which poses a programming challenge for operators and definitely forecasts an even greater reliance on the large pool of recorded standards.

9.6 per cent are 200's, 71.9 per cent 80 to 120-selections, just 18.5 per cent 40's or 50's.

That more album music is programmed (3.1 per cent) than extended plays (2.1 per cent).

That the old favorite category of music assumes great importance in the 200-play machine, with 42 per cent of the records programmed falling into that category compared to just 18 per cent in this classification in machines offering 80 to 120 selections.

That music operators want machines available to them which offer 50 to 200-selections in order to be able to operate most profitably.

(Editor's Note: Detailed analysis of these facts will be contained in a series of articles in the Music Operator Forum beginning in next week's issue.)

### Disk Buying

The significant fact is that so far there hasn't been many more new records purchased on the average each week for the 200 than for machines with just roughly half that number of selections.

After initial buying of records to program for half the machine—old favorites, show tunes, EP's—the remainder is programmed just as before. The former group is left on the machine, changed very infrequently.

For the operator who so far has regarded the 200 as a bigger juke box, with roughly twice as many

(Continued on page 78)

## SHEPHERD, WOR MAY AGAIN BE SWEETHEARTS

NEW YORK — Unpredictable Jean Shepherd, who was axed for the second time in two weeks as all-night disk jockey at WOR here last week, may yet air again on the station if a reported new deal goes thru as scheduled. Shepherd was canned again Friday (17) after being cut off the air for urging listeners to buy Sweetheart Soap, which did not advertise on WOR, just to prove that he can induce his "night people" following to buy soap.

The pending deal, it is understood, calls for a new Sunday 9 p.m.-1 a.m. time, with Shepherd to be sponsored largely by the product he had plugged gratuitously—Sweetheart Soap.

Shepherd had been given notice by the station the week before the soap episode on the grounds that he was not sufficiently commercial. But he was retained after several hundred of his ardent flock rallied at the burned-out Wanamaker's department store.

Friday night (24) Shepherd drew several hundred fans to a Times Square drug store, where he autographed copies of "I, Libertine," the novel that grew out of a gag in which his followers had harried book dealers all over town asking for the tome which at the time was strictly imaginary. The output of spots bought on the Long John Nebel show, which replaced Shepherd.

## Is Politico Conclave Marriage to Video Headed for Rocks?

Choice: Put on Show, Give Confabs Back to Delegates for Nat'l Good

By SAM CHASE AND BOB BERNSTEIN

NEW YORK — It doesn't take a crystal ball to see that public apathy to the telecasting of the 1956 political conventions must bring about vast changes four years hence. Should this not occur, it is an almost odds-on bet that TV coverage will be drastically curtailed. If changes come, the alternatives seem to be:

a) Reversion of convention staging to the pre-TV technique of getting the political business done regardless of the presence of a viewing audience, with the vote-seeking to come later. This would also almost surely mean a cutback in the amount of convention coverage by the networks.

### Give Shows

b) A further development of the direction taken by the 1956 conclaves, which were neither all politics nor all show business, but leaned more toward the latter than did previous assemblages. In this case, they will be written, mounted and staged with more care than a Rodgers and Hammerstein musical.

There seems little doubt, in the backwash of the last two weeks of politicking, that Vice-President Richard Nixon was never more correct than when he stated, in his acceptance speech, that "most of

what has been said here will not long be remembered."

The network chieftains, fully aware of the ennui which gripped the nation's viewers during most of the proceedings, are even now considering how they can graciously cut back TV coverage in the future without facing charges of failing to live up to their public service responsibilities.

What went wrong these past two weeks? With both political parties exceedingly striving to tailor their proceedings to the cameras, under the tutelage of top-ranking TV and show business advisors, and with the addresses being directed at the viewing public rather than the delegates, why did the show fail to come off? Perhaps it was this latter factor, more than any other, that undermined public interest.

### Veepee Scramble

Apart from the final, hectic, un-staged scramble for the Democratic vice-presidential post and the early stages of Harry Truman's fight to control that party's presidential nomination, the proceedings quite obviously were as unreal as what Alice found in Wonderland.

It was dull because TV was not covering a live, unrehearsed slice of history in the making, but rather was making its facilities available for quite obviously staged, timed and calculated political stumping, complete with phony demonstrations and mock enthusiasm with no more relation to actual emotion than if they were being re-enacted on "You Are There."

The GOP meet seemed even worse than that of the Democrats in this regard, because there was not present even an element of competition for the nominations, and so the proceedings from start to finish seemed to follow a hard

(Continued on page 15)

## Confabs Lose Rating Power

NEW YORK — The politicians are slipping. So it would seem at least from a look at the late Trendex reports on the political conventions' ratings. Not only did the conventions fall below the weekly average struck by other types of programming, but both of them dropped in ratings from the 1952 coverage.

The usual Monday thru Friday Trendex average for evening viewing is 34.6. The Republican Convention coverage this year came close to the mark with 34.4, while the Democrats pulled only 29.9.

During the 1952 conventions, the Trendex ratings for each political

(Continued on page 8)

## NEWS OF THE WEEK

Rodgers & Hammerstein Show May Finally Get to TV . . .

CBS-TV is about to secure the rights either to "Me and Juliet" or "The King and I" for a color special next spring. . . . Page 2

Minnesota Mining Buys Division Of Bing Crosby Enterprises . . .

A race between two industrial giants for the development of color video tape recording machines is seen in the purchase by Minnesota Mining and Manufacturing Corp. of the electronics division of Bing Crosby Enterprises. . . . Page 2

Disk Dealers Confirm Demise Of Traditional Summer Slump . . .

The "end of the annual summer slump" in the record field has been confirmed by a large sampling of representative dealers across the country. Record business—on the retail level—in the summer of 1956 is at least 25 per cent ahead of summer 1955, with the big increase in packaged goods. . . . Page 16

Flock of Multi-Version Disks Spurred By Strong Song Material . . .

Strong song material accounts for a great quantity of multi-version recordings, a new entrant in the music sweepstakes. "The Friendly Persuasion," from the film of the same title, already lands nine disks, with more to come. "When the White Lilacs Bloom

Again," "Giant," and many other tunes get heavy action by a&R execs. . . . Page 17

Strates Carnival Purchases 10 Pullmans; Now 50 cars . . .

A leading Eastern railroad carnival, the James E. Strates Shows, has added to its size and importance by adding 10 air-conditioned Pullman cars for its personnel. Owner Strates, who now has 68 cars, will finish his tour as a 50-car show. . . . Page 64

Two Eastern Truck Carnivals Sign With St. Louis . . .

Contracts have been signed by the Coleman Bros. Shows and O. C. Buck Shows with the Carnival and Allied Workers Union (AFL), Local 447, St. Louis. The agreement covers workmen only and brings to six the number of carnivals signed by two union groups in recent seasons. . . . Page 64

### DEPARTMENTS AND FEATURES

Amusement Games . . . . .	85	Music . . . . .	16
Carnival . . . . .	64	Music Charts . . . . .	34
Circus . . . . .	60	Music Machines . . . . .	78
Coming Events . . . . .	77	Parks & Pools . . . . .	58
Classified Ads . . . . .	74	Pipes . . . . .	73
Coin Machine Market . . . . .	86	Radio . . . . .	16
Fairs & Expositions . . . . .	62	Rinks . . . . .	59
Final Curtain . . . . .	57	Routes . . . . .	56
General Outdoor . . . . .	53	Television . . . . .	7
Honor Roll of Hits . . . . .	34	TV Film . . . . .	8
Letter List . . . . .	76	TV, TV Film Reviews . . . . .	15
Merchandise . . . . .	73	Vending Machines . . . . .	82

# TELEVISION PROGRAMMING

## GIANTS SQUARE OFF

### Minn. Mining Buys Crosby Machine for Big Tape Entry

NEW YORK—A battle of the giants is shaping up in the video tape machine field, the ultimate benefit to accrue to TV in the form of more rapid development of the machine both for color and black and white program recording.

Minnesota Mining & Manufacturing, the multi-million dollar corporation whose catalog of products includes scotch and recording tape, last week bought the electronic engineering division of Bing Crosby Enterprises for an estimated \$1,000,000, the down payment being \$75,000. With the weight of the new owner's capital behind it, the perfection of the Crosby tape machine, for color as well as black and white recording, is said to be about a year away. The Crosby tape machine is the most important single item of its electronic engineering division.

The Minnesota Mining buy of the Crosby tape machine will undoubtedly accelerate the perfection of the RCA tape machine which has been demonstrated to the press, tho it still has some problems to solve, mainly the size of the spool. RCA was a purchaser

of recording tape from Minnesota Mining, tho it has also been said that it has helped Eastman-Kodak with its work in tape development.

**Ampex Work**  
At this stage, however, Ampex which has already sold its tape machine to more than 100 stations and several networks is first in the field with a machine ready for TV use, tho it is only in black and white program recording. Ampex, of course, is also working on the development of its machine for the recording of color shows. And Bell

& Howell and Reeves are also said to be working on the perfection of a color machine.

Sale of the Crosby division culminates six months of negotiations. Three other groups were said to have made offers. Crosby will retain a small interest in the machine. Two members of the Crosby research staff, John Mullen and Wayne Johnson will be retained.

According to Basil Grillo, veepee of Crosby Enterprises, the other divisions of the company will continue to function as previously.

## TO TV AT LAST?

### R&H Stage Musical Talked for Spring

NEW YORK — Tho neither party had confirmed at press time, CBS-TV and Rodgers & Hammerstein are said to have concluded negotiations to bring the first R&H musical to television next spring.

The most famous writing team in the industry has heretofore expressed antipathy to the medium, but a reportedly record sale price and a sincere belief that the public will be pleased induced them to make the move.

"Me and Juliet" and "The King and I" are the chief contenders for the special color telecast, which will be done live from New York. If the latter work is chosen, no official announcement will be released this year, to avoid any conflict with the 20th Century-Fox movie version currently playing in first-run houses.

With many Cole Porter, and Rodgers and Hart musicals already telecast, the seven Broadway creations of Rodgers and Hammerstein remain among the theater's

richest, most important properties sought for transference to the TV screen. Scenes from the shows have occasionally been staged, mostly on the Ed Sullivan show, and R&H did do one spectacular for General Foods in 1954 along the same lines.

Since that time, however, they have turned down 100 or more offers to telecast any one of their musical plays in its entirety.

Chances are good that Oscar Hammerstein II and Richard Rodgers themselves will appear on camera before or after the performance for some brief commentary.

### Hazel Bishop Buys 'Clock'

NEW YORK — Hazel Bishop has bought "Beat the Clock" on the CBS-TV network Saturday evening, 7-7:30. The quiz show was under option last month to Pharmcraft, which changed its mind about sponsorship when a sufficient number of markets hadn't been cleared on a live basis.

But Hazel Bishop is willing to take the property in some markets live and in others on a delayed basis. The sponsor is dropping an alternate week quarter-hour of the Bob Crosby show on the same web. Raymond Spector is the agency.

### Toni to Drop 'Scouts' Time

NEW YORK—The Toni Company has decided to drop its alternate week sponsorship of "Arthur Godfrey's Talent Scouts" Mondays, 8:30-9 p.m., on CBS-TV. Lipton's Tea remains as an alternate week sponsor.

The probable reason for the cancellation is Toni's purchase of alternate week sponsorship of "Stanley" on NBC-TV in the same time slot.

### Chevrolet Gets 'Wire Service'

NEW YORK—With two divisions of the same company bidding for "Wire Service" unknown to each other, ABC-TV has reportedly sold alternate week sponsorship in the dramatic series to Chevrolet.

Pontiac and Chevrolet, both divisions of General Motors Corporation, have been seeking the Thursday night hour-long show. Pontiac, however, wanted short-term sponsorship, so the decision went to Chevrolet. R. J. Reynolds will sponsor the alternate weeks.

## 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

937

Name \_\_\_\_\_

Occupation or Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

### Vick Moves Into Web TV

NEW YORK—The Vick Chemical Company has moved into network TV. The maker of drug products has purchased half of "Big Story," NBC-TV, 9-9:30 p.m., Friday, which it will share with American Tobacco.

It will also alternate sponsorship of the Jonathan Winters show with the Lewis Howe Company, Tuesday 7:30-7:45, on the same network.

### Sweets Buys 'Rangers' Half

NEW YORK — The Sweets Corporation, maker of Tootsie Roll, last week bought alternate weeks of "Tales of the Texas Rangers." It will co-sponsor the show with General Mills in the Saturday morning 11:30-12 slot on CBS-TV.

Tootsie Roll, which last season had several NBC-TV Saturday morning shows, will replace Curtiss Candy as alternate sponsor of the CBS-TV Western stanza.

### Chesterfield in P&G Net Swap

NEW YORK — The trend toward alternate sponsorship continues as Chesterfield has begun negotiations with Procter & Gamble for a network swap. Half of its "Dragnet" series (NBC-TV, Thursdays, 8:30-9 p.m.) would go to P&G, with half of the latter's "This Is Your Life" (Wednesdays, 10-10:30 p.m.) switching to Chesterfield.

Remington Rand, Inc., is also talking with Chesterfield about taking over alternate week sponsorship of "Gunsmoke" on CBS-TV.

### ABC-TV Weighs Show For Martin Agronsky

NEW YORK—Martin Agronsky may have won himself a show of his own by his critically-acclaimed convention job. ABC-TV is mulling an 11 p.m. news-and-interviews, quarter-hour strip for the reporter, to start this fall.

## NBC Increases Fall Telementary Fare

NEW YORK — NBC-TV will offer more telementaries in prime time periods next season. "Telescope," the web's newest program of documentaries which was slated to be programmed on Sunday afternoons this fall, will now be offered in a number of pre-empted hours during the evening.

The cause of the "Telescope" switch is the slotting of the Ray Bolger show on Sunday afternoons to alternate with "Wide Wide World," probably Sunday 5-6. The network has Bolger half-sold to Helene Curtis.

One of the "Telescope" series, that on the launching of the earth satellite, has already been sold to International Business Machines. Deals are also pending with North American Aviation for the majority of the others. They include Maurice Chevalier's Paris, "Doctor," "Assignment Southeast Asia," "Hour," "Crust of the Earth" and

one about the Oceans. NBC's "Project 20," of course, will also present four or five programs in its series in prime time periods. Nor-elco sponsors "Project 20."

This will mean that the NBC will be offering a telementary about every month during the 1956-'57 season.

### CBS Packages Shulton Shows

NEW YORK—CBS-TV is putting together a package of programs for Shulton to sponsor this fall. Shulton will bankroll three half hours of the new hour version of "See It Now" on Sunday afternoons.

The sponsor is also picking up two individual half hours of the Burns and Allen show, which the regular co-sponsors, B. F. Goodrich and Carnation, will relinquish. Other programs not known are included in the package. Shulton's sponsorship of Murrow's "See It Now" last season was very successful.

### WRCA Ups Sam Dana

NEW YORK—Sam Dana has been promoted from supervisor of TV promotion for NBC Spot Sales to head of advertising activities of WRCA and WRCA-TV. He joined NBC in May, 1955.

### Culligan Named NBC Radio VP

NEW YORK—NBC last week indicated its continuing faith in the future of its radio network by the appointment of Matthew J. Culligan as veepee in charge of radio. He replaces Charles Ayres, who resigned recently.

Culligan has been vice-president and national sales director of NBC-TV. In his four years at NBC, the network topper has compiled an impressive record of achievement.

His first major assignment was sales direction of "Today," "Home" and "Tonight," which is expected to gross about \$18,000,000 this year. He has also pioneered in the use of closed-circuit TV to sell TV to advertisers. Culligan is also known for his development of sales talent at the network. He is 38.

### CNP Finishes Exec Line-Up

NEW YORK — California National Productions, Inc., has completed its executive staff with the appointment of five new directors.

William L. Lawrence will head the Eastern unit of the Program Development department, Robert A. Anderson will direct business affairs, Norman S. Ginsburg will be manager of advertising and promotion, Frederick Jacobi will serve as publicity manager and Francis X. O'Shea will be merchandising director.

## The Billboard

The Amusement Industry's Leading Newsweekly  
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. Gatto ..... Secy.

### Editors

Paul Ackerman... Music-Radio Editor, N. Y.  
Herb Dotter... 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 Zito... 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: DUNbar 1-6450  
New York 36, 1364 Broadway  
W. D. Littleford  
Phone: PLaza 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CENtral 6-8761  
Hollywood 28, 6000 Sunset Blvd.  
Sam Abbott  
Phone: HOLlywood 9-5831  
St. Louis 1, 390 Arcade Building  
Frank B. Jeorling  
Phone: CHEstnut 1-0443  
Washington 5, 1426 G St., N.W.  
News Bureau  
Phone: NATional 8-4749

### 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, 1927, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1956 by The Billboard Publishing Company. The Billboard also publishes Vene, the monthly magazine of automatic merchandising; one year, \$4.



Vol. 68 No. 35

**ADDED SALES PUNCH**

**Stars' Appearance Hypo Product Sales**

HOLLYWOOD — A TV program combined with personal appearances of the stars in towns in which the show is on the air can have a tremendous effect on product sales. This is being graphically illustrated in the p.a.'s the stars of "The Country Show" are waging for sponsors Pillsbury Mills and Ballard Flour Company.

Pillsbury spot-books the series, produced by Al Cannaway, nationally in 120 markets. Ballard picks up the tab in 23.

The four stars of the program, Webb Pierce, Faron Young, Marty Robbins, and Carl Smith, each make approximately 200 personal

appearances per year. Each p.a. is a co-ordinated campaign planned well ahead.

Generally, this is set up with merchants. Banners and posters are put up in stores, and both the TV show and the star's appearance plugged. With most of the towns in the 5,000 to 50,000 population range it becomes a big event.

An exec at Campbell-Mithun, Pillsbury's ad agency, says that the appearances have been tremendously successful in terms of sales. Because of this, merchants have cooperated wholeheartedly and signified a new enthusiasm for the product.

The agency exec stated frankly that, on the basis of the program alone, the series might not have produced the sales effect desired, but, with the p.a.'s linked in, it's done a tremendous job.

Cannaway agrees on the importance the p.a.'s have had on renewals of the series, now going into its second year for its two big sponsors. Another plus is the fact that openings and closings are specially tailored for Pillsbury and Ballard, thus giving them the appearance of their own shows.

Gannaway recently completed 26 new episodes for the "Country Show," giving him a total of 52, which, added to 43 "Stars of the Grand Ole Opry," being syndicated around the country by Flamingo Films, make a total of 95.

Additionally, Gannaway is bringing out a new series with Faron Young, titled "The Young Sheriff," of which five have been completed. Flamingo will distribute this, also.

**CBS Prepares 'You, the Jury'**

NEW YORK — CBS-TV is preparing a new daytime show, "You, the Jury," based on "They Stand Accused," which formerly ran on the Du Mont network in an evening slot. The web has bought the property and revamped it to half-hour strip form.

It will consider various cases of interest to the daytime audience, some of which may run for several days. No time period has been assigned, but the web will have the property ready if the need should arise.

**Top Tunes Top New Welk Show**

HOLLYWOOD — Top tunes of the week will be highlighted by the new Lawrence Welk variety show, going into the 9:30-10:30 p.m. slot on ABC Monday nights. To be called, "Lawrence Welk's Top Tunes and New Faces," program will also present a hand-picked selection of outstanding talent from all sections of the country.

According to Sam Lutz, Welk's manager, and John Gaunt, Grant ad agency exec, no method of picking the top songs has been determined yet.

New talent will be picked from local radio and TV stations, colleges and universities.

**Wesson Eyes 2 Web Shows**

NEW YORK — Wesson Oil is considering sponsorship of one of two network properties. It is eyeing alternate half-hour bankrolling of CBS-TV's "Playhouse 90," the Thursday 9:30-11 p.m. dramatic vehicle. Also being weighed is the purchase of one third of Sid Caesar.

The latter buy would be for 15 weeks during the winter season and five weeks during the summer. Wesson is to have bought half of "Blondie" from Hal Roach, but the deal fell thru.

**Shapiro Heads Outlets**

TULSA, Okla. — The Griffin TV interests have appointed Mike Shapiro managing director of KTVX, here, and KATV, Little Rock.

**SUMMER SUBS BEAT '55, FAR UNDER FALL-SPRING**

**Average 15-50 Per Cent Better Trendex; Ratings About Half of Those Replaced**

NEW YORK — The summer programming story in 1956, seen with the hindsight of approaching fall, appears to have been slightly better than that of 1955. But it still doesn't hold a candle to fall-winter-spring. A study of the Trendex ratings of six representative summer replacements bears this out.

These six summer shows did on the average 15 to 50 per cent better than their 1955 counterparts. But they did hardly better than 50 per cent as well as the shows they replaced.

The first-run summer shows did better than the reruns, but only by a whisker. In 1955, the first-run replacements did not do as well as they did this year.

Sunday, 10-10:30 p.m., the live "Man Against Crime" has proved a stronger replacement than the live "Cameo Theater" of last summer. Its July and August Trendex ratings were 11.4 and 11.5. The comparable ratings last year were 7.7 and 6.7. However, it is still a far cry from the Loretta Young show, which from October thru March had an average Trendex of 22.6 in this slot.

Monday, 9-9:30 p.m., the first-

run Charlie Farrell film show was slightly better than "Those Whiting Girls," also first-run film, of 1955. Farrell's July-August average Trendex was 12.9, while "Whiting Girls" was 10.5. But it was still drawing only one third the popularity rating of "I Love Lucy," whose October-March average was 36.0.

Tuesday, 9-9:30 p.m., the first-run but oldie "Sneak Preview" was a little better than the rerun "Summer Theater" of 1955, but only half as good as the in-season "Jane Wyman Fireside Theater." Its July and August ratings were 9.8 and 12.5, whereas the comparable ratings last summer were 10.5 and 7.7. "Fireside" had an average 21.8.

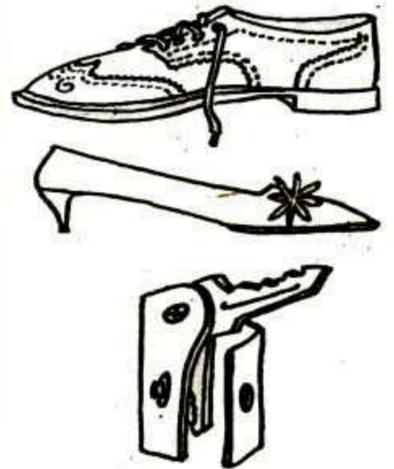
Friday, 9-9:30 p.m., "Best in Mystery," using "Four Star Playhouse" reruns this summer, seems to have had more appeal than the reruns this show used last summer. The August, 1956, Trendex was 8.7, while the August, 1955, was 6.6. "Big Story" this past winter in this slot had an average Trendex of 17.6.

Saturday Toll Saturday, 9:30-10 p.m., "Festival of Stars" (reruns of "Ford

Theater,") as the replacement for "Texaco Star Theater," seems to have proved more popular than the reruns of "Star Theater" itself last summer. In July and August it drew Trendexes of 9.3 and 12.8. In August, 1955, "Star Theater" drew a Trendex of 9.0. This past winter "Star Theater" with Jimmy Durante had an average Trendex of 20.1.

In July, 1955, NBC-TV in Saturday, 9-10:30 p.m. carried the "Allen in Movieland" spectacular. It drew an average 12.7 Trendex.

Saturday, 10-10:30 p.m., the "Encore Theater" dramatic reruns seem to be about on a par with the live Jonathan Winters variety-comedy "And Here's the Show" of last summer. In July and August it drew an 8.3 and 6.0, whereas Winters drew a 6.9 last August.



**7th in manufacture of leather and leather products**

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

**wgal-tv**

LANCASTER, PENNA. NBC and CBS

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

STEINMAN STATION  
CLAIR McCOLLOUGH, Pres.

Representative  
the MEEKER company, inc.  
New York Chicago Los Angeles San Francisco

**KEY TO SUCCESS**

**'Producer Showcase' Buys With Bally Angle**

NEW YORK — Exploitation is the key word in the selection of properties for presentation on "Producers' Showcase," NBC-TV's Monday-night spectacular, according to Mort Abrahams, executive producer of the series. Vehicles booked for this season show a balance between music-longhair and pop-and drama, using name stars and name directors.

Music most obviously lends itself to exploitation, says Abrahams. He points to the numerous records already circulating on tunes taken from "The Lord Don't Play Favorites," which will debut the season of Monday spectacles.

Such artists as Kay Starr (also featured in the musical), Louis Armstrong and Mario Lanza have already cut tunes which are getting tremendous deejay play. They are expected to do an impressive job of pre-selling the September show, the production topper reports.

The same technique is also being used for "Jack and the Beanstalk," the November "Producers' Showcase" spectacular. Am-Par is beginning to cut disks. But Abrahams declares that the nature of the vehicle—being a fairy tale to be presented before the Thanksgiving holiday—will offer other exploitation potential, with exact promotions still in the blueprint stage.

The other properties for the coming season are expected to pre-sell on the drawing value of their names, Abrahams states. They include "Mayerling" with Audrey Hepburn and Mel Ferrer, the Old Vic's "Romeo and Juliet," Sol Hurok's "Festival of Music," Sadlers Wells ballet doing "Cinderella" and Alfred Lunt and Lynne Fontanne in "The Great Sebastians." This last is an instance of a top Broadway drama, never made into a feature picture, being offered to TV viewers without prior theatrical exposure.

ADVERTISERS — AGENCIES — STATIONS

**The New Season's Opportunities in Color Television**

... will be spelled out in a series of up-to-the-minute features, statistical charts and detailed lists that explore color TV from all angles. Be sure to look for it in ...

The Billboard's TELEVISION DEPARTMENT

SEPTEMBER 22 ISSUE

Published co-incidental with NATIONAL TV WEEK

# From WTVN Columbus, come the FIRST AVAILABLE RATINGS ON WARNER BROS. PICTURES!



MONDAY NIGHT AUDIENCE CLIMBS FROM

**6.2** UP TO **12.1** with "THE PETRIFIED FOREST"

FRIDAY NIGHT AUDI

**5.8** UP TO **18**

**Bought by Leading Sponsors!**  
**AJAX · HELENE CURTIS · REVLON**  
**ARRID · VASELINE**  
**PROCTER AND GAMBLE**  
**LANVIN · BAVARIAN BREWING!**

**...AND**

First run on  
television exclusive  
in your market.  
For complete details call..

# 55.3% AUDIENCE RISE

## ON MON.-FRI. EARLY HOME SHOW

(9:30-11:00 P. M.—AUGUST ARB)



AUDIENCE CLIMBS FROM

**4.4** with "LADY WITH THE RED HAIR"

SATURDAY NIGHT AUDIENCE CLIMBS FROM

**6.7** UP TO **12.6** with "ACTION IN THE NORTH ATLANTIC"

# THIS SUCCESS STORY CAN BE YOURS!

One look at these first available ratings is all the proof you need that Warner Bros. pictures out-rate all competition!

And these are only the first reports! Just wait till the ratings get rolling..up..up..up! On second thought—don't wait! Act now and get the big sponsors and the big audiences.

# a.a.p.

Associated Artists Productions, Inc.  
345 Madison Avenue • New York 17, N. Y.  
telephone: MUrray Hill 6-2323



TECHNIQUE

# Unger Gives Thoughts Re Ziv Approach

NEW YORK—"By the time we produce a pilot film we know we're going to produce the entire series." So said Maurice (Babe) Unger, production vice-president of Ziv-TV, stopping off here on his way to West Point for production conferences on the new Ziv show that will go on CBS-TV for General Foods this fall.

Expressing still another special attitude toward the practice of pilot making, Unger said, "If we

don't know for certain we can sell a property, we don't see any point in shooting a pilot film." For Ziv, Unger continued, "the main purpose of the pilot film is to guide final production decisions on such matters as casting and scripting. The breather after completion of the first film is the last chance we have to make any changes in our basic approach to a series," he added. "It would be too late if we waited until 10 or 20 films were in the can."

This point of view is obviously made possible by the fact that the Ziv field force can always be counted on to put a new show over in syndication if it does not find a national sponsor in due time.

**Beats Air Force**

According to Unger, the production of so many speculative pilot films is ridiculous. "Hollywood now has more pilots than the Air Force," he quipped.

Ziv itself is now known to have at least two pilot films in the house, "Annapolis," which is in the hands of its national sales force, and "Martin Kane, Private Eye," which has just completed shooting in England. One of these will probably become Ziv's next syndication release, early in 1957.

Ziv now has four series in full production: "West Point," which will bow on CBS in the fall; "Dr. Christian," which will bow in syndication around October 1; "Science Fiction Theater," which is near the middle of its second year in the fall.

Ziv concluded production of the first cycle of 39 films in "The Man Called X" two weeks ago. Production of this series is now in a hiatus pending a decision to produce a second year's cycle.

# Alcoa-Goodyear Budget Up 20G

NEW YORK—The production budget on next season's "Alcoa Hour-Goodyear Playhouse," the Sunday night 9-10 p.m. drama, has been upped to an estimated \$65,000 per show from last season's \$45,000 per production. The drama will go in more for established properties which have greater exploitation possibilities to awaken audience interest.

Showcase Productions is lining up a stable of top production talents to take over as producers. Last week Charles Russell was signed. Also pacted are Sidney Lumet and Alex Segal. Herbert Brodtkin was last season's producer.

# Britain Tries Morning TV

LONDON—Key to the growing confidence most commercial TV operators are feeling here, despite heavy losses by at least one over-staffed contractor, is Associated Broadcasting Corporation's decision to bring back morning programs. Heralded as the housewife's choice, both the London contractors ran morning programs for the first six months of their operation here, then hustled them off the screen as uneconomic.

Now ABC has scheduled an hour Sunday a.m. show which will be networked. Contractors feel that the morning shows may become general again soon, now that viewers have got used to the commercial type of format.

# Cig Sponsor Adds Quarter

NEW YORK — Brown & Williamson for Viceroy and Kools, bought its fourth alternate week daytime quarter hour on the NBC-TV network. Purchase was of Tennessee Ernie, giving it a full quarter hour sponsorship of the variety show.

Advertiser is also bankrolling alternate week quarter hours of "It Could Be You" and "Queen for a Day."

# NARTB to Distrib Kits for TV Week

WASHINGTON — TV stations shortly will receive a kit of promotional materials from the National Association of Radio & Television Broadcasters to boost the promotion of National TV Week, September 23-29.

It contains news releases, slides and a list of tie-in ideas for use within the format of live programs. Color will also be accented in the promotional materials.

# Mickey Adds Minn. Mining

NEW YORK — ABC-TV has added the Minnesota Mining Company to its sponsor line-up for "Mickey Mouse Club," reducing to seven and a half the number of quarter-hours still unsold.

The 26-week contract will match Minnesota Mining with Miles Laboratories, in keeping with ABC-TV's policy of selling only a firm 52 weeks.

# M. Rountree Show Slotted

NEW YORK — NBC-TV will program Martha Rountree's "Press Conference" Mondays, 7:30-7:55 p.m., with a five-minute news round-up by John Cameron Swayze to follow at 7:55.

This breaks the network's "news and music strip" pattern to which it adhered in past seasons in that daily half-hour time slot.

# WRCV to Bow Live Jazz Show

PHILADELPHIA — Dixieland is the theme of "Midnight Jazz Festival," a live, local half-hour program which will bow here October 6 over WRCV-TV. The show will feature such jazz stars as Henry (Hot Lips) Levine, Coatesville Harris, Al Leopold, Bon Bon, Delloyd McKaye and the Petit Fours dance foursome.

Dennis Kane will direct. There will be no emcee, the transitions from one act to another being handled by dances, instrumental riffs or vocalized rhymes.

## ADVISORY BOARD SURVEY

# Keys to Fourth Web: Programs, Clearance



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

Which comes first, the chicken or the egg? That has always been a good poser, and The Billboard's TV Editorial Advisory Board has made neat application of it in regard to discussion of a possible fourth network.

The first question put to the Advisory Board was: Do you believe there is a need for a fourth web now? Voting thruout the various facets of the industry was pretty "even-steven," altho the "yes" replies got the nod with 55 per cent, against 41 per cent for the "no" voters. Curiously, the station category, which would seem to benefit the most from another network, voted 52 per cent against it.

The chicken-egg dilemma revolved around clearances and programming. The moot point was: If a fourth network got started, could it provide sufficient good programming and get sufficient clearances? Or would the growth of the number of stations, etc., have to come first?

On the matter of clearances, many voters operate in two and three-station markets, where some outlets already have more than one net affiliation. "So why do we need a fourth web?" they asked. Many on the board pointed to ABC and its troubles in clearing markets.

**Programming a Key**

The second key factor—programming—actually was the factor that tipped the voting in favor of a fourth net. Better programming would result from the added competition, some felt. Others, agreeing, noted the SRO signs over the present networks' schedules and felt that there were plenty of good ideas still to be developed to offer a wider selection of fine shows. This, altho the opposition was quick to point out that the present webs were handling a variety of program fare.

This discussion naturally led to a second question: Would you use phone lines or film only for such a network? "Film only" edged out the telephone lines 42 per cent to 39 per cent in a close voting. Immediacy was the main reason for adhering to line use. Sell appeal, too, was a key factor in favoring live programming. The public likes live shows, they said. "Multiple prints would cost too much, and the fare would be too limited."

When it comes to costs, said the film advocates, the lines would be entirely too expensive. Film also would eliminate time belt changes and eliminate the problem of clearances. Flexibility seemed to be a key word for those favoring a film network.

**Special Events**

The voters for "film only" were not blind to the fact that some programming, i.e., sports events, conventions, etc., would need the live approach which could be provided only by the lines. This presented no stumbling block to planning, many felt, because lines could be leased when needed. Regional and local advertisers, too, they pointed out, would be able to get into TV in more advantageous time periods.

If the voting on the first two questions was about equally divided on the questions of why or

how a fourth web, the advertiser question rounded out the study. It was asked: If you were—or are—a national advertiser, would you consider buying time on a fourth TV network during the 1956-'57 season?

"Well, sir, it depends," came the replies from a hedge-straddling majority, and with some justification. Altho those opposed to using an additional web made up only 20 per cent of the total vote, their reasons were concrete: The three nets take good care of the present audience, a fourth couldn't get clearances anyway and there's no track record on viewers, were their arguments.

The heaviest tally was in the "depends" category with 41 per cent, followed closely by the positive minded with 38 per cent. However, the positive minded proved to be not so positive either in their comments. They definitely would buy if the time periods, markets and programming fare were worth it. In other words, the approach to a fourth net would have to be as with any other purchase.

Many members thought rates would be cheaper and that there would be an audience in areas where the big nets don't reach. They deemed it an excellent chance for the newcomer or for those forced out by SRO signs elsewhere.

More on time, payment formulae and programming on this fourth hypothetical network will be discussed in the next installment of the Advisory Board in two weeks.

## How They Voted

Do you believe there is a need for a fourth network in TV today?

	Yes	No	No Opinion
Stations	16	19	1
Agencies	9	10	—
Network Sponsors	2	—	1
Regional, Local and Spot Advertisers	3	3	—
Producers, Labs, Equipment	11	2	—
Distributors	6	1	1
<b>TOTAL</b>	<b>47</b>	<b>35</b>	<b>3</b>

If you were to try to organize a TV network today, would you plan to circulate your programs by telephone lines, as the existing networks do, or would you circulate them strictly by film, as has been often discussed over the past five years?

	Telephone Lines	Film Only	Both
Stations	10	21	—
Agencies	11	5	—
Network Sponsors	2	—	2
Regional, Local and Spot Advertisers	2	1	—
Producers, Labs, Equipment	1	5	2
Distributors	2	5	2
<b>TOTAL</b>	<b>28</b>	<b>37</b>	<b>6</b>

If you were—or are—a national advertiser, would you consider buying time on a fourth TV network during the 1956-'57 season?

	Yes	No	Depends
Stations	12	8	9
Agencies	5	3	8
TV Network Sponsors	—	1	2
Regional, Local and Spot Advertisers	3	2	—
Producers, Labs, Equipment	5	—	5
Distributors	2	—	5
<b>TOTAL</b>	<b>27</b>	<b>14</b>	<b>29</b>

## Stations Say . . .

JACK GILBERT, station manager, KHOL-TV, Holdrege, Neb.: "The third net is having trouble because of a lack of outlets . . . a fourth would have a worse time."

CARL FOX, manager, KYTV, Springfield, Mo.: "There are enough program ideas and stars, plus good film properties . . . to fill four networks and thus give the people a greater and more selective choice."

ROY E. MORGAN, executive veepee, WILK-TV, Wilkes-Barre, Pa.: "The film network could be implemented when necessary by leased telephone lines to provide specific coverage."

FRANK C. McINTYRE, veepee, KLIX-TV, Twin Falls, Idaho: "Fourth web time clearance would be a problem. For instance, in a very small TV market we are being pressed to offer good clearances for our present networks."

BOB WATSON, station manager, KCNC-TV, Amarillo, Tex.: "Lines are tremendously expensive. Clearances would be very difficult in markets with only two or three stations. With film you could pick and choose times, trying for same time in all zones . . ."

REX HOWELL, president, KREX-TV, Grand Junction, Colo.: "Present limitations of alloca-

tions precludes successful operation of a fourth network in a traditional competitive pattern."  
HERB BRANDES, general manager, KDRO-TV, Sedalia, Mo.: "A fourth net would give stations which have been unable to secure a network an opportunity to compete. It will also curb the monopolistic practices of the networks today. The networks have a stranglehold on the growth of television as of now."

## Agencies Say . . .

ROBERT W. JENSEN, TV-radio director, BEARDEN, THOMPSON, FRANKEL, Atlanta: "I think there is a great deal of room for a new network with refreshing new programming ideas . . . a network refusing to play 'follow the leader.'"

S. LAWRENCE ROTHMAN, radio-TV director, ROTHMAN ADVERTISING, Pittsburgh: "I would use film only to allow flexibility to stations in time areas where competition is weak. . . . This film network would give better quality prints and more adaptability."

## Regional Sponsors Say . . .

JOHN W. HALEY, advertising manager, NAR-RAGANSETT BREWING, Providence, R. I.: "I would use a fourth web. 'Too many medium-sized regional advertisers are now barred from effective television.'"

In the next TV Editorial Advisory Board study:

# WORKINGS OF THE 'FOURTH WEB'



NEW, EXCITING AND INTRIGUING . . . FAMILY APPEAL

The FIRST Television Show Of Its Kind

# THE TRACER

... True Dramas of Missing Persons



A new star for Television,  
James Chandler as The Tracer

**WEEKLY VARIETY**

**TRUE DRAMAS**

**FORTUNES TO BE CLAIMED**

Filmed against the background of 30 of America's most exciting cities! "The Tracer" offers outstanding entertainment and a public service. Sponsor's sales and community prestige will soar. Phone or wire now for an audition.

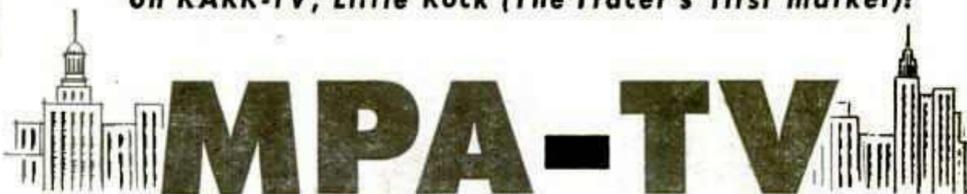
### A REFRESHING NEW IDEA IN PROGRAMMING

... distinctively different ... more than a crime show ... more than a dramatic series ... more than a situation comedy ... a rare combination of intriguing suspense and warm human drama the whole family will enjoy. All episodes are true cases from the confidential files of The Tracers Company of America.

### A UNIQUE NEW CONCEPT OF PROMOTION

... weekly lists of local missing heirs and persons will be furnished (at no extra cost) to be telecast with each episode. Actual missing persons will be found and millions of dollars claimed through program's public service.\* Promotion possibilities are unlimited.

\*Missing heir to \$1,000.00 found by the Tracer's first telecast on KARK-TV, Little Rock (The Tracer's first market)!



**PRODUCTIONS**

1032 CARONDELET ST., NEW ORLEANS, LA.

# M-G-M Covers Third of U. S. In Week With Library Sales

Makes Rapid Deals to 12 Outlets, Others Due; May Gross \$50 Mil

NEW YORK—In the space of one week M-G-M TV has covered almost one-third of the United States with its library of 725 pre-1949 feature films. Three rapid-fire deals to 12 stations were concluded this week with three important station groups, in addition to the one firmed up last week with KTTV, Los Angeles.

For seven years of unlimited plays, M-G-M TV will receive about \$12,000,000 from CBS for WCBS-TV, here; WBBM-TV, Chicago; WXIX-TV, Milwaukee; KMOX-TV, St. Louis, and WGTH-TV, Hartford, Conn., if the acquisition of the last two stations is approved by the Federal Communications Commission. The Tri-

angle Publications group will pay about \$3,000,000 for WFIL-TV, Philadelphia; WNHC-TV, New Haven, Conn.; WNBF-TV, Binghamton, N. Y., and WFBC-TV, Altoona, Pa. Another \$1,500,000 is expected to be paid by the King Broadcasting Company for KING-TV, Seattle, and KGW-TV, Portland, Ore., now under construction. Since an estimated \$4,000,000 is also to be paid by KTTV, Los Angeles, for the features, the M-G-M TV take will be about \$20,500,000, a tremendous volume of business, which indicates a gross in excess of \$50,000,000 by the

time sellout is achieved on all Metro feature product.

A large number of other library deals are also on the verge of being concluded. Perhaps the one most likely to be closed shortly is with KEYD-TV, Minneapolis, which will repeat the KTTV pattern. KEYD is expected to sell a 25 per cent interest in its station to M-G-M TV, and, in a separate arrangement, buy the entire feature library.

M-G-M TV has found itself faced with happy alternatives because of the desire of the stations to acquire the strong library of pictures. It can either sell the library to stations, or sell them the library and buy substantial interests in stations themselves. There is little doubt that M-G-M TV will wind up as 25 per cent owner of about five stations, mainly in major markets.

The deal with the CBS-owned stations seemingly was dead early last week when Chairman of the Board Bill Paley returned from a Bermuda vacation. It was he who reopened it. M-G-M TV was then locked in negotiations with WOR-TV, but Paley's offer was so substantial that it could not be refused. Only KNXT, Los Angeles, of the CBS-owned stations will not get the features, but that is because of the rapidity with which KTTV acted.

## Key to Kiddie TV: Curiosity

WASHINGTON—The "Guidelight" for programming television shows for the younger set is "curiosity," according to a group of consultants on children's programming. The group told the Educational Television and Radio Center that "the desire to learn something about almost everything" is one of the many factors to be considered in planning shows which will catch and hold the interest of youngsters.

Children's programming should "broaden their knowledge about things at their own level of understanding," the kid experts said. This can be accomplished "with the proper presentation and thru a captivating personality."

It was also pointed out that programs should be developed for each of three age groups—tots from three to seven, juveniles eight to 11 and adolescents 12 to 16. Research is also needed, the experts claim, to discover "what happens inside" the youngster when he watches a television program.

## Disney Net May Double '55 Take

HOLLYWOOD—Net profits of Walt Disney Productions will probably double this year as compared to 1955, according to the nine-month earnings report released over the weekend. For the period ending June 30, 1956, net profits were \$2,091,975. The entire fiscal year of 1955, ending October 1, saw a net of \$1,352,576.

Disneyland Park, operated as a separate enterprise, had a net profit of \$187,891 up to July 29, 1956, more or less its first year of operation. This was after deducting pre-opening expenses of \$887,692 and depreciation of \$1,792,437.

The Disney net is on a nine-month gross of \$20 million plus. Following the recent two-for-one stock split, the profit is equal to \$1.60 per share.

## RKO to Shoot TV Pix, Hires March

HOLLYWOOD — RKO has taken its first step toward shooting films for TV after the first of the year. It has hired Alex March, former producer of the "Studio One Summer Theater" for CBS, as a producer.

Beginning September 1, March will start assembling material for the program of films.

## '1,001 Nights' Pilots Readied

PARIS—Scheherazade's repertoire of stories will be made into a color series for national sponsorship by Jean-Paul Blondeau, French producer-director.

The half-hour, semi-musical show, tentatively called "A Thousand and One Nights," may star Alfred Drake and Yvonne De Carlo. Filming of two pilots starts sometime this fall in French Morocco.

Blondeau, who created "Dollar a Second" in Paris and later bought it to the U. S., will reverse procedures and air the new series here only after American saturation.

## M-G-M Deals for Only Black-White

NEW YORK—The deals made by M-G-M TV for the sale of its library of feature films to three station groups and KTTV, Los Angeles, permits the transmission of the films only in black and white. The stations which own the library and wish to transmit the prints in color must work out separate terms. Of the 725 pictures, 60 are in color.

C&C Television, which has the RKO library of features, offers color rights as well as black and white. Associated Artists Productions, the owner of the Warner Bros. library, has not sold color rights except in the case of KTLA, Los Angeles.

## American Tobacco Has 'Log' 13 Weeks

NEW YORK — The American Tobacco Company will sponsor the first 13 weeks of "Navy Log" on ABC-TV Wednesdays, 8:30-9 p.m.

It's still looking for an alternate week sponsor but it is committed to picking up the full tab if an acceptable one isn't forthcoming.

## BEHIND THIS WEEK'S NEWS

# Bud Barry: Man Who Kicks Traces to Do Things Right

By SAM CHASE

THE ROGUSH smile on the leprechaun face pictured below belongs to Charles C. (Bud) Barry, 45-year-old vice-president in charge of TV for Loew's, Inc. He can't be blamed for feeling elated at this moment, for he has apparently proved a pretty big point, that Loew's could itself successfully handle the sale to TV of the M-G-M library of 725 feature films.

Barry seems to have made a career of bucking established practices, so nobody should have been surprised when he resolutely opposed the suggestion that Loew's sell the films outright, or lease them to a TV film distributor to handle. Having joined Loew's but a few short weeks before the fateful board decision was made, Barry took a stance for the firm's handling of the film library itself.



CHARLES C. (BUD) BARRY

### The Pay-Off

The pay-off, as outlined in the accompanying story, has already rung up better than \$20,000,000 on the Loew's cash register, something the firm's stockholders are unlikely to look upon glumly after recent lean years.

Barry has been going his own way, and scoring pretty well at it, for quite some time.

After working as a reporter with The Boston Globe and Montgomery Ward as promotion writer, he entered broadcasting as an announcer for NBC in Washington in 1937 and became Presidential announcer to F.D.R. By 1941 he had been transferred to New York as assistant program manager of NBC's Blue network, and in 1943, when the Blue was sold to ABC, he became national director of program operations. In 1945 he became the web's national radio program chief, the following year added TV to his duties, and in 1947 was elected veepee in charge of programs at ABC.

One of his first coups in that capacity was to pick up a Lou Cowan package which had been rejected by the other webs. Barry saw something in the show, titled "Stop the Music," which eluded the other web's program chiefs. When it bowed, in March, 1948, it was against the best the opposing webs had to offer.

This reviewer wrote at the time that the giveaway Goliath of its day "should bring in a sizable portion of the giant Sunday night audience. But nobody, least of all ABC, thinks it will drive Edgar Bergen and Fred Allen off the airlines." At least half the latter statement proved very wrong indeed.

But if "Barry's Folly" played a major role in undermining Fred Allen's own show, Barry himself later was to be instrumental in bringing the late comedian back to the heights. This was in November, 1950, when Barry had already shifted over to NBC as program chief, and again bucked the standard thinking of the day by devising radio's first and only 90-minute spectacular series, with multiple sponsorship, as a last gasp device to keep that medium exciting.

It was "The Big Show," with scripting headed by Goodman Ace and with Tallulah Bankhead as fensee, which at least sent big-time radio down gloriously. Fred Allen's participation on this series, along with a host of the biggest names around, will doubtless be recalled as constituting some of his finest work. This reporter's review of the premiere said that "NBC's program veepee, Bud Barry, should be named radio's man of the year on the basis of this show for giving potent evidence that there's plenty of life in the old AM carcass yet."

### Shift to TV Sales

Barry later shifted over to become veepee in charge of TV program sales at NBC, a unique position which combined his programming and sales talents. He left the web to go to the William Morris Agency at the end of 1954, and it was from the latter slot, where he handled top-level contacts with networks, advertisers and agencies, that he came to Loew's.

When Barry left NBC, Bob Sarnoff wrote him: "I, too, hope that we will continue to see each other on various industry projects." Ironically, however, it was with CBS Board Chairman Bill Paley that Barry last week closed the biggest deal yet on behalf of the M-G-M feature library.

But that's Bud Barry. He's a guy to whom you can't say, "Do it the standard way." Not if there's a different way to do it that's as good or better.

## Confabs Lose Rating Power

• Continued from page 1

cal party were higher. The Republicans chalked up 39.0 per cent, while the Democratic Convention tallied 31.4. Comparing the two, the Republicans dipped 4.6 per cent from the 1952 ratings, and the Democrats slipped down 1.5.

These percentage figures are

based on the number of sets in use, figures on which the political parties fared somewhat better. In 1952 the weekly Monday thru Friday Trendex average was 41.5, against which the Democratic convention scored a 42.1, and the Republicans chalked up 48.0.

Altho neither Trendex nor The Billboard make prognostications about elections or party strengths, two things stand out: Viewers didn't find the current conventions as interesting as before, and the usual programming averages are higher.

# CODE 3



#1 SYNDICATED SHOW IN LOS ANGELES 16.9 RATING, 25.1% AUDIENCE SHARE

and in San Diego: 27.4 rating, 47.8% audience share

Highest rated in its time segment:

Sacramento: 16.5

Portland: 17.8

Seattle-Tacoma: 22.7

San Francisco: 12.3

Several east coast and mid-west markets sold for fall start.

Many good markets from coast to coast already bought. Yours still available?

Rating source on request

Write, wire, phone  
ABC FILM SYNDICATION, INC.

10 East 44th Street

New York City

OXford 7-5880



GO GETTERS

New Features Really Pull in Top Ratings

NEW YORK—The early rating reports coming in on the big, new feature films continue to indicate the stations are indeed getting what they are paying for. In a number of key markets in which stations have started their big pictures in the summer there has been a spectacular upgrading of the audience on the theaters playing these films.

WKRC, Cincinnati, more than doubled the average ratings of its "Home Theater," Monday-Friday, 11:15 p.m., and its "Ladies' Home Theater," Monday-Friday, 5-6 p.m. when it started its Warner Bros. pictures in August. On Wednesday (1) "God Is My Co-Pilot" on the former show drew an American Research Bureau rating of 13.4, whereas the Wednesday rating on that theater in July was 4.8. Other Warner films it played during August rating week are "Border-town" with Paul Muni and Bette Davis, "Flaxy Martin" with Virginia Mayo, "Roaring Twenties" with James Cagney and "The Sea Wolf" with Ida Lupino and John

Garfield. On the evening show they drew an average 12.5 against a 4.9 that theater drew in July. The daytime show had a 6.0 August average with the Warners, against a 2.8 average in July.

WTVN Rises  
WTVN, Columbus, O., also started its Warner pictures in time for the August survey week, and increased the average of its "Early (Continued on page 12)

SEE BACK

NARTB TV Pix Committee Voted for '57

WASHINGTON—Harold See, manager of KRON-TV, San Francisco, was again elected chairman of the TV Film Committee of the National Association of Radio and TV Broadcasters.

The rest of the committee elected to serve for the 1956-'57 season consists of Elizabeth Bain, WGN-TV, Chicago; Joe Floyd, KELO-TV, Sioux Falls, S. D.; Gordon Gray, WOR-TV, New York; Elaine Phillips, WSPD-TV, Toledo, O.; Ken Tredwell Jr., WBT, Charlotte, N. C., and Ray Wilpott, WRGB, Schenectady, N. Y.

Daytime Strip For 'Brooks'

NEW YORK — Another rerun vidfilm series will go into daytime. CBS-TV intends to slot "Our Miss Brooks" in the 2-2:30 strip, replacing Johnny Carson beginning October 1. This is the second daytime network half hour to use rerun properties.

The first is NBC-TV's "Comedy Time" which has bought such reruns as the Joan Davis show, "It's Always Jan," "Dear Phoebe," "It's a Great Life" and "Topper." There are said to be 117 half hours in the "Our Miss Brooks" series.

It is not clear whether the network has given up on Carson entirely or will try to slot him in another time period.

Metro Movies Won't Upset Stations' Program Patterns

NEW YORK — The stations which have bought the great M-G-M library so far will not, by and large, make any significant changes in their programming patterns because of this purchase. As stated by the manager of one of the stations that last week bought the Metro pictures, the stations are using this product to "integrate and upgrade," meaning that they will use it to strengthen their established programs rather than start any new ones.

This, in fact, has been the main tendency of the stations which have bought the big packages and libraries this year.

There are exceptions, of course, occurring almost solely at stations that did not previously have a first-run movie policy. But the strong feature stations have made only marginal changes at most. A few have put new titles on their feature programs. A few have made slight time changes, such as moving their theaters a half hour into prime time on a few nights.

The eight stations which will definitely have Metro features in

the 1956-'57 season are not expected to stage any revolutions in program structure. Consequently, they each will have a healthy backlog of product to keep their movie show at a high level for a few years to come.

WCBS-TV here had effected a complete sellout of its five feature programs last week even before it concluded the Metro deal. It would have difficulty making time for any more feature programming even if it wanted to. It will not begin airing the Metro films until January 1, at which time it will also begin its Warner Bros. pictures. This latest purchase gives it a backlog of over 1,000 titles. It does not plan any change in rates.

KTTV, Los Angeles, the indie that has heretofore ridden so heavily on half-hour syndicated series, has not definitely decided what it will do with the Metro films. But at present it expects to install a high quality movie show in prime time only one night. (It now has features up until 9 p.m. on Sunday and Tuesday.) It does not expect its new look in features to reduce

its use of syndicated film, except for weaker reruns.

WFIL Retitles

WFIL-TV, Philadelphia, is this week changing the title of its two movie strips to "Movietime U. S. A." in accordance with its buy of the RKO library. It also has the 20th Century-Fox package for these plans, except that the station is toying with the idea of adding one or two movie stanzas a week. It now has a backlog of over 1,500 pictures not run.

WBBM, Chicago, has been starting its "Late Show" at 11:30 p.m. With the buy of the Metro films, it is expected to move the show up to 11 p.m.

WXIX, Milwaukee, has been starting its "Early Show" at 4:40 p.m. and its "Late Show" at 11:20 p.m. It is not expected to make any change.

PENDING STEP

20th-Fox Decision On Films Imminent

NEW YORK—A decision may be forthcoming this week on the TV future of 20th Century-Fox' backlog of feature films. The board of directors is due to hold a meeting in the latter part of the week that is expected to decide which of several TV offers the movie giant will take. That it will at this juncture make another TV deal on features seems a foregone conclusion among trade observers. The offers are said to be too tempting to resist. The bidding for the remaining pre-1948 library is reported to have gone up from \$35,000,000 to over \$40,000,000, which is about twice what was paid for the Warner Bros. library.

The alternatives now open to 20th have been given precedent by moves made already this year by 20th itself and other movie majors.

It could go into TV distribution itself, as M-G-M has done. It could sell off the entire library, as Warner Bros. did. Or it could

lease a limited package, as it did last spring.

NTA Refusal?

National Telefilm Associates, which got the 52 pictures 20th let into TV in May, was at that time understood to have been given a first refusal of sorts on any future TV deal 20th would offer to make.

NTA is now understood to be interested in a package for the budding NTA Film Network, as well as another one for distribution.

Pitching for the entire library are understood to be the Lou Chesler-Eliot Hyman group and Matty Fox. The latter is said to be concocting another complicated station-time-sponsor plan of the sort he has been working out with International Latex on the RKO library.

Spyros Skouras, president of 20th, was in New York last week after his European trip and went on to Hollywood in the latter part of the week.

THE SMART ADVERTISING MONEY IS ON

CODE



- Brewers: Liebmann, Miller, Stroh
Coffee Roasters: Fleming, Dining Car
Bakers: National Biscuit, Mrs. Smith's Pies
Appliances: Crosley-Bendix
Various: Lee Optical, Petri Wine, Gem Jewelry, Signal Oil, Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone ABC FILM SYNDICATION, INC. 10 East 44th Street, New York City OXford 7-5880



Dollar for Dollar You Can't Beat... "WRESTLING FROM CHICAGO" WITH THE CHAMPIONS Commentary by RUSS DAVIS

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

animation inc. 8564 melrose ave. hollywood

Preferred by Theatrical World CONVENIENT HOTEL Rates LARIDGE ST. LOUIS

ADVERTISERS - AGENCIES - STATIONS The New Season's Opportunities in Color Television ... will be spelled out in a series of up-to-the-minute features, statistical charts and detailed lists that explore color TV from all angles. Be sure to look for it in ... The Billboard's TELEVISION DEPARTMENT SEPTEMBER 22 ISSUE Published co-incidentally with NATIONAL TV WEEK

# RHEINGOLD

(LIEBMANN BREWERIES)

**NOW  
IN  
4TH YEAR OF  
SPONSORING  
"DOUGLAS  
FAIRBANKS  
JR. PRESENTS"**



What better testimonial to a TV film series than this long-time sponsor loyalty from a successful advertiser?

Other top-notch "Fairbanks" sponsors: Stroh Brewery, Top Value Stamps, Oscar Mayer, Sealtest, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availabilities on request.

117 half-hours available — many for first run!

Write, wire, phone  
**ABC FILM SYNDICATION, INC.**  
10 East 44th Street  
New York City  
OXford 7-5880



All the news of your industry every week in The Billboard . . .

## New Sponsors Pick Up Tab On 'Hudson'

**HOLLYWOOD** — Start of second year production on a syndicated series can hypo sales of the show in markets in which it previously hadn't been able to pick up a sponsor. This is apparently what's happening in the case of "Dr. Hudson's Secret Journal," second-year films of which will go on the air in September.

Apparently some top sponsors feel that they want assurance of at least two years' product before making a buy, Eugene Solow, one of the producers, said last week. Since the start of production on the second-year films, MCA-TV has sold the series in some 20 markets in which no sponsor had been found before.

Among these are such major areas as New York, Boston, Cincinnati and Providence, most of them hard-to-clear time areas. The additions bring the number of markets the show is in close to the 150 mark.

### Regional Deals

"Hudson" is attracting more and bigger regional deals in its second year. Wilson meat packing, which had the show in only six markets for the first year, will sponsor it in more than 30 markets in the second year. Bowman Biscuit has again taken it for 17 markets and in addition took options for several more.

Pacific Gas & Electric has bought "Hudson" for Northern California. Union Bank of Commerce bought it for Cleveland. The Gill Coffee Company has it in six markets, and Meister Brau Beer renewed it in Chicago.

From February thru May, Videodex gave "Hudson" the highest national average rating of any syndicated show.

## Guild Series On N. Y. Cops

**NEW YORK**—Guild Films has acquired the personal records and files of former Chief Inspector Conrad Rothengast of the New York City Police for a new vidfilm series, a pilot of which is to be shot in color.

Major filming will take place in New York, guided by Ed Ruby and Jack Rieger, who negotiated the deal. Rothengast will appear in the series, tentatively titled "New York's Most Important Police Cases."

## 85 Markets Carry 'Code'

**NEW YORK** — More regional advertisers and single market buyers have picked up ABC Film Syndication's new first-run "Code 3" series, hiking the total number of markets sold to over 85.

The new regional purchasers are the Miller Brewing Company, the Fleming Company (a wholesale grocery firm) and Top Valu Enterprises, which merchandises retail stamps.

Miller Brewing bought the show for six Wisconsin markets, Milwaukee, Madison, Wausau, La Crosse, Green Bay and Eau Claire. Fleming bought the show for Columbia, Mo.; Kansas City, Mo.; Topeka, Kan., and Wichita, Kan. Top Valu will sponsor the show in Tulsa, Okla., Houston and Washington.

The purchase by Miller Brewing brings to six the number of beer companies which have bought the series from ABC Film. Others include Rheingold, Stroh and Koehler.

ABC Film last week reported that its gross sales during June and July increased more than 95 per cent over the comparable two months of 1955. The programming properties it is selling increased by only 38 per cent.

## WCBS' Quick SRO on A.M. Film Strips

**NEW YORK** — WCBS-TV's two morning film strips were quickly sold out last week after riding a high rating level all summer. "My Little Margie," 9-9:30 a.m., was the highest rated daytime show in New York, and "Amos 'n' Andy," 9:30-10 a.m., was not far behind it. In three days last week the WCBS salesmen closed out 18 remaining one-minute availabilities, to score a 40-spot sellout effective in about two weeks. The spots sell at a one-minute rate of \$675.

Advertisers that bought "Margie" and "Amos 'n' Andy" here last week were Anahist, Fresh Pine Deodorant, Thomas Bread, Imperial margarine, Buitoni spaghetti and Bissell carpet sweeper. Signed earlier were Proctor Electric, Bon Ami, Presto Industries, Continental Baking and Bayer aspirin.

## CBS Pix Ups Goldsmith

**CHICAGO**—At CBS-TV Film Sales, Donald Goldsmith has been promoted to manager of the Chicago office, replacing William Perkinson, who now heads the Los Angeles office.

# COMMERCIAL CUES

## OLD WINE, IMPROVED BOTTLES

Ideas are popping like crazy at Animation, Inc. The firm has dusted off a successful radio sound track, added visuals thru animation and come up with a new TV commercial for Carling's Beer. The account was saved an estimated \$2,000 on the spot. The Lang, Fisher & Stashower Agency, of Cleveland, says the experiment "has proved successful with viewers, the client and the agency." Animation plans to do more of the same. And if that weren't enough, the production firm has also changed a system which has been used in the industry for 30 years. Instead of the hand tracing process on artists' sketches, a new camera transfers the original to celluloid, thus "improving the picture quality" by being "more faithful . . . to the original sketches." Another time and money saver.

## NEW TO THE LISTS

Commercial Syndicated Films, Inc., owned and operated by National Screen Service in New York and Lewis & Martin Films, Inc., in Chicago, has been formed to do just what its name implies. The commercials will be shot in color and black and white, utilizing full animation, and will be sold on a syndicated basis considerably under custom-made prices. The firm, working thru and with its parents, will also offer service and sales facilities. National Screen, for example, has 31 branches in major cities.

## ID'S

Robert Lawrence Productions, Ltd., Canadian subsidiary of the U.S. firm of the same name, has arranged for studio space in Toronto for commercial production. The company will share the new motion picture studio belonging to Meridian Films, Ltd., industrial and theatrical producer. . . . Playhouse Pictures completed 37 spots for six advertisers during the last two months. Two of their commercials will be shown at the Cannes, France, competition—the Ford "Balloon" and the Ford "Carpet" blurps. . . . Albert C. Gannaway Productions, Nashville, wrapped up 10 Ballard flour and six Pillsbury blurps last week. . . . Richard Mulford has replaced Ed Feldman as director of the commercial division at Desilu. . . . San Francisco's KGO-TV landed a 13-week pact for 60-second blurps for Dri-zit. . . . Guild Films will do a series of Esquire Show Polish ads, with Wally Gould directing.

## TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercial Producer
<b>AGRICULTURAL AND PET FOODS</b>				
Corn Products Refining, C. L. Miller (Martha Roundtree)	3	(80)	LA	Fred A. Niles
Ideal, Dog Food, U. S. Advg.	3	(60)	FA	Fred A. Niles
Rival Dog Food and Five Day Labs, Grey Advg. (combined show opening "Dear Phoebe")	1	(20), 1 (30)	FA, M	Transfilm
<b>AUTOMOTIVE (Cars, Tires, Gas, Accessories)</b>				
G. M. Oldsmobile Division, Cars, D. P. Brothers (Democratic, Republican Convention)	4	(120)	LA, M	Videa
Leonard, Gasoline, Wesley Aves	3	(60)	FA, LA	Fred A. Niles
Standard Oil, Space Heater Oil, D'Arcy	1	(60)	LA	Fred A. Niles
Union Carbide, Prestone, Wm. Esty	5	(60)	LA, FA	Lou Lilly
Oldsmobile Division of Gen'l Motors, D. P. Brothers (Democratic, Republican Convention)	4	(60)	FA	UPA
Simoniz, Wax, SSC&B	4	(20)	LA	East Coast
Chrysler Corp., Plymouth, McCann-Erickson (Climax)	1	(90)	LA	Clayton Cousins
De Soto, BBD&O	—	—	NA	Universal
Studebaker, Benton & Bowles	—	—	NA	Universal
Ford, J. Walter Thompson	—	—	NA	Universal
Chrysler Corp., McCann-Erickson	—	—	NA	Universal
<b>BAKERIES AND BAKE GOODS</b>				
The Borden Co., Borden's Biscuits, Young & Rubicam	3	(60)	LA	Sound Masters
Continental Baking Co., Profile Bread, Ted Bates	3	(60)	LA, SA, M	Transfilm
Gladiola Biscuits, Biscuits, Crook	5	(10)	FA, SE, ID	Keitz & Herndon
<b>BEER AND WINE</b>				
P. Ballantine & Sons, Ballantine Beer, Wm. Esty (Yankee Baseball Game)	1	(20)	LA	Transfilm
Lone Star Brewery, Lone Star Beer, Glenn Advg.	4	(10)	LA, FA, M, ID	Keitz & Herndon
Gunther Brewing Co., Gunther Beer, SCC&B	9	(60), 10	LA	East Coast
Heileman Brewing, Beer, Earle Ludgin	2	(30)	FA	Ray Patin
Pabst Brewing, Blue Ribbon Beer, Leo Burnett	2	(60), 2 (45)	FA	Ray Patin
Falstaff Beer, Dancer, Fitzgerald & Sample	—	—	NA	Universal
Budweiser Beer, D'Arcy Advg.	—	—	NA	Universal

(Continued next week)

## TOP SHOW PLUGGERS

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

### ABC Film Syndication: "Anniversary" Package

ABC Film cleverly combined the sales and audience promotion functions in one spiral-bound presentation. Each page of the brochure, containing a big picture on one side and quotes from the reviews on the other, is actually a pocket. In the pocket are the basic audience promotion materials including a glossy photo, a mat proof, announcement copy, basic press release, biographies and synopses.

The very first page, which lists the 15 pictures in the "Anniversary" package, contains in the pocket in a memo suggesting some over-all exploitation ideas and also a study prepared by ABC Film on the effectiveness of feature films on TV.

(Next week: WCBS-TV.)

# CISCO KID

# 23.9

CHICAGO



Duncan Renaldo as "CISCO"

"No. 1 among tv westerns and once-a-week kid shows"—a goal few programs reach. Ziv's CISCO KID does it with ease in hotly competitive Chicago, beating at the same time other favorites like Danny Thomas, Milton Berle, Godfrey and others. \* (ARB, Jan. '56)

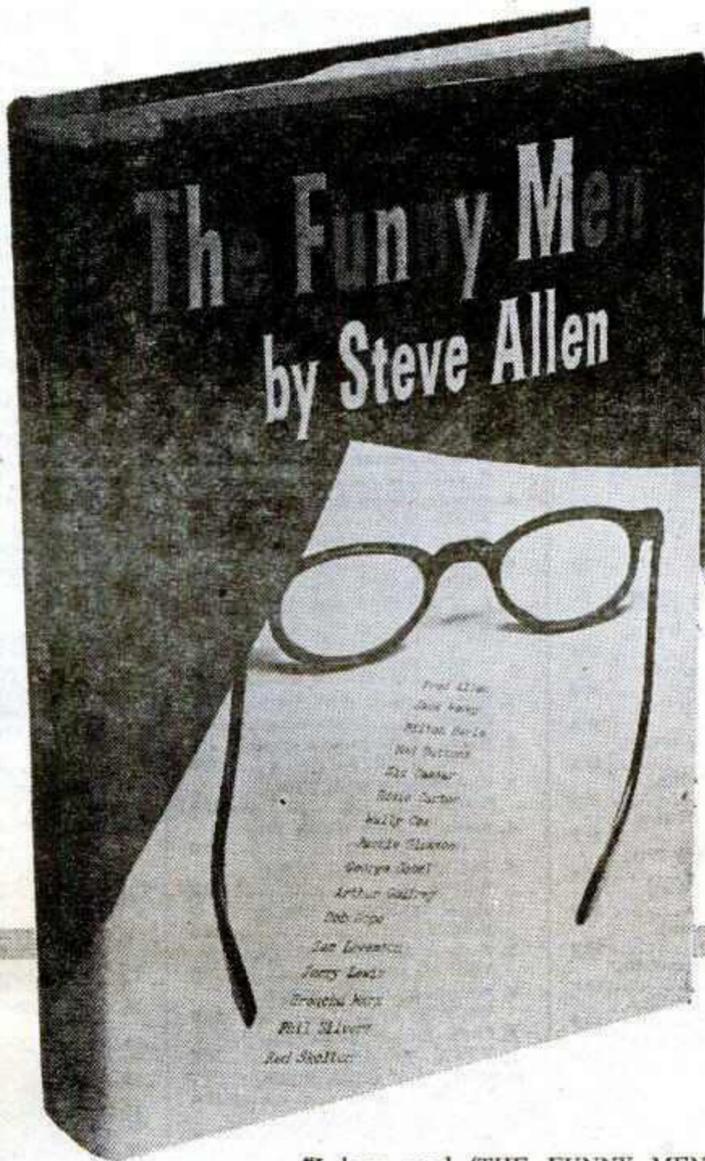
Write, phone or wire for full facts on this fabulous audience producer!

CINCINNATI, CHICAGO, NEW YORK, HOLLYWOOD



Leo Corrallo as "PANCHO"

# Thanks Again FOR TAKING CARE OF MY BOY AND HIS BOOK "THE FUNNY MEN"



"Allen assessments . . . are . . . pungent and well lubricated with punch lines . . ."  
—TIME MAGAZINE

"Steve Allen can write . . ."  
—Allen Churchill, SATURDAY REVIEW

"A humorous book about humorists is rare. Mr. Allen achieves it with a cheerful blend of shrewdness and generosity . . ."  
—Charles Poore, NEW YORK TIMES

"Very readable . . . at times excellent . . . Allen is generally quite perceptive . . . and generous without becoming pale in his comments."  
—E. L. Holland Jr., BIRMINGHAM (ALA.) NEWS

"This book is a budget of 'inside stuff' by a literate and amusing writer-performer."  
—William Hogan, SAN FRANCISCO CHRONICLE

"Informative, perceptive and most readable."  
—Bernie Harrison, WASHINGTON STAR

"It deserves millions (of) . . . readers, for THE FUNNY MEN is that rare achievement: a book on humor that is humorous at the same time that it's wise and instructive."  
—Luther Nichols, SAN FRANCISCO EXAMINER

"The prolificacy of (Allen) is remarkable. Besides that he writes with clarity and sometimes with humor. THE FUNNY MEN offers a little something for everyone."  
—John Bird, FORT WAYNE (IND.) SENTINEL

"I have read (THE FUNNY MEN) twice and consider it full of insight . . ."  
—MEMPHIS COMMERCIAL APPEAL

"Mr. Allen is more than ordinarily facile with the typewriter . . . which adds up to an interesting and thoroughly delightful book."  
—Dud Chamberlin, COLUMBUS (OHIO) CITIZEN

"This is probably the most important book about modern humor which has yet been written."  
—Ken Carnahan, BERKELEY (CALIF.) GAZETTE

"Anyone who has seen Steve Allen perform must know by now that he's possessed of a singularly curious and probing intellect . . . Of the various books written dissecting humor, THE FUNNY MEN seems to be the soundest because it has blended the best elements of them all . . . Delightful and rewarding."  
—Tom O'Malley and Bob Cunniff, CHANNEL ONE

"A fascinating picture of (the) professional performer at work."  
—Lucia Carter, CHICAGO SUN-TIMES

"THE FUNNY MEN is brisk and disarming . . . It is characterized by the same excellence, the same noiseless authority that may be found in most of Mr. Allen's other works."  
—Gilbert Millstein, NEW YORK SUNDAY TIMES

"This is the third book on the stands by Mr. Allen and can't help but add to his stature . . . as a very erudite young man."  
—Robert E. Krieger, WORCESTER (MASS.) TELEGRAM

"Countless books about comedy have been written by persons with no sense of humor, but here is a relaxed analysis . . . by a man who is up to his horns in it . . . This is one of the most searching and discerning analyses of comedy."  
—Larry Wolters, CHICAGO TRIBUNE

"Mr. Allen does (all things) extremely well . . . THE FUNNY MEN is simply an analysis of the top comedians . . . written by a man who is a topflight comedian in his own right . . . On the whole, Allen is very kind to his fellow comedians."  
—John Crosby, NEW YORK HERALD TRIBUNE

"Mr. Allen is one of the entertainment world's most versatile performers . . . (and) he is an articulate writer . . . The analysis is thoughtful and accurate."  
—Fred Remington, PITTSBURGH PRESS

"Allen is an amazingly versatile young entertainer whose latest work, THE FUNNY MEN, could hardly have been written by anyone else . . . Has perceptive things to say . . ."  
—Gerald Ashforth, SAN ANTONIO EXPRESS

"This book is interesting because (here) is a comedian writing about his fellows . . ."  
—Rod Nordell, CHRISTIAN SCIENCE MONITOR

"By virtue of the author's own national recognition and the established fame of his 16 subjects THE FUNNY MEN should wind up well read. It should be. It's a good book."  
—Tom O'Connell, CLEVELAND PLAIN DEALER

" . . . a wise, searching and vastly entertaining work . . ."  
—Donald Freeman, SAN DIEGO UNION

"Mr. Allen is one of the kindest critics I have ever encountered; there isn't a nasty crack in the whole of (his) appraisal . . . THE FUNNY MEN is a liberal education in humor by a man who has a remarkably high rating on the humor list himself. It is a completely entertaining book, well written and informal."  
—Elizabeth N. Hoyt, CEDAR RAPIDS (IOWA) GAZETTE

"Allen in THE FUNNY MEN plays the cataloguer with that combination of easygoing tolerance and style that distinguishes his performances on TV . . ."  
—NEWSWEEK

"THE FUNNY MEN proves what a lot of people have been saying . . . that Mr. Allen is not only a very humorous fellow but an intelligent one, too . . . His bouncy book (rates) tons in its class."  
—Charles Lee, CINCINNATI TIMES-STAR

"Steve Allen confirms what I wrote of him after reading his short stories last year: the man can write. He has taste and imagination and he puts one word after another in a fashion that will cause even the most intelligent among us no pain at all . . . Allen has written a wonderfully entertaining, illuminating book."  
—J. B., ST. PETERSBURG TIMES

"A wonderful book . . . a fine book . . ."  
—Charlie Andrews, NASHVILLE TENNESSEAN

"An excellent tome . . ."  
—Herb Stein, NEW YORK MORNING TELEGRAPH

"An impressive work . . . written with quiet assurance and technical skill."  
—Harriet Van Home, NEW YORK WORLD-TELEGRAM

Sorry we haven't room to quote 'em all

JULES L. GREEN *personal manager*

# WFIL Project Strips Reruns In Long Shows

PHILADELPHIA — With the debut of the "Movietime U. S. A." feature film program (RKO library) on Monday (27), WFIL-TV here will also begin two new daytime projects which will make extensive use of half-hour reruns.

Despite all the feature film it now has on hand, WFIL will make a bid for the housewife with half-hour strips, a concept that was born at another station (WRCV) in the market a year ago with "My Little Margie."

WFIL is installing three half-hour films back to back in the 10:30 a.m.-noon strip. The idea behind this move is that the housewife will not feel bound to watch a full 90-minute show, but can stay tuned for only a half-hour if it's more convenient.

WFIL has titled the hour-and-a-half strip "Triangle Theater." It will be hosted by its sister radio station's morning man, Phil Sheridan.

To program "Triangle Theater," WFIL has made a library deal with MCA-TV.

The station will use the same concept in a new Western show it is installing in the 6-7 p.m. strip, a show titled "Star Theater." This will carry "Cisco Kid" (Ziv-TV) and "Kit Carson" (MCA) back to back.

# New Features Really Pull In Top Ratings

Continued from page 9

Home Theater," Monday-Friday, 9:30-11 p.m., more than 50 per cent. "Petrified Forest" on Monday doubled the audience for that time slot. "Lady With Red Hair" on Friday drew an 18.4 average, against a 5.8 for that slot in July.

WTVN's "Summer Playhouse," Saturday, 10-12 p.m., played "Action in the North Atlantic" with Humphrey Bogart and drew an average 12.6, against a 6.7 for that period in the July ARB report.

WMAR, Baltimore, has begun to play the David O. Selznick pictures during the summer. On Saturday, July 7, "The Paradine Case," starting at 10:30 p.m., ranged from a 28.5 to a 22.9 ARB. In June that time period, also playing a feature, ranged from 12.2 to 18.9.

KFJZ, Fort Worth, has started to play Selznick pictures on its "Million Dollar Movie," which plays one film Monday-Wednesday and another Thursday-Saturday, 7:30-9 p.m. The station reports that "Notorious" had the highest rating in the four-station market in every quarter hour it played. "Farmer's Daughter," according to KFJZ, had the highest rating in two quarter hours and was a close second in all other segments.

KJEO, Fresno, Calif., drew a 25.6 ARB with "The Farmer's Daughter." The next best rating opposite it was 16.3 for "Badge 714" and the next was 8.3.

# 'Big Top' Stet For Saturdays

NEW YORK—"Big Top" will stay where it is on CBS-TV, Saturdays, 12-1 p.m., after a reported switch to Sundays. Its sponsor, Sealtest, Inc., was considering a 7 p.m. UFA Pictures cartoon show and wanted to avoid a double entry on Saturdays.

Now that plans for the latter have been dropped, "Big Top" will remain undisturbed.

# PULSE LOCAL RATINGS FOR JUNE

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

## CHARLOTTE, N. C.

1 TV STATION—51,400 TV HOMES  
Population—324,300 (65th in U. S.)  
Buying Income—\$385,921,000 (90th)  
Retail Sales—\$294,138,000 (83d)  
Food Sales—\$46,603,000 (113th)  
Drug Sales—\$11,048,000 (67th)  
Automotive—\$53,943,000 (98th)  
Above figures include following county: Mecklenberg

### TOP NETWORK SHOWS

1. \$64,000 Question, WBTV, T. . . 56.0
2. I've Got a Secret, WBTV, W. . . 52.3
3. Playhouse of Stars, WBTV, F. . . 51.8
4. Millionaire, WBTV, W. . . 51.0
5. Crusaders, WBTV, F. . . 50.5
6. Boxing, WBTV, W. . . 49.0
7. Alfred Hitchcock, WBTV, Su. . . 46.8
7. Climax, WBTV, Th. . . 46.8
7. Two for the Money, WBTV, S. . . 46.8
10. 4 Star Playhouse, WBTV, Th. . . 46.5

### TOP MULTI-WEEKLY SHOWS

1. Arthur Smith, WBTV, T., Th. . . 42.0
2. Harvesters, WBTV, T., W. . . 32.0
3. Esso Reporter (6:30 p.m.), WBTV, M.-F. . . 29.3
3. Weather, Vespers (6:45 p.m.), WBTV, M.-F. . . 29.3
5. Looney Tunes Jamboree, WBTV, M., T., Th., F. . . 24.8
6. Community Affair, WBTV, W., F. . . 21.5
7. Search for Tomorrow, WBTV, M.-F. . . 18.1
8. Love of Life, WBTV, M.-F. . . 17.9
9. Guiding Light, WBTV, M.-F. . . 17.8
10. Valiant Lady, WBTV, M.-F. . . 17.3

### TOP SYNDICATED FILMS

1. Douglas Fairbanks Presents (ABC), WBTV, T.-8:00 . . . 48.3
2. Eddie Cantor (Ziv), WBTV, T.-9:30 . . . 45.3
3. †Turning Point (Gen'l Electric), WBTV, T.-7:30 . . . 37.5
4. Big Playback (Screen Gems), WBTV, W.-10:00 . . . 34.5
5. †Death Valley Days (Pacific Borax), WBTV, T.-7:00 . . . 34.3
6. I Led Three Lives (Ziv), WBTV, Th.-7:00 . . . 33.5
7. Science Fiction Theater (Ziv), WBTV, Su.-6:00 . . . 30.3
8. Superman (Flamingo), WBTV, T.-5:30 . . . 28.8
9. Candid Camera (Assoc. Art.), WBTV, Th.-10:00 . . . 28.0
10. †Sky King (Nabisco), WBTV, M.-5:00 . . . 26.0
11. Wild Bill Hickok (Flamingo), WBTV, W.-5:30 . . . 25.8
12. Looney Tunes (Guild), WBTV, M., T., Th., F.-5:00 . . . 24.8
13. Highway Patrol (Ziv), WBTV, F.-10:30 . . . 23.5
14. Hopalong Cassidy (NBC), WBTV, W.-5:00 . . . 22.3
15. Rosemary Clooney (MCA), WBTV, Su.-10:45 . . . 19.0
16. Looney Tunes (Guild), WBTV, S.-10:00 a.m. . . 18.8
17. Life With Elizabeth (Guild), WBTV, Th.-2:00 . . . 9.3
18. Texas Rastlin' (Tex. Rastlin', Inc.), WBTV, T.-11:30 . . . 8.0

## COLUMBUS, O.

3 TV STATIONS—163,400 TV HOMES  
Population—585,000 (35th in U. S.)  
Buying Income—\$349,253,000 (29th)  
Retail Sales—\$761,591,000 (33d)  
Food Sales—\$164,157,000 (33d)  
Drug Sales—\$25,718,000 (30th)  
Automotive—\$140,831,000 (33d)  
Above figures include following county: Franklin

### TOP NETWORK SHOWS

1. \$64,000 Question, WBNS, T. . . 36.8
2. \$64,000 Challenge, WBNS, Su. . . 33.5
3. Ed Sullivan, WBNS, Su. . . 30.8
4. I've Got a Secret, WBNS, W. . . 30.5
5. Millionaire, WBNS, W. . . 29.4
6. Gunsmoke, WBNS, S. . . 29.2
7. High Finance, WBNS, S. . . 28.5
7. What's My Line? WBNS, Su. . . 28.5
9. Godfrey's Talent Scouts, WBNS, M. . . 26.5
10. Jackie Gleason, WBNS, S. . . 25.5
10. Lassie, WBNS, Su. . . 25.5

### TOP MULTI-WEEKLY SHOWS

1. Chet Long, WBNS, M.-F. . . 18.7
2. Little Rascals, WBNS, M.-F. . . 14.8
3. Mickey Mouse Club, WTVN, M.-F. . . 14.4
4. Aunt Fran, WBNS, M.-F. . . 14.1
5. Western Roundup, WBNS, M.-F. . . 12.9
6. CBS News, WBNS, M.-F. . . 12.4
7. Armchair Theater, WBNS, M.-F. . . 11.8
8. Arthur Godfrey, WBNS, M.-Th. . . 11.1
9. Early Home Theater, WTVN, M.-F. . . 10.6
10. Strike It Rich, WBNS, M.-F. . . 10.3

### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WBNS, T.-9:30 . . . 29.5
2. †Death Valley Days (Pacific Borax), WBNS, Su.-8:30 . . . 24.0
3. Man Called X (Ziv), WBNS, F.-8:30 . . . 21.5
4. Superman (Flamingo), WBNS, W.-6:00 . . . 18.2
5. Hopalong Cassidy (NBC), WTVN, M.-6:00 . . . 15.9
6. Public Defender (Interstate), WBNS, M.-10:30 . . . 15.7
7. Favorite Story (Ziv), WBNS, Su.-10:15 . . . 15.5
8. Studio 57 (MCA), WLW-C, M.-9:30 . . . 15.0
9. Little Rascals (Interstate), WBNS, M.-F.-4:15 . . . 14.8
10. Judge Roy Bean (Screencraft), WTVN, Su.-5:00 . . . 14.5
11. Wild Bill Hickok (Flamingo), WBNS, T.-6:00 . . . 13.5
12. Inner Sanctum (NBC), WTVN, M.-8:00 . . . 13.2
13. Victory at Sea (NBC), WTVN, T.-9:00 . . . 12.5
14. Baseball Hall of Fame (Flamingo), WBNS, S.-1:00 . . . 12.3
15. Championship Bowling (Schwimmer), WBNS, S.-11:30 . . . 12.0
16. Rocky Jones, Space Ranger (MCA), WTVN, W.-6:00 . . . 11.8
17. Range Rider (CBS), WTVN, F.-6:00 . . . 11.5
17. Looney Tunes (Guild), WTVN, Su.-5:30 . . . 11.5
19. I Led Three Lives (Ziv), WLW-C, F.-8:30 . . . 11.2
20. Annie Oakley (CBS), WBNS, Th.-6:00 . . . 10.5
20. Count of Monte Cristo (TPA), WBNS, Su.-5:30 . . . 10.5
20. †Turning Point (Gen'l Electric), WBNS, F.-10:15 . . . 10.5
23. Jungle Jim (Screen Gems), WBNS, M.-6:00 . . . 10.2
24. Liberator (Guild), WTVN, Su.-3:30 . . . 9.9
25. Dangerous Assignment (NBC), WTVN, S.-6:00 . . . 9.5
25. Cisco Kid (Ziv), WLW-C, F.-7:00 . . . 9.5
27. My Little Margie (Official), WBNS, M.-F.-11:00 a.m. . . 8.8
28. The Visitor (NBC), WTVN, W.-8:00 . . . 8.5
28. Sheena, Queen of the Jungle (ABC), WTVN, Th.-6:00 . . . 8.5
28. Stories of the Century (Hollywood), WBNS, F.-6:00 . . . 8.5

## DAYTON, O.

2 TV STATIONS—125,000 TV HOMES  
Population—526,000 (44th in U. S.)  
Buying Income—\$1,072,359,000 (34th)  
Retail Sales—\$674,145,000 (39th)  
Food Sales—\$151,343,000 (38th)  
Drug Sales—\$21,540,000 (36th)  
Automotive—\$138,619,000 (35th)  
Above figures include following counties: Greene, Montgomery

### TOP NETWORK SHOWS

1. \$64,000 Question, WHIO, T. . . 39.8
2. Climax, WHIO, Th. . . 35.6
3. I've Got a Secret, WHIO, W. . . 34.5
4. G. E. Theater, WHIO, Su. . . 34.3
5. Phil Silvers, WHIO, T. . . 33.8
6. Alfred Hitchcock, WHIO, Su. . . 33.3
6. Do You Trust Your Wife? WHIO, T. . . 33.3
8. Spotlight Theater, WHIO, T. . . 33.0
9. Gunsmoke, WHIO, S. . . 32.8
9. Robert Cummings, WHIO, Th. . . 32.8

### TOP MULTI-WEEKLY SHOWS

1. Front Page News (10 p.m.), WHIO, M.-F. . . 24.7
2. Mickey Mouse Club, WLW-D, M.-F. . . 20.9
3. Little Rascals, WHIO, M.-Th. . . 20.4
4. Theater Tonight, WHIO, M., Th. . . 18.3
5. Promise Playhouse, WHIO, M., F. . . 17.1
6. Reporter, Sports Desk (11 p.m.), WHIO, M.-F. . . 13.9
7. Guiding Light, WHIO, M.-F. . . 13.4
8. Search for Tomorrow, WHIO, WHIO, M.-F. . . 13.1
9. Love of Life, WHIO, M.-F. . . 12.9
10. Valiant Lady, WHIO, M.-F. . . 12.7

### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WHIO, T.-8:00 . . . 34.3
2. Stories of the Century (Hollywood), WHIO, S.-9:30 . . . 30.3
3. Man Called X (Ziv), WHIO, F.-9:30 . . . 28.8
4. Amos 'n' Andy (CBS), WHIO, T.-10:30 . . . 25.0
5. The Whistler (CBS), WHIO, S.-10:00 . . . 22.3
6. Badge 714 (NBC), WHIO, S.-10:30 . . . 21.5
7. Passport to Danger (ABC), WLW-D, Su.-9:30 . . . 21.0
8. Waterfront (MCA), WHIO, Th.-10:30 . . . 20.5
9. Little Rascals (Interstate), WHIO, M.-Th.-6:00 . . . 20.4
10. Gene Autry (CBS), WHIO, W.-6:30 . . . 20.0
11. Jimmy Demaret (Cornell), WHIO, F.-10:15 . . . 19.5
12. I Led Three Lives (Ziv), WLW-D, F.-8:30 . . . 17.8
13. Science Fiction Theater (Ziv), WLW-D, Su.-10:30 . . . 11.5
14. Celebrity Playhouse (Screen Gems), WLW-D, S.-11:15 . . . 11.3
14. Wild Bill Hickok (Flamingo), WLW-D, S.-5:00 . . . 11.3
16. Candid Camera (Assoc. Art.), WHIO, T.-11:15 . . . 10.5
16. Mr. and Mrs. North (Schubert), WLW-D, S.-11:45 . . . 10.5
16. Annie Oakley (CBS), WLW-D, T.-7:30 . . . 10.5
19. Counterpoint (MCA), WHIO, S.-4:30 . . . 10.3
20. City Detective (MCA), WHIO, M.-11:15 . . . 9.8
21. Superman (Flamingo), WLW-D, W.-7:00 . . . 9.5
22. I Am the Law (Sterling), WHIO, Th.-11:15 . . . 8.3
22. Ellery Queen (TPA), WHIO, Su.-11:15 . . . 8.3
24. Kings Crossroads (Sterling), WHIO, M.-F.-4:00 . . . 7.5
25. Crunch and Des (NBC), WLW-D, Th.-7:30 . . . 5.8

## MILWAUKEE

4 TV STATIONS—278,900 TV HOMES  
Population—965,700 (17th in U. S.)  
Buying Income—\$1,913,081,000 (16th)  
Retail Sales—\$1,241,748,000 (17th)  
Food Sales—\$277,036,000 (17th)  
Drug Sales—\$35,952,000 (22d)  
Automotive—\$216,440,000 (20th)  
Above figures include following county: Milwaukee

### TOP NETWORK SHOWS

1. \$64,000 Question, WXIX, T. . . 30.0
2. Lux Video Theater, WTMJ, Th. . . 28.7
3. \$64,000 Challenge, WXIX, Su. . . 26.7
4. Ed Sullivan, WXIX, Su. . . 26.5
5. R. Montgomery Summer Theater, WTMJ, M. . . 25.9
6. Medic, WTMJ, M. . . 25.5
7. Best of Groucho, WTMJ, Th. . . 24.9
8. Lawrence Welk, WISN, S. . . 24.6
9. Dragnet, WTMJ, Th. . . 23.9
10. What's My Line? WXIX, Su. . . 23.7

### TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WISN, M.-F. . . 12.3
2. Sports Picture (6 p.m.), WTMJ, M.-F. . . 10.7
3. News, Weather (6:15 p.m.), WTMJ, M.-F. . . 10.4
4. News Misc. (10:45 p.m.), WTMJ, M.-F. . . 10.3
5. Patti Page, WTMJ, W., F. . . 10.2
6. Cartoons Carnival, WTMJ, M., W., F. . . 9.2
6. CBS News, WXIX, M.-F. . . 9.2
8. News Caravan, WTMJ, M.-F. . . 9.1
9. Foreman Tom, WTMJ, M.-F. . . 9.0
10. 6 o'Clock Report, WXIX, M.-F. . . 8.5

### TOP SYNDICATED FILMS

1. Dr. Hudson's Secret Journal (MCA), WTMJ, Th.-7:00 . . . 20.5
2. Douglas Fairbanks Presents (ABC), WTMJ, W.-8:30 . . . 18.7
2. I Led Three Lives (Ziv), WTMJ, Su.-9:00 . . . 18.7
4. The Whistler (CBS), WXIX, T.-10:00 . . . 15.7
5. City Detective (MCA), WXIX, W.-10:00 . . . 15.2
6. Life of Riley (NBC), WXIX, Th.-7:00 . . . 14.0
6. Playhouse 15 (MCA), WTMJ, Th.-10:00 . . . 14.0
8. Douglas Fairbanks Presents (ABC), WXIX, Th.-10:30 . . . 13.2
9. Mr. and Mrs. North (Schubert), WXIX, W.-10:30 . . . 12.9
10. Annie Oakley (CBS), WTMJ, Th.-6:30 . . . 12.7
10. †Turning Point (Gen'l Electric), WTMJ, F.-9:30 . . . 12.7
12. Waterfront (MCA), WXIX, M.-10:00 . . . 12.0
13. Cisco Kid (Ziv), WISN, W.-6:00 . . . 11.9
14. Stories of the Century (Hollywood), WXIX, F.-10:00 . . . 11.4
15. Boston Blackie (Ziv), WISN, M.-9:30 . . . 10.9
15. Superman (Flamingo), WTMJ, T.-6:30 . . . 10.9
15. Championship Bowling (Schwimmer), WXIX, S.-10:00 . . . 10.9
18. Highway Patrol (Ziv), WTMJ, Th.-10:30 . . . 10.7
19. Crunch and Des (NBC), WTMJ, W.-9:30 . . . 10.5
19. Dangerous Assignment (NBC), WXIX, F.-10:30 . . . 10.5
21. My Hero (Official), WXIX, W.-6:30 . . . 10.2
21. †Patti Page (Oldsmobile), WTMJ, W., F.-10:00 . . . 10.2
23. Count of Monte Cristo (TPA), WXIX, M.-10:30 . . . 9.5
23. Your All Star Theater (Screen Gems), WXIX, Th.-8:30 . . . 9.5
25. Mr. District Attorney (Ziv), WTMJ, S.-11:00 . . . 9.4
26. Looney Tunes (Guild), WTMJ, M., W., F.-4:00 . . . 9.2
27. Science Fiction Theater (Ziv), WTMJ, F.-10:30 . . . 8.9
28. Cowboy G-Men (Flamingo), WISN, S.-5:30 . . . 8.5
29. Looney Tunes (Guild), WTMJ, S.-1:15 . . . 7.7

# Standard Acquires Rights to 2 More Movies; Total 24

NEW YORK—Standard Television has just acquired two recent pictures. Bob Berger, head of Standard, closed the deal for their TV rights last week.

The two new pictures are "Lady in the Iron Mask" with Louis Hayward and Patricia Medina, and "Miss Robin Crusoe" with George Nader and Amanda Blake. Both are costume pieces in color. Both were released by 20th Century-Fox, in 1952 and 1954, respectively.

The last picture Berger acquired for TV was "Nights in Casablanca" with the Marx Brothers. He got that in the beginning of this year. The latest additions give him a

# Schlitz Puts Pix on WXIX

MILWAUKEE — Schlitz Beer may be expanding its sponsorship of feature films. It bought the "Hollywood Movie Parade" package from Screen Gems for sponsorship on WXIX here. It is understood this will not interfere with its continued sponsorship of features on WTMJ, on which it has been getting high ratings for years. Further, it is reported that Schlitz may launch a heavy ride on features in many markets outside Milwaukee.

catalog of 24 pictures. Some of the other titles in his catalog are "So Ends Our Night," "The Moon and Sixpence" and "Tomorrow the World."

# 1956 FEATURE TALLY—2,579

NEW YORK — The 766 feature films that have gone into active TV distribution in the past two weeks raises the total number of pictures put into TV since January 1 to 2,579.

It raises the all-time "movies into TV" total to about 7,300.

The past two weeks have seen the start of sales on M-G-M's 725, United Artists' 39 and Standard's two. The potential entry of the 20th Century-Fox library and the Goldwyn package could raise the 1956 total to over 3,300.

# CBS Picks Up 50% of 'Bride'

HOLLYWOOD — CBS-TV last week acquired the 50 per cent interest in "December Bride" held by Parke Levy, the show's creator, producer, and head writer. Price paid was \$500,000, tho it's understood there is an escalator clause under which the total could go higher. Payments are to be made over a 15-year period.

Levy will continue in his present position. The deal resembles that under which MCA bought out Jack Webb several years ago, with Webb continuing to produce the "Dragnet" series.

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

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

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

MINNEAPOLIS-ST. PAUL

4 TV STATIONS—362,300 TV HOMES
Population—1,247,600 (13th in U. S.)
Buying Income—\$2,361,663,000 (12th)
Retail Sales—\$1,657,379,000 (13th)
Food Sales—\$337,686,000 (14th)
Drug Sales—\$54,010,000 (14th)
Automotive—\$290,446,000 (13th)
Above figures include following counties: Anoka, Dakota, Hennepin and Ramsey, Minn.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WCCO, Su. . . . .39.1
2. \$64,000 Question, WCCO, T. . . . .37.0
3. \$64,000 Challenge, WCCO, Su. . . . .27.2
4. Jackie Gleason, WCCO, S. . . . .23.7
5. Godfrey and His Friends, WCCO, W. . . . .22.8
6. Dragnet, KSTP, Th. . . . .22.4
7. Best of Groucho, KSTP, Th. . . . .22.0
7. Phil Silvers, WCCO, T. . . . .22.0
9. Godfrey's Talent Scouts, WCCO, M. . . . .21.7
10. Alfred Hitchcock, WCCO, Su. . . . .21.4

TOP MULTI-WEEKLY SHOWS

- 1. Today's Headline (10 p.m.), KSTP, M.-F. . . . .20.2
2. Weather, Sports (10:15 p.m.), KSTP, M.-F. . . . .16.3
3. Mickey Mouse Club, WTCN, M.-F. . . . .13.7
4. News, Weather (10:30 p.m.), WCCO, M.-F. . . . .11.5
5. CBS News, WCCO, M.-F. . . . .10.9
6. C. Adams, Sports (6 p.m.), WCCO, M.-F. . . . .10.7
7. Weather, News, Misc. (6 p.m.), WTCN, M.-F. . . . .9.8
8. Art Linkletter, WCCO, M.-F. . . . .9.4
9. News—John Daly (6:15 p.m.), WTCN, M.-F. . . . .9.3
10. Arthur Godfrey, WCCO, M.-Th. . . . .8.8

TOP SYNDICATED FILMS

- 1. I Search for Adventure (Bagnall), WCCO, T-8:30 . . . . .22.0
2. †Turning Point (Gen'l Electric), WCCO, Su-8:30 . . . . .20.4
3. Life of Riley (NBC), KSTP, M-8:30 . . . . .19.5
4. Rosemary Clooney (MCA), WCCO, M-9:00 . . . . .19.4
5. Famous Fights (Winik), KSTP, F-8:30 . . . . .18.3
6. Man Behind the Badge (MCA), KSTP, F-9:30 . . . . .17.0
7. Highway Patrol (Ziv), WCCO, S-10:00 . . . . .15.8
8. I Led Three Lives (Ziv), KSTP, W-8:30 . . . . .15.5
9. Wild Bill Hickok (Flamingo), WCCO, S-6:00 . . . . .14.4
10. Dr. Hudson's Secret Journal (MCA), WCCO, Th-7:00 . . . . .13.2
11. Celebrity Playhouse (Screen Gems), KSTP, Su-8:30 . . . . .12.5
12. Championship Bowling (Schwimmer), WCCO, Su-1:00 . . . . .11.9
13. City Detective (MCA), KSTP, Th-10:30 . . . . .11.5
13. Abbott and Costello (MCA), WCCO, S-10:00 a.m. . . . .11.5
15. Ramar of the Jungle (TPA), WCCO, S-5:00 . . . . .11.4
16. Badge 714 (NBC), KSTP, T-10:30 . . . . .11.2
16. Amos 'n' Andy (CBS), WCCO, Su-2:00 . . . . .11.2
16. Annie Oakley (CBS), WCCO, Su-5:30 . . . . .11.2
19. Texas Rassin' (Tex. Rassin', Inc.), KEYD, W-9:00 . . . . .11.1
20. Mr. District Attorney (Ziv), KSTP, W-10:30 . . . . .10.8
21. Amos 'n' Andy (CBS), WCCO, W-6:30 . . . . .10.4
22. Looney Tunes (Guild), WCCO, S-9:00 a.m. . . . .10.2
22. Cisco Kid (Ziv), WCCO, S-10:30 a.m. . . . .10.2
24. Greatest Fights of the Century (Baum), KEYD, Th-8:45 . . . . .10.0
25. Hopalong Cassidy (NBC), WCCO, Su-10:30 a.m. . . . .9.9
26. Federal Men (MCA), KSTP, M-10:30 . . . . .9.7
27. Studio 57 (MCA), KSTP, W-9:30 . . . . .9.5
28. The Whistler (CBS), KSTP, F-10:30 . . . . .9.4

PHILADELPHIA

4 TV STATIONS—1,124,300 TV HOMES
Population—4,076,300 (4th in U. S.)
Buying Income—\$7,695,112,000 (4th)
Retail Sales—\$4,628,585,000 (5th)
Food Sales—\$1,032,686,000 (5th)
Drug Sales—\$130,616,000 (5th)
Automotive—\$795,007,000 (5th)
Above figures include following counties: Burlington, Camden, Gloucester, N. J.; Bucks, Chester, Delaware, Montgomery, Philadelphia, Pa.

TOP NETWORK SHOWS

- 1. \$64,000 Challenge, WCAU, Su. . . . .35.9
2. \$64,000 Question, WCAU, T. . . . .33.0
3. What's My Line? WCAU, Su. . . . .30.5
4. Boxing, WRCV, F. . . . .26.7
5. Ed Sullivan, WCAU, Su. . . . .24.5
5. Lux Video Theater, WRCV, Th. . . . .24.5
7. Alfred Hitchcock, WCAU, Su. . . . .22.7
8. Life of Riley, WRCV, F. . . . .22.5
9. Vic Damone, WCAU, M. . . . .22.3
10. Steve Allen, WRCV, Su. . . . .21.8

TOP MULTI-WEEKLY SHOWS

- 1. News, Weather (11 p.m.), WCAU, M.-F. . . . .12.6
2. Mickey Mouse Club, WFIL, M.-F. . . . .12.3
3. Love of Life, WCAU, M.-F. . . . .11.8
3. Search for Tomorrow, WCAU, M.-F. . . . .11.8
5. Guldin Light, WCAU, M.-F. . . . .11.7
6. Valiant Lady, WCAU, M.-F. . . . .11.4
7. Arthur Godfrey, WCAU, M-Th. . . . .10.9
8. Fun House, WRCV, M.-F. . . . .10.2
9. Sports, Misc. (11:15 p.m.), WCAU, M.-F. . . . .9.8
10. Starr Theater, WFIL, M.-F. . . . .9.7

TOP SYNDICATED FILMS

- 1. Big Playback (Screen Gems), WRCV, F-10:45 . . . . .25.7
2. Waterfront (MCA), WCAU, Su-6:30 . . . . .13.9
3. Superman (Flamingo), WCAU, M-7:00 . . . . .12.5
4. San Francisco Beat (CSB), WRCV, W-10:30 . . . . .11.5
5. Crunch and Des (NBC), WCAU, F-7:00 . . . . .10.7
6. Wild Bill Hickok (Flamingo), WCAU, T-7:00 . . . . .10.4
6. †Turning Point (Gen'l Electric), WCAU, S-10:30 . . . . .10.4
8. Highway Patrol (Ziv), WCAU, W-7:30 . . . . .10.3
8. †Sky King (Nabisco), WCAU, S-5:00 . . . . .10.3
10. Little Rascals (Interstate), WRCV, M.-F-6:00 . . . . .10.2
11. Annie Oakley (CBS), WCAU, S-5:30 . . . . .9.9
12. Great Guildersleeve (NBC), WCAU, M-7:30 . . . . .9.7
13. Badge 714 (NBC), WCAU, W-7:00 . . . . .9.5
14. Victory at Sea (NBC), WCAU, Su-4:00 . . . . .9.2
15. Passport to Danger (ABC), WCAU, Th-10:30 . . . . .9.0
15. I Led Three Lives (Ziv), WCAU, Th-7:00 . . . . .9.0
17. City Detective (MCA), WRCV, M-10:30 . . . . .8.2
17. Looney Tunes (Guild), WRCV, S-11:00 a.m. . . . .8.2
19. Confidential File (Guild), WRCV, S-11:00 . . . . .7.9
20. Little Rascals (Interstate), WRCV, S-6:00 . . . . .7.5
21. Count of Monte Cristo (TPA), WCAU, S-6:00 . . . . .7.4
22. Greatest Sports Thrills (Winik), WFIL, Th-9:30 . . . . .6.5
23. Susie (TPA), WCAU, M.-F-6:00 . . . . .6.1
24. My Little Margie (Official), WRCV, M.-F-5:30 . . . . .5.5
25. My Hero (Official), WCAU, T, Th-3:00 . . . . .5.4
26. Dateline Europe (Official), WCAU, S-3:30 . . . . .4.9
26. My Little Margie (Official), WRCV, S-5:30 . . . . .4.9
26. Range Rider (CBS), WFIL, Su-6:30 . . . . .4.9
29. †Death Valley Days (Pacific Borax), WFIL, S-6:30 . . . . .4.7

SAN DIEGO

3 TV STATIONS—227,500 TV HOMES
Population—826,200 (19th in U. S.)
Buying Income—\$1,551,950,000 (20th)
Retail Sales—\$882,813,000 (26th)
Food Sales—\$199,602,000 (25th)
Drug Sales—\$26,708,000 (29th)
Automotive—\$182,503,000 (25th)
Above figures include following county: San Diego.

TOP NETWORK SHOWS

- 1. \$64,000 Question, WFMB, T. . . . .39.0
2. Ed Sullivan, KFMB, Su. . . . .37.9
3. What's My Line? KFMB, Su. . . . .37.5
4. Alfred Hitchcock, KFMB, Su. . . . .35.2
5. G. E. Theater, KFMB, Su. . . . .34.0
6. Boxing, KFMB, W. . . . .29.9
7. Private Secretary, KFMB, Su. . . . .28.5
8. Lassie, KFMB, Su. . . . .26.5
9. Burns and Allen, KFMB, M. . . . .26.0
10. Jackie Gleason, KFMB, S. . . . .25.7

TOP MULTI-WEEKLY SHOWS

- 1. People in the News (7:30 p.m.), KFMB, W., Th. . . . .22.0
2. News (7:30 p.m.), KFMB, M., T., F. . . . .19.0
3. Newsreel, Wca., News (7:45 p.m.), KFMB, M., T., Th., F. . . . .18.8
4. Mickey Mouse Club, KFMB, M.-F. . . . .16.9
5. News Caravan, KFSD, M.-F. . . . .11.7
6. Sheena, Queen of the Jungle, KFSD, T., Th. . . . .11.1
7. Johnny Jet, XETV, M.-F. . . . .11.0
8. Queen for a Day, KFSD, M.-F. . . . .10.9
9. News (6:45 p.m.), XETV, M.-F. . . . .9.2
10. Art Linkletter, KFMB, M.-F. . . . .8.9
10. Bob Crosby, KFMB, M.-F. . . . .8.9

TOP SYNDICATED FILMS

- 1. Superman (Flamingo), KFMB, M-7:00 . . . . .19.4
2. Code 3 (ABC), KFMB, W-9:30 . . . . .17.7
2. Crunch and Des (NBC), KFSD, F-8:30 . . . . .17.7
4. Badge 714 (NBC), KFMB, S-9:30 . . . . .16.9
5. The Unexpected (Ziv), KFSD, S-10:00 . . . . .16.2
6. Annie Oakley (CBS), KFMB, M-6:00 . . . . .14.7
6. Dr. Hudson's Secret Journal (MCA), KFMB, Th-7:00 . . . . .14.7
6. Highway Patrol (Ziv), XETV, F-8:00 . . . . .14.7
9. Wild Bill Hickok (Flamingo), KFMB, T-6:00 . . . . .14.2
9. Celebrity Playhouse (Screen Gems), KFSD, F-10:00 . . . . .14.2
11. Ray Milland Show (MCA), KFSD, Su-10:30 . . . . .14.0
12. Man Called X (Ziv), KFMB, F-7:00 . . . . .13.8
13. Star and the Story (Official), KFMB, F-8:00 . . . . .13.5
14. Cisco Kid (Ziv), XETV, M-7:30 . . . . .13.4
15. I Led Three Lives (Ziv), XETV, F-8:30 . . . . .13.2
16. Douglas Fairbanks Presents (ABC), KFMB, M-10:00 . . . . .13.0
17. Susie (TPA), KFSD, M-10:30 . . . . .12.7
17. Confidential File (Guild), KFSD, W-10:30 . . . . .12.7
19. Ray Milland Show (MCA), KFSD, F-10:30 . . . . .12.5
20. Science Fiction Theater (Ziv), XETV, M-8:30 . . . . .11.9
20. Steve Donovan, Western Marshal (NBC), KFMB, W-6:30 . . . . .11.9
22. †Sky King (Nabisco), KFMB, F-6:00 . . . . .11.7
22. Waterfront (MCA), XETV, F-7:00 . . . . .11.7
24. Sheena, Queen of the Jungle (ABC), KFSD, T., Th-6:00 . . . . .11.1
25. San Francisco Beat (CBS), KFSD, Th-7:00 . . . . .10.9
25. Rocky Jones, Space Ranger (MCA), XETV, Th-7:30 . . . . .10.9
25. Count of Monte Cristo (TPA), KFSD, F-6:30 . . . . .10.9
28. I Search for Adventure (Bagnall), XETV, Th-7:00 . . . . .10.7
29. The Whistler (CBS), XETV, F-9:30 . . . . .10.5
30. Jungle Jim (Screen Gems), KFSD, M-6:00 . . . . .10.2

SEATTLE-TACOMA

4 TV STATIONS—302,600 TV HOMES
Population—777,800 (24th in U. S.)
Buying Income—\$1,628,460,000 (19th)
Retail Sales—\$1,071,272,000 (22d)
Food Sales—\$219,877,000 (22d)
Drug Sales—\$32,967,000 (24th)
Automotive—\$165,873,000 (27th)
Above market statistics are for Seattle only and include following county: King.

TOP NETWORK SHOWS

- 1. Lawrence Welk, KING S. . . . .23.8
2. Ed Sullivan, KTNT, Su. . . . .22.8
2. \$64,000 Question, KTNT, T. . . . .22.8
4. \$64,000 Challenge, KTNT, Su. . . . .22.2
5. Best of Groucho, KOMO, Th. . . . .21.6
5. Medic, KOMO, M. . . . .21.6
7. Alfred Hitchcock, KTNT, Su. . . . .21.4
8. Disneyland, KING, W. . . . .21.2
9. Dragnet, KOMO, Th. . . . .20.8
10. Warner Brothers, KING, T. . . . .20.7

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KING, M.-F. . . . .15.5
2. Early Edition (6:30 p.m.), KING, M.-F. . . . .14.8
3. Famous Playhouse, KTNT, W., Th. . . . .11.9
4. World Today (10:30 p.m.), KING, M.-F. . . . .11.0
5. Sheriff Tex, KING, M.-F. . . . .10.9
6. Weather, Big News (9:30 p.m.), KTNT, M.-F. . . . .10.5
7. Stan Boreson, KING, M.-F. . . . .9.7
8. Late Show, KTNT, M.-F. . . . .8.7
9. News Caravan, Misc., KOMO, M.-F. . . . .8.5
10. Channel 5 Playhouse, KING, M.-F. . . . .8.3

TOP SYNDICATED FILMS

- 1. Badge 714 (NBC), KING, F-9:30 . . . . .20.4
2. City Detective (MCA), KING, Su-10:00 . . . . .19.8
3. Steve Donovan, Western Marshal (NBC), KING, W-7:00 . . . . .19.4
4. †Death Valley Days (Pacific Borax), KING, Su-9:30 . . . . .18.8
5. I Search for Adventure (Bagnall), KING, W-7:30 . . . . .18.7
5. Code 3 (ABC), KING, F-10:00 . . . . .18.7
7. I Led Three Lives (Ziv), KTNT, M-9:00 . . . . .17.7
8. Celebrity Playhouse (Screen Gems), KOMO, Th-8:00 . . . . .17.4
9. Confidential File (Guild), KING, Th-9:00 . . . . .17.3
10. Life of Riley (NBC), KING, Th-8:30 . . . . .17.1
10. Mr. District Attorney (Ziv), KING, F-9:00 . . . . .17.1
12. Highway Patrol (Ziv), KOMO, Th-7:00 . . . . .16.9
13. Science Fiction Theater (Ziv), KING, Th-9:30 . . . . .16.6
14. Waterfront (MCA), KOMO, W-9:30 . . . . .15.4
15. Wild Bill Hickok (Flamingo), KING, Th-6:00 . . . . .15.3
16. Crunch and Des (NBC), KOMO, F-9:00 . . . . .15.0
17. Man Called X (Ziv), KING, T-10:00 . . . . .14.9
18. Studio 57 (MCA), KING, F-7:00 . . . . .14.8
19. Annie Oakley (CBS), KING, F-6:00 . . . . .13.8
20. †Turning Point (Gen'l Electric), KOMO, M-9:30 . . . . .13.7
21. Dr. Hudson's Secret Journal (MCA), KING, Th-7:30 . . . . .13.2
22. Judge Roy Bean (Screencraft), KING, M-8:30 . . . . .12.7
23. Federal Men (MCA), KTNT, T-10:00 . . . . .12.5
24. The Three Musketeers (ABC), (KING), T-7:00 . . . . .12.4
25. Famous Playhouse (MCA), KTNT, M-10:00 . . . . .11.9
25. Famous Playhouse (MCA), KTNT, W., Th-9:00 . . . . .11.9
27. Mayor of the Town (MCA), KOMO, S-10:00 . . . . .10.6
28. Greatest Fights of the Century (Baum), KTVW, S-10:30 . . . . .10.3
29. Guy Lombardo (MCA), KTNT, F-10:00 . . . . .9.8
30. Little Rascals (Interstate), KING, M.-F-4:00 . . . . .9.7

FACE-LIFT

Camera Adds Dimension to Como's Show

NEW YORK—A new hydraulic camera installed at the Ziegfeld Theater will give the Perry Como show added scope and movement, according to Bob Finkel, its new producer. The camera which is locked on the balcony of the theater moves vertically, horizontally and even diagonally about 20 feet in all directions.

It should give the viewer an added dimension of movement especially in dance numbers and those calling for action, according to Finkel. The Como show will also add to its chorus. Being blueprinted for the Saturday night NBC-TV stanza are several remotes, one of which may originate from Milwaukee during the World Series, if the Braves win the National League pennant.

WGA, McCleery Feud Brews

HOLLYWOOD — One of the hottest feuds in recent TV annuals appears to be brewing between the Writers' Guild of America and NBC "Matinee Theater" producer Albert McCleery. The WGA, issuing its blast over the weekend, said that "... Cramming of hundreds, if not thousands, of scripts a year thru a single set of brains... can lead to the worst desecration of the art of drama in the history of entertainment."

WGA membership was incensed over a recent McCleery statement about writers in a national magazine. Apparently, however, the controversy goes deeper than this. David Dortort, president of the TV branch of the Guild, asserts that some months ago McCleery called in a group of writers for a conference, then proceeded to lambast them about their trade. The writers apparently have been smoldering ever since.

McCleery, on his way back to Hollywood following a two-week tour of Army duty, was unavailable for comment.

Ethyl Corporation Mulls Hunt for New Agency

NEW YORK—The Ethyl Corporation is said to be looking for a new agency. Its current agency is Batten, Barton, Durstine & Osborn. The advertiser sponsored Screen Gems' "The Big Playback" in 60 markets several years ago.

RKO SELLER

McLaglen In Triangle Outlet Bally

NEW YORK—A new exploitation filip has been added by the Triangle stations. They will use Academy Award winning Victor McLaglen to ballyhoo their new package, the RKO Library, which their Philadelphia station will present as the "Movietime U.S.A." series.

He will be the host on the first show, lead a downtown parade, make appearances on the station's live shows and meet potential advertisers at a cocktail party. McLaglen will also visit other

Heinz Into 3d Year With 'Studio 57'

NEW YORK — H. J. Heinz is understood to have ordered a third year's production of "Studio 57" from MCA-TV. It has been sponsoring the dramatic series on some 30 stations on a spot basis. The Maxon agency, for Heinz, is reported to have placed full-year renewals on a number of stations that have been carrying the show.

Triangle stations in Binghampton, N. Y., and Altoona, Pa. McLaglen has been made available thru C.&C. TV, the seller of the package of features, which arranged the trip for the movie star. Gene Cogan, C. & C. director of advertising, publicity and promotion, will conduct the movie star on the tour.

Sales Pass 100 On 'Kaleidoscope'

NEW YORK — The sale of "Kieran's Kaleidoscope" to Great Falls Brewery for telecast in all four Montana markets has pushed the ABC Film Syndication show over the 100-station mark. The John Kieran outdoor life telefilms comprise one of television's oldest film series.

Yorkin to Produce

HOLLYWOOD — Bud Yorkin has been signed to produce and direct the nighttime "Tennessee Ernie Show" which will debut on NB J-TV this fall. Ork will be directed by Harry Geller, with Walter Schumann Choir also as regulars. Bill Mauhoff, James Alardice and Tome Adair are scripting.

STAR PERFORMANCE
RONALD COLMAN
"Stout fellow. Great actor. Gives top performances for millions of viewers, eh Pip?"
"He's only one of thirty great stars, Old Boy, who carry a 'can't miss' sales message for dozens of advertisers."
OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y. PLaza 7-0100

# 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

JULY RATINGS		AMONG WOMEN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Honeymooners Buick (CBS) .....	1.	Honeymooners Buick (CBS) .....
2.	Phil Silvers Amana, R. J. Reynolds (CBS) .....	2.	Charlie Farrell P&G, Genl. Foods (CBS) .....
3.	Burns & Allen Goodrich, Genl. Mills, Carnation (CBS) .....	3.	Private Secretary Amer. Tobacco (CBS) .....
4.	Bob Cummings R. J. Reynolds, Colgate (CBS) .....	3.	Joe & Mabel Pharmaceuticals (CBS) .....
5.	Our Miss Brooks Genl. Foods (CBS) .....	3.	Father Knows Best Scott (NBC) .....
6.	Father Knows Best Scott (NBC) .....	3.	Mama Genl. Foods (CBS) .....
7.	Charlie Farrell P&G, Genl. Foods (CBS) .....	3.	Our Miss Brooks Genl. Foods (CBS) .....
8.	Private Secretary Amer. Tobacco (CBS) .....	8.	People's Choice Borden (NBC) .....
9.	Life of Riley Gulf (NBC) .....	9.	Burns & Allen Goodrich, Genl. Mills, Carnation (CBS) .....
10.	People's Choice Borden (NBC) .....	9.	Phil Silvers Amana, R. J. Reynolds (CBS) .....

AMONG MEN		AMONG CHILDREN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Honeymooners Buick (CBS) .....	1.	Topper Genl. Foods (NBC) .....
2.	Phil Silvers Amana, R. J. Reynolds (CBS) .....	2.	Mama Genl. Foods (CBS) .....
3.	Dear Phoebe Assoc. Products (NBCV) .....	2.	People's Choice Borden (NBC) .....
4.	Life of Riley Gulf (NBC) .....	2.	Life of Riley Gulf (NBC) .....
4.	Private Secretary Amer. Tobacco (CBS) .....	5.	Bob Cummings R. J. Reynolds, Colgate (CBS) .....
6.	Charlie Farrell P&G, Genl. Foods (CBS) .....	6.	Father Knows Best Scott (NBC) .....
7.	Our Miss Brooks Genl. Foods (CBS) .....	7.	Charlie Farrell P&G, Genl. Foods (CBS) .....
8.	Burns & Allen Goodrich, Genl. Mills, Carnation (CBS) .....	7.	Honeymooners Buick (CBS) .....
9.	Bob Cummings R. J. Reynolds, Colgate (CBS) .....	9.	Private Secretary Amer. Tobacco (CBS) .....
9.	Topper Genl. Foods (NBC) .....	10.	Burns & Allen Goodrich, Genl. Mills, Carnation (CBS) .....

#### Films to Watch

##### STU ERWIN SHOW—Official Films

Official has a drive on now to make this comedy series the worthy heir to the "nighttime in the daytime" success of "My Little Margie." Already it is playing numerous markets as a daytime strip, but not nearly as many as "Margie." It is interesting to compare these two series in the Pulse run-down of syndicated comedies in this week's "Scoreboard." "Margie" is the sixth ranking comedy nationwide, "Erwin" is 10th. "Margie" has the top number of viewers per set, "Erwin" is eighth. "Margie" has the greatest proportion of men, "Erwin" is fifth. "Margie" has the greatest proportion of women, "Erwin" is eighth.

#### Web Winners

##### GENERAL ELECTRIC THEATER—CBS-TV

Probably television's highest budgeted half-hour dramatic stanza, "General Electric Theater" scored a 32.0 in the July American Research Bureau ratings. This represents 27,000,000 viewers, or more than half of the total audience for its time slot (Sundays, 9-9:30 p.m.), despite the schedule of second runs of films seen earlier in the season. Now ranking as the No. 1 dramatic show, the series will go all film this fall as it enters its third year of programming.

#### ARB Top Shows Among Women

##### How Network Shows Rated Among Women in July

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

Rank	Show, Sponsor & Web	Women Per Set	Avg. July Rtg.
1.	Patti Page, Armour, Gold Seal, Sunbeam, Intl. Selucotton, Toni, Noxzema (NBC)	1.27	21.6
2.	Two for the Money, Bulova, Scheaffer, P. Lorillard (CBS)	1.26	18.2
3.	Masquerade Party, Lenthier, Emerson (ABC)	1.24	19.4
4.	Ed Sullivan, Lincoln-Mercury (CBS)	1.22	42.3
4.	\$64,000 Challenge, Revlon, P. Lorillard (CBS)	1.22	38.7
6.	Lawrence Welk, Dodge (ABC)	1.21	31.7
6.	Amateur Hour, Pharmaceuticals (ABC)	1.21	16.2
6.	\$64,000 Question, Revlon (CBS)	1.21	48.6
9.	What's My Line? J. Montener, Rem. Rand (CBS)	1.20	35.1
10.	Robt. Montgomery Presents, Schick, Johnson (NBC)	1.19	30.6
10.	I've Got a Secret, R. J. Reynolds (CBS)	1.19	32.9
12.	Name That Tune, Whitehall (CBS)	1.18	17.9
12.	*Do You Trust Your Wife? L&M, Frigidaire (CBS)	1.18	31.0
14.	Russ Morgan, P&G (CBS)	1.17	14.3
15.	*Best of Groucho, DeSoto (NBC)	1.16	31.3
15.	Arthur Godfrey, Toni (CBS)	1.16	20.2
15.	Godfrey's Talent Scouts, Lipton, Toni (CBS)	1.16	25.6
18.	Meet the Press, Pan Amer., Johns Manville (NBC)	1.15	10.8
18.	*Medic, Genera. Electric, Dow (NBC)	1.15	30.4
18.	Alcoa Hour, Alcoa (NBC)	1.15	13.6
18.	*This Is Your Life, Hazel Bishop, P&G (NBC)	1.15	21.2
18.	Arthur Murray Party, Topi, Hazel Bishop (CBS)	1.15	19.7
18.	Ozark Jubilee, Antell, Amer. Home (ABC)	1.15	9.6
24.	*The Millionaire, Colgate (CBS)	1.14	23.7
24.	Steve Allen, Avco, Jergens, Brown & Williamson (NBC)	1.14	25.6

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### Syndicated Film Comedy Shows

JUNE RATINGS		AMONG MEN		AMONG TEENS	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Life of Riley (NBC) .....	1.	My Little Margie (Official) .....	1.	My Little Margie (Official) .....
2.	Amos 'n' Andy (CBS) .....	2.	My Hero (Official) .....	2.	Abbott & Costello (MCA) .....
3.	Great Gildersleeve (NBC) .....	2.	Life of Riley (NBC) .....	3.	Great Gildersleeve (NBC) .....
4.	Life With Elizabeth (Guild) .....	4.	Great Gildersleeve (NBC) .....	4.	Life of Riley (NBC) .....
5.	Laurel and Hardy (Governor) .....	5.	Amos 'n' Andy (CBS) .....	5.	Laurel & Hardy (Governor) .....
6.	My Little Margie (Official) .....	5.	Stu Erwin Show (Official) .....	6.	My Hero (Official) .....
7.	Susie (TPA) .....	7.	Life With Elizabeth (Guild) .....	6.	The Ruggles (Corradine) .....
8.	Abbott and Costello (MCA) .....	8.	Susie (TPA) .....	8.	Beulah (Flamingo) .....
9.	My Hero (Official) .....	8.	Beulah (Flamingo) .....	9.	Stu Erwin Show (Official) .....
10.	Stu Erwin Show (Official) .....	10.	Lauel & Hardy (Governor) .....	10.	Amos 'n' Andy (CBS) .....

AMONG VIEWERS		AMONG WOMEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	My Little Margie (Official) .....	1.	My Little Margie (Official) .....	1.	Abbott & Costello (MCA) .....
2.	Life of Riley (NBC) .....	2.	Life With Elizabeth (Guild) .....	2.	Laurel & Hardy (Governor) .....
2.	Life With Elizabeth (Guild) .....	3.	Susie (TPA) .....	3.	The Ruggles (Corradine) .....
4.	Amos 'n' Andy (CBS) .....	3.	Beulah (Flamingo) .....	4.	Life With Elizabeth (Guild) .....
5.	Laurel & Hardy (Governor) .....	3.	Great Gildersleeve (NBC) .....	5.	Amos 'n' Andy (CBS) .....
6.	Great Gildersleeve (NBC) .....	6.	My Hero (Official) .....	6.	Life of Riley (NBC) .....
7.	My Hero (Official) .....	7.	Amos 'n' Andy (CBS) .....	7.	Great Gildersleeve (NBC) .....
8.	Stu Erwin Show (Official) .....	8.	Life of Riley (NBC) .....	8.	My Little Margie (Official) .....
9.	Susie (TPA) .....	8.	Stu Erwin Show (Official) .....	9.	Stu Erwin Show (Official) .....
10.	Abbott & Costello (MCA) .....	10.	Laurel & Hardy (Governor) .....	10.	Beulah (Flamingo) .....

#### Pulse Top Pix Among Women

##### How Non-Net Films Rated Among Women in June

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

Rank Order	Title and Distributor	Women Per 100 Homes	Avg. June Rtg.
1.	Bulova Show Time (Bulova) .....	94	7.1
2.	Dangerous Assignment (NBC) .....	94	6.6
2.	Liberace (Guild) .....	94	7.3
4.	Celebrity Playhouse (Screen Gems) .....	93	17.1
4.	Public Defender (Interstate) .....	93	9.0
6.	Doug. Fairbanks Presents (ABC) .....	92	11.3
6.	Foreign Intrigue (Official) .....	92	6.7
6.	Crosscurrent (Official) .....	92	11.9
9.	Man Called X (Ziv) .....	91	12.6
9.	The Whistler (CBS) .....	91	5.6
11.	Confidential File (Guild) .....	89	13.0
12.	Ellery Queen (TPA) .....	88	6.0
12.	Follow That Man (MCA) .....	88	11.0
12.	Guy Lombardo (MCA) .....	88	7.6
12.	Mobil Theater (Socony-Mobil) .....	88	10.5
12.	Mr. & Mrs. North (Schubert) .....	88	6.2
12.	My Little Margie (Official) .....	88	9.0
18.	Candid Camera (Assoc. Artists) .....	87	2.5
18.	Gangbusters (General Teleradio) .....	87	5.9
18.	Life With Elizabeth (Guild) .....	87	11.2
18.	Mr. District Attorney (Ziv) .....	87	16.2
18.	The Unexpected (Ziv) .....	87	11.1
18.	City Detective (MCA) .....	87	9.5
24.	Big Playback (Screen Gems) .....	86	7.2
24.	I Led Three Lives (Ziv) .....	86	12.6
24.	San Francisco Beat (CBS) .....	86	11.1
24.	The Playhouse (ABC) .....	86	6.4

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.

# The Billboard Scoreboard

# TV PROGRAM REVIEWS

## NETWORK REVIEW

### Politico, TV Wedding Headed for Rocks?

Continued from page 1

and fast script with no deviations permitted—not even for one Joe Smith.

#### To Delegates

Perhaps in 1960 the conventions will be given back to the delegates, who can again gather happily in their smoke-filled rooms, safe from the prying eye of the cameras at least part of the time. In this case, only key sessions will be picked up for TV at the discretion of the networks involved, and not of the party being covered, as Democratic Chairman Paul Butler would have it.

On the other hand, suppose Batten, Barton, Durstine & Osborn or Norman, Craig & Kummel, or their successors, should move even more actively (if possible) in the staging of these sessions? What can we expect in 1960?

We already have seen the schedules and the speeches and even the choice of speakers at the conventions tailored to the fact that the cameras are working. The GOP cut many speeches down in length. The Democrats added visual aids in the form of a documentary film. Scenery and lighting already play a key role in the staging of the sessions. Make-up and hairpieces are used by some speakers. Key orators have gone thru long sessions of coaching in stage movement, including waving, bowing, smiling, quieting crowds and shaking hands warmly. What still remains to be done?

#### Spec Treatment

If one were able to peer into a crystal ball and view what the 1960 conventions might be like if today's trend were carried just a few steps farther, he just possibly might see the following developments:

1) Scenery and lighting as complex as a Ziegfeld revue, probably relying heavily on rear projection. Footage of natural wonders, national events and prominent citi-

zens tied in to a speaker's home State.

2) Each session to include several cuddly children, a line of girls and a few pets, known to be sure-fire devices on any stage. The Democrats already used a couple of kids from the better-known video quiz shows this year.

3) Local merchants to display entertainment posters listing stars and credits for the show.

4) Convention business to be divided into segments corresponding with acts and scenes, each having the dramatic elements of exposition, climax and suspense, with the script the joint work of producer, director, network advisor and national chairman.

#### Solo Poll

5) Public opinion polls to predetermine on the basis of popularity which officials and performers should be allotted solos. Runners-up sought by the networks in rival bids for high ratings.

6) Manufacturers to donate products for live or screen credit, much as a Broadway play uses them in return for program credit. The makers of the electric organs used at both conventions this year were duly acknowledged before the entire nation.

7) Secondary rights, such as reruns, souvenir programs, record albums, books and merchandising items, used to add revenue to the networks and the campaign funds.

8) The new look to force political elders to withhold the names of favored candidates, not excepting an incumbent president, in order to provide needed surprise and suspense.

The influx of show business personalities can likewise lead to more serious consideration of non-politicos as holders of public office. Under proper guidance there is no reason why Marlon Brando or Elvis Presley couldn't become a Senator, for example. Easy to elect and easy to guide, such popular stars seem like good bets to many party men.

Besides, Liberace has become mayor of Sherman Oaks, Calif., which may have broken the ice.

But should all this come about, would it be in the real interest of the nation?

## I Spy (TV Film)

(KRCA, 9-9:30 p.m. PDT, August 21. Caught Again.)

An intriguing story presented in spotty fashion. This is probably as good summation as any of the Nathan Hale tale on the Guild Films' "I Spy" series.

Hale, as portrayed by Bill Berger, comes thru in warm and human fashion, but in the characterization he was an incredible stumblebum as a spy. His one accomplishment seems to have been to have a British officer keep him as a sort of pet, a "jumping bean" on which he could make money wagering.

Far too much time is devoted to this episode, with the result that Hale's subsequent attempt to return to the American lines, with its several captures and escapes, takes on the jumpy qualities of an old silent movie. Cutting, especially, was not up to par, with production on outdoor shots mediocre at best. Bob Spielman.

## Tonight (Net)

NBC-TV, Monday (20), 11:30-1 a.m., EDT (Caught again.)

Rudy Vallee held forth last week in the emcee spotlight on "Tonight." Beginning with the premise that Vallee is no comic, he did very well. In the comedy department it was a fumbling performance. Either his humor was too intellectual or too corny. Sadly, the corny bits were more successful with the studio audience.

If the above implies that the Vallee appearance was unsuccessful, it isn't true. Vallee possesses a quiet charm and an easy manner which demands attention. His singing was a definite asset, too.

Assembled with Vallee was a roster of top entertainers, including Kenny Delmar, Felicia Sanders and a fine calypso group headed by the Duke of Iron. All of whom contributed to a pleasant 90 minutes, tho short on the rib-tickling. Dennis McDonald.

## Alcoa Hour (Net)

NBC-TV, Sunday (19), 9-10 p.m., EDT (Caught again.)

David Karp's "The Big Vote" had the virtue of timeliness. What could be more absorbing during the week of the national conventions than a drama about grass roots politics? "Big Vote" was no "All the King's Men," but it made a valid observation and told an interesting yarn.

The trouble was it had only one

## SYND. REVIEW

### 'Blondie' Should Enjoy A Happy Year Ahead

By BOB SPIELMAN

Cast: Arthur Lake, Pamela Britton, Hal Peary, Florenz Ames. Written by John L. Greene. Directed by Hal Yates. Created by Chic Young. Executive producer, Hal Roach Jr. (Reviewed at special screening. Running time, half hour.)

Producer Hal Roach Jr.'s transference of the comic strip, "Blondie," to the TV screen has come off remarkably well, considerably better in fact than the effort in feature pix did. Perhaps the primary

## The Steve Allen Show (Net)

NBC-TV, Sunday (19), 8-9 p.m., EDT (Caught again.)

The Steve Allen Show, counting heavily on Frank Sinatra's appearance, was left in a rather weakened state when its top star suffered an attack of laryngitis. Allen, in a frank pitch to the TV audience, explained that they would have to "wing" it and hope for the best. The spot with Sinatra included a rather stilted interview about his new picture and the spinning of one of his recordings, with Allen providing the comic mime. It was a tough spot to be in, and Allen must be commended for his outward good grace about it all.

Other guests included Eddie Lawrence, who supplied the funniest bit with a comedy monolog called "Never Give Up"; Victor Riesel, who reconstructed the acid-hurling tragedy; Julius La Rosa, who tried real hard but didn't quite make it, and John Adams, comedian, with a rather dull courtroom comedy routine. Mamie Van Doren was there, too. Charlotte Summers.

well-rounded character. That was Ed Begley in the role of the old-time district leader who learns he must adjust to the era on enlightened electorate.

Walter Mathau, as the upstart who defeats the boss' hand-picked congressional candidate in a primary, did a broad caricature that failed to make this vital character likable or believable. And the same was true of the rest of the supporting cast. Gene Plotnik.

reason is that, at least in the episode reviewed, it had remarkable snap and didn't depend in dialog to create its humor.

Whereas live characterization of a comic strip creates considerable difficulties, a program based on a strip does have the advantage of an audience presold on certain running gags. "Blondie" makes good use of this factor. There's the postman who never manages to ring twice, the terrible tempered Mr. Dithers, the hordes of kids and, of course, the dogs.

Combining the children and the dogs, there is much pattering of little feet, and the pups are by far more lovable. Among other things, they all come out of the wash, after being shampooed thoroly.

Among the permanent members of the cast Arthur Lake as "Dagwood" and Hal Peary as the neighbor seem to have caught the spirit of things best. Both the characterizations of Mr. Dithers and Blondie herself could stand strengthening.

Generally it looks like a happy year ahead for the Bumstead family, if not the postman.

## NBC Bandstand (Net)

NBC-TV, Tuesday (21), 10:30-11 a.m., EDT (Caught again.)

Les Elgart's band makes fine music, Bert Parks makes a good emcee and even Dick Haymes, somewhat trimmed down and rejuvenated, is pleasant with a song. It is particularly refreshing to see a man who has slipped badly come back strong.

The success of this half-hour is still a moot question, the purpose being somewhat obscure. Its music is entirely too fast for morning calisthenics, and the accent on tunes certainly makes viewing optional. It does serve as pleasant background for morning chores, which could be just what the housewife needs.

Curiously, for television, at any rate, "Bandstand" favors the ear over the eye. There used to be another medium that did the same thing.

Dennis McDonald.

## NBC to Hawk News in Nov.

NEW YORK — NBC-TV will have Monday and Friday evening 7:45-8, its news strip, to sell beginning in November. The Union Carbide buy of the two quarter hours for Prestone runs thru October.

The web still has Mondays 7:30-7:45 open, and alternate weeks of Tuesday 7:30-7:45 to sell. Tums has bought alternate weeks of Jonathan Winters in the Tuesday early evening quarter hour. Norman Frank will produce the show.

## 'Ranger' Up For Regionals

NEW YORK — ABC-TV will now offer alternate week sponsorship of "The Lone Ranger" on a regional basis, with a cross plug available on the weeks already bought by General Mills.

The film series, slated for Thursdays, 7:30-8 p.m., is to be marketed in five geographic blocks, Northeast, East Central, West Central, West and Pacific.

## Renaissance on TV (Local)

Cast: Dr. Frank Baxter, Director, Alex Runciman, Producer, Bill Whitley. (WCBS-TV, New York, 4-4:30 p.m., EDT August 19.)

During a breather in the production of Dr. Frank Baxter's "Shakespeare on TV," WCBS-TV, New York, has picked up the kites of Baxter's new "Renaissance on TV," which was also produced by its sister station, KNXT, Los Angeles. The stark classroom setting of the Shakespeare show is here replaced by a smart-looking library. In subsequent stanzas Baxter will interview guest experts. But on the preem he carried the ball solo again with a background talk on the Middle Ages.

Rarely these days is a TV show so dependent on a single personality. Baxter, of course, is the common man's intellectual and the darling of highbrow TV. He spouts erudition with healthy relish and good humor, and without any airs. But with so plain a format even Gypsy Rose Lee can become tedious.

Baxter's feat has been much awarded and highly praised. But when it comes to low budget educational TV, WCBS' own "Camera Three," with its fluidity, variety and imaginativeness, is much more exciting to watch and hear.

Gene Plotnik.

# DAILY NEWS and The Billboard

NEW YORK'S PICTURE NEWSPAPER 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

### IS EVERYBODY HAPPY? ★★ DAILY NEWS

Cast: Larry Parks, Ted Lewis. Screenplay by Monte Brice. Director, Charles Barton. Released by Columbia. TV distributor, Screen Gems. Running time: 73 minutes. How selling, Hollywood Movie Parade. Date reviewed, November 19, 1943.

This is based on the life and times of Ted Lewis, the well-known night club and revue entertainer. It purports to be a history of jazz, altho it does no more than skim over the top of that interesting phase of Americana. Lewis appears in the prolog and epilog as he narrates the story of a reluctant bridegroom who is about to go overseas on a mission for Uncle Sam. He's afraid to marry the gal before going off to war. Michael Duane plays Lewis as a young man, and Larry Parks plays his pal Jerry, who forms a jazz band with him.

### NONE SHALL ESCAPE ★★★ DAILY NEWS

Cast: Alexander Knox, Marsha Hunt. Screen play by Lester Cole from a story by Alfred Neumann and Joseph Than. Director, Andre De Toth. Released by Columbia. TV distributor, Screen Gems. Running time: 85 minutes. How selling, Hollywood Movie Parade. Date reviewed, April 7, 1944.

This is a bitter indictment of the German leadership in the last war, as it tells its tale of horror and brutality in a bold and graphic manner. It's a dramatic film bearing on the trials of the Nazis for crimes committed against conquered people. It's told in flashback to show why the trials are being held. Here are given terrible glimpses of the brutal nature of the Nazi commissioners. Knox plays the embittered Grimm, who goes back to his Polish village to wreak vengeance on his friends and former girl, played beautifully by Marsh Hunt.

### LIFEBOAT ★★★½ DAILY NEWS

Cast: Tallulah Bankhead, William Bendix. Screenplay by Jo Swerling from a story by John Steinbeck. Director, Alfred Hitchcock. Released by 20th Century-Fox. TV distributor, National Telefilm Associates. Running time: 96 minutes. How selling, Fox package. Date reviewed, January 13, 1944.

Hitchcock has made a picture chock-full of suspense, replete with suggestions of horror and overlaid with touches of bright humor. He has managed to give each member of the audience the sensation of being with the small band of torpedooed passengers. He suggests their life stories without once resorting to the routine of flashbacks. Miss Bankhead contributes an impressive portrait to the Hitchcock gallery and gives the picture its lightest and amusing touches. All nine help make the lifeboat adventure a real and exciting experience.

## Dealers Confirm End of Dog-Day Business Slump

### Upsurge Puts Volume 25% Ahead of Last Summer's; Huge Hike in Pkge. Sales

NEW YORK—The "end of the annual summer slump," proclaimed by most of the important record companies recently (The Billboard, August 4) now has been confirmed by a large sampling of representative dealers across the country. On the retail level, it appears that the record business in the summer of 1956 is at least 25 per cent ahead of summer, 1955.

Unexpectedly, in view of certain heavy traffic-building promotions by a few of the majors, a number of dealers came up with their own quite original explanations for their upsurge. Generally, however, it was revealed that the big increase was in packaged goods, which in most instances accounted for at least half of the dollar volume. Singles business was tagged "no worse than last summer," thanks to Elvis Presley, and EP's were observed as "slightly increased."

Many stores outside of New York City named the Mercury One-Cent Sale as a prime factor in the package boom. Almost as many

mentioned Columbia's Buy-of-the-Month specials, and others named RCA Victor Coupon Bonus disk. In some instances where singles sales were improved, credit was given—first to Presley, and second to the large number of strong rock and roll releases.

In Washington, D. C., Campbell Music Company estimated its business up 30 per cent over summer of '55. Outfit's Mr. Dreyfus credited the fact that he kept his stock up, and also felt that the Mercury sales helped somewhat. He expects the over-all '56 sales to run 20 per cent ahead of '55. The Hecht Company's record department claims it has doubled last summer's tally. It credits the minor labels, and also the Mercury and Victor deals. Woodward and Lothrop, another of the Capitol city's leading department stores, has been running 42 per cent ahead of last summer. The Mercury sales

"helped a lot" and the Columbia BOM also gets some credit.

In Southern California a consensus showed summer business up between 20 and 30 per cent. Dealers detected a general renewed interest in all things musical, including sheet music, instruments, sound equipment and furniture for same. In records the big thing is LP's, in all categories. "It has now become important, from the social standpoint," said one retailer, "for consumers to compare the extent of their record collections. The layman who can discuss high fidelity, the latest Jackie Gleason recording, etc., in the course of a normal conversation stands out in a crowd."

According to Mary Vaughan, Denel's Music, the store had a great influx of new customers who had, recently purchased a new phonó. Dealers in this area ex-

*(Continued on page 18)*

## DISK TAKES SURPRISE HYPO

NEW YORK — Cadence Records is re-releasing the Four Tophatters' month's old waxing of "I'll Never Stand in Your Way" to jockeys across the country, following a surprise sales resurrection of the disk here in the East.

The label's promotion chief, Bob Kornheiser, is sending the jockey platters out in a special sleeve. Copy explains the situation and acknowledges the company's "original goof on a potential hit."

## Lawrence to Go It on Own

NEW YORK — Bill Lawrence, national pop singles sales manager of Epic Records, is leaving the label and will open an indie distributorship in Pittsburgh.

Lawrence, prior to his post with Epic, had been with Columbia Records as a salesman. He had also been sales manager of United Record Distributors in Chicago. Pittsburgh is Lawrence's home town.

## Autry Exits Columbia; Inks Dot Pact

HOLLYWOOD — Gene Autry signed a long-term recording contract with Dot Records, ending a 29-year-long association with Columbia Records. Autry cut four sides at his first recording session with Dot. Autry's first release under the Dot banner is tentatively scheduled for early November.

Dot is expected to throw more emphasis on Autry album releases, both in the country and western as well as kidisk fields. It was Autry's interest in more package releases, among other reasons, which prompted his change of label.

In acquiring Autry, Dot adds another strong TV personality to his talent roster. It was Dot's Randy Wood who first unveiled TV's Gale ("My Little Margie") Stopp as a top-selling disk artist. The Autry deal will help Dot to further harness TV's promotional powers. In addition to adding the Autry star to its banner, it is believed this deal will further pry open the TV door for Dot's benefit. Dot is expected to sign Gail ("Annie Oakley") Davis to a recording contract, with Dot producing kidisk albums based on the "Oakley" TV film se-

*(Continued on page 20)*

## EVERYBODY WANTS INTO THE ACT

### Active Labels Increase as More Buy Tickets in Waxing Sweepstakes

NEW YORK—How many labels share the loot in the disk business? According to The Billboard's annual disk industry census, the actual current tally totals 1,466. This figure represents a healthy increase over the number of active labels last year and reflect the healthy state of the industry.

The pattern of more companies continually entering the field is also borne out by a report of the Music Performance Trust Fund, which lists a total of 2,049 signatories as of June 30, 1956. For

the Trust Fund, this too, is an all-time high. Of course, not all of these companies are active. Many enter the field on an occasional basis, and this accounts for the apparent discrepancy between the statistics of the MPTF and The Billboard.

An interesting comparison immediately suggests itself—namely—the relatively small number of dealers as against the large number of manufacturers. It is estimated that some 8,500 dealers do the bulk of the business, altho racks, supermarkets and chains are also becoming increasingly important outlets.

Despite the growing number of small indie labels in the record business, and despite the success of many indies in the production of hit disks, it is nevertheless pertinent to note that approximately 95 per cent of the contributions to the Trust Fund are derived from approximately 25 top companies. There are, according to the MPTF, literally hundreds of marginal disk operators who constantly go in and out of the business and have varying degrees of success. For instance, 941 signatories to the Trust Fund reported no sales in the last half of 1955, and 791 reported no sales in the first half of 1955.

The total amount of money allocated by the MPTF for musicians' employment for the full fiscal year ending June 30, 1957, totals \$3,600,000. This compares with \$2,800,000 for the year ending June 30, 1956; \$2,300,000 for 1955; \$2,200,000 for 1954 and \$1,950,000 for 1953.

These allocations represent monies derived from both the recording and TV funds.

## Col. to Release 8 Walter Disks

NEW YORK—The 80th birthday of the conductor, Bruno Walter, on September 15, will cue a special release of eight Walter-conducted LP's by Columbia Records. One of these will be a "sampler" including excerpts from a number of Walter disks, and retailing at \$1.98. Title of this will be "Bruno Walter—The Sound of Genius."

Heading the list of Walter releases will be the Mozart Requiem, taped following the per-

*(Continued on page 20)*

## First Sampler By Urania

NEW YORK—Urania Records will issue its first sampler this month. The LP is priced at \$1.98.

The Sampler features selections from eight different LP's — both classical and semi-classical—culled from Urania's fall line-up of new album releases. All selections are complete, rather than excerpts from longer works.

## Frank Pockets A Cool 75G

NEW YORK — Frank Sinatra walked off with \$75,000 for his Paramount Theater stage stint here last week. Figure is believed to be highest fee ever paid to an entertainer for a single week's engagement.

At the same time Sinatra was responsible for his movie, "Johnny Concho," chalking up a record box-office gross of \$149,000, biggest non-holiday week in the history of the theater. Only Martin and Lewis' July 4 holiday appearance topped it.

## Backbone of Band Business Is Album

NEW YORK — LP's are the backbone of the band business today and wise batoners are using the bulk of their promotional funds to stock up (at wholesale rates) large supplies of their own albums, according to Harry Wuest, who manages both Buddy Morrow and Richard Maltby.

Wuest utilizes the LP's as audition disks for prom dates and makes sure jockeys in cities where Morrow plays dances receive complete sets of Morrow LP's as well in advance of the dates. He also concentrates a year-round deejay promotional campaigns on Morrow's LP's in areas where key ballrooms are located. Many of the spots, notes Wuest, are in small towns, and record companies rarely service these grass-roots station jocks with free LP's.

Wuest credits Richard Maltby and Associated Booking with originating the idea of sending LP's to prom chairman as "audition" disks. The LP, says Wuest, is twice as effective as any promotional piece, and album liner notes provide extra sales ammunition. Other band leaders are building prom followings by sending their LP's to col-

lege stations, also usually bypassed by the record companies.

Wuest contends that 40 per cent of dance promoters—particularly in the Midwest—today won't co-operate on promotion. This thinking is echoed by General Artists Corporation's veteran band booker Howard Sinnott, who has been pushing for stronger promotional efforts by ballroom operators for some time now.

However, Wuest opines that New England dance promoters are much sharper promotion-wise and that Morrow's grosses in these areas reflect their industry. In line with this, the Glenn Miller-Ray McKinley band was accorded a plush promotional campaign on its Totem Pole Ballroom date August 15 at Auburndale, Mass. Flack Buddy Basch tossed a big party for jocks and the press a couple of days before the dance, and ballroom operator Douglas Farrington handed out an orchid to every lady attending the date, and prior to the opening he gave away copies of the \$24.95 Miller Army Air Force LP as a gate prize at the ballroom every night for a week. As a result, the band drew 1,800 people and went well into percentage.

## Coral Shifts Eastern M'gm't

### NEW YORK — Howard Kaye and Len Levy have been appointed Eastern Division Supervisors of Coral Records, according to Norman Wienstroer, general sales manager. Kaye and Levy replace Frank Holland, who moves to Boston to head the Coral Record division for Mutual Distributing Corporation.

Kaye has been with the Decca organization 15 years, and since 1952 has been New York branch manager. Levy, during the past year, has held a top administrative post in the national sales office. Prior to this he was manager of the Coral Distributing office in Rochester, N. Y.

Indications are that this month could very well be a record-breaking one for Coral, owing to the recently released 35 LP's and strong reaction to the label's fall program.

## Victor Creates New Key Posts in Disk Personnel

NEW YORK — RCA Victor's record department has scheduled several key personnel shifts, effective September 1, and involving several newly devised executive positions.

Jack Burgess, former sales and merchandising manager for the singles records division, has been shifted into the custom records division, where he has been upped to the title, manager of custom records administration. He will report to Emmett Dunn, who several weeks ago was named manager of the custom division. Replacing Burgess in the singles sales slot will be Harry Jenkins, who formerly headed up sales planning. Jenkins will work under singles department manager Bill Bullock.

Jenkins' old post, simultaneously, will be expanded and retitled "co-ordinator, singles records releases." The post will be filled by Tom A. Potter, who also will report to Bullock.

In the artists and repertoire department, Brad F. McCuen, former field man for the singles division in the Chicago area, will come in to serve as an a.&r. assistant to Steve Sholes. Sholes is manager of specialty artists and repertoire, and McCuen's title will be "co-ordinator of specialty artists and repertoire planning." His duties will include planning of schedules, involving auditions, artists and diskings sessions. He also will supervise some recording sessions and sit in on repertoire committee meetings.

## 'Bandstand' Seg Scouts Talent

NEW YORK—NBC is sending "Bandstand" producer-directors, Parker Gibbs and V'ard Byron, out on the road to scout ork talent for the daily two-hour network radio show and half-hour simulcast.

The idea was conceived by exec Billy Goodheart in an effort to get advance reports on how the bands sound and look on the stand today, rather than relying on records made several years ago or—in some cases—with special studio crews.

It will also give Gibbs and Byron a chance to size up the bands' books and the broadcast potential of their vocalists. Scale alone for vocalists on the show runs from \$500 to \$800 a week and thinking is, that if the band warblers are lacking in mike appeal, the web would rather hire a name singer for the spot.

Gibbs and Byron will alternate the road assignment every two weeks. Gibbs leaves this week to catch Ralph Marterie in Cincinnati, Jan Carber in Indianapolis; Johnny Long, Detroit; Buddy Morrow, Kansas City, and Joe Reisman, Wichita, Kan.

## Network Probe May Include Music Orgs

WASHINGTON—The House Anti-Trust Subcommittee headed by Emanuel Celler (D., N. Y.), scheduled to hold hearings on network practices in New York beginning September 12, may look into the matter of relations between the networks and the music licensing societies.

A spokesman for the committee indicated that this is a purely speculative area of study, but that committee staffers are looking into the relative bargaining positions of the different music organizations.

## Cast Set for Feld's R&R Road Show

NEW YORK—The latest edition of Irving Feld's Rock and Roll road show has been cast, and is scheduled to take off in Hershey, Pa., September 28.

According to the Gale Agency, which is booking the package, this new version will be bigger, and will play more dates than any of the earlier shows. On the bill will be Bill Haley and the Comets, the Platters, the Teen-Agers and Buddy Johnson's big band, plus Ella Johnson, Chuck Berry, Shirley and Lee, Shirley Gunther, the Flairs, the Clovers and others.

The first two dates after Hershey will be Toronto and Buffalo.

## U. S. Rights to 'Arms' Bought

NEW YORK—Publisher Howard S. Richmond has acquired from Francis Day & Hunter the American rights to "Lay Down Your Arms," tune which is currently riding high in the British Isles. Cut by Anne Shelton on Philips and released in England several weeks ago, the disk quickly climbed into the best selling lists. At least eight cover versions have already been cut in England.

The Shelton version will be released here by Columbia Records. Tune, written by Paddy Roberts with music by Leon Land and Ake Gerhard, is in Richmond's Ludlow Music firm.

## TO DEEJAYS WITH SYMPATHY!

NEW YORK — The Old Philosopher, it develops, has a unique understanding of the problems that beset the disk jockey fraternity. Many of the nation's jocks will discover this next week when a special disk, prepared for their own personal edification and enjoyment, reaches them with the compliments of Coral's artists and repertoire department.

Eddie Lawrence, creator of the smash novelty disk, has etched a deejay parody of the material calculated to tear at the deejays' heartstrings. The flip, incidentally, begins with the message, "This is a blank side," but jocks are advised to play it thru.

## Mercury Pacts Legit Names For Albums

NEW YORK — Mercury Records has signed some solid show business names for its fall package line-up. Artists include Harpo Marx, Vivian Blaine, Celeste Holm, and Blossom Seeley and Benny Fields.

Mercury's artist and repertoire veepee, Art Talmadge, views these artists as potent LP attractions. Miss Blaine will do two albums for Mercury, including one tagged "Ziegfeld Follies," which will feature memorable tunes from hit "Follies" show. Talmadge has obtained exclusive album rights to the title "Ziegfeld Follies" from the showman's widow, Billie Burke.

## 'SAUCER PROFITS'

# What Price Ethics To Honest Distribs

NEW YORK—As Leo Durocher was wont to say, "Nice guys finish last!"

In the disk business, this has been emphasized by the "Flying Saucer" case. Thus far most of the hassling has centered around copyright angles. But one little-publicized aspect of the case concerns ethical disk distributors—many of whom are doing a slow burn.

These distributors, warned that anyone who "touched" the record would be implicated, held off. Other distribs went right ahead, stocked the disk and made a nice

## CLIMBING THE TUNE BANDWAGON

# Strong Material Sparks Diskeries Push on Multi-Version Singles

NEW YORK—A flock of multi-version tunes have come along in the last several weeks to create a high level of excitement in the pop singles business. Newest entry—and leading the pack in the number of recorded versions—is Feist's "The Friendly Persuasion," from the film of the same name, which Allied Artists has scheduled for early October release at the Radio City Music Hall. Already some 10 or 12 singles have been scheduled, and many of these appeared during the past week. Included are Pat Boone's sound track version on Dot; Four Aces on Decca; George Cates on Coral; Lou Busch on Capitol; Michel LeGrand on Columbia; David Rose on M-G-M; Tony Perkins (one of the film's stars) on Epic. Awaited are a Dimitri Tiokin version and other sides. RKO-Unique, thru its attor-

ney Marty Machat, has just concluded a deal with Dimitri Timokin and Allied Artists for the release of the original sound track.

Another big tune, already selling strongly over the counters and reaping plenty of performances, altho out only a few weeks, is "When the White Lilacs Bloom Again." Two versions, Billy Vaughn's on Dot and Helmut Zacharias' on Decca, reached Best Buy status in last week's issue of The Billboard. In addition, there is action on versions by Lawrence Welk on Coral, Florian ZaBach on Mercury and Leroy Holmes on M-G-M.

Another of the newer tunes getting heavy action by the a&r fraternity is "Two Different Worlds." The first song in Princess Music, the publishing firm recently established by Larry Spier and Nat

Cole, this has already been cut by Dick Haymes on Capitol, Steve Clayton on Coral, Dick Kallman on Decca and Don Rondo on Jubilee. At least three other versions are on the way.

### Dean Memorials

The late James Dean is the subject of a quantity of sides. Two tunes are extant, "The Ballad of James Dean" and "His Name Was James Dean." The former has been done by Dylan Todd on Victor, Dick Jacobs on Coral, Jimmy Wakely on Decca and The Four Tunes on Jubilee. "His Name Was Dean" also has many versions, including Dick Jacobs on Coral, Nathan Russell on Forest and Don Sargent on Decca.

"Giant," the film based on the *(Continued on page 20)*

## Pub Turns Angel to Showcase Writers

### Morris to Back Off-Broadway Revue Series; 'Shoe String '57' the First

By JUNE BUNDY

NEW YORK — In a move to build a better showcase for his writers, publisher Buddy Morris (Edwin H. Morris Music) will be the sole backer of Ben Bagley's next off-Broadway revue, "Shoestring '57," which opens here in mid-

November at the Little Carnegie Playhouse.

The show is the first of a series of off-Broadway musicals which Morris expects to back in the future, at the rate of two or three a year, and an investment of from \$15,000 to \$20,000 per show. Even if he only gets one good property out of the project each year, Morris estimates the investment will pay off.

In line with this he points out that publishers today usually invest at least that much money in a Broadway show when they acquire rights to its score, and they seldom make any real money on the deal and have no control over how material is written or presented on stage. Morris may have been thinking of his last two legit-score ventures — "Shangri-La," which folded a few weeks after it opened here and "The Amazing Adele," which was shuttered out of town.

In addition to acquiring all rights to the score, Morris also stands to make some money by offering the revue to TV for a one-shot performance. Bagley's last "Shoestring Revue" rated excellent reviews when it was aired over the Du Mont TV outlet here last year, and Morris has several

profit. They sold thousands of copies—including bootleg versions—and ultimately came out in the clear because the publishers and the Luniverse label worked out a rate deal.

One important distrib in Upstate New York, stated: "I think it is a crime that the industry closes its eyes . . . Let us take the case of a legitimate distributor . . . I was offered any number of bootleg and original versions . . . anyone could have gotten into the act. However, *(Continued on page 22)*

## Gene Austin Back With RCA Victor

HOLLYWOOD — Gene Austin signed a recording contract with RCA Victor, thus returning to the same label where 30 years ago he reigned as one of the top-selling pop artists. Austin was signed in New York last week by Victor's Steve Sholes.

Renewed disk interest in Austin was generated by the filming of his life-story, titled "Lonesome Road," to be produced by Case Productions in association with Desilu Productions. Austin will sing in the film, with the acting leads who will portray his life yet to be signed.

Austin is generally recognized as being one of the record industry's top sellers. In his comparatively short career (seven years), Austin reputedly sold more than 80 million records, collecting more than \$17,000,000 in royalties. He began in 1922 with "Yessir, That's My Baby," followed by "My Blue Heaven" (a seven-million-seller), "Lonesome Road" (to be used as the film's title tune), "Ramona" (more than four million sold), among others.

## Another Demo By Vanguard

NEW YORK—Vanguard Records' own version of a promotion "sampler," the "Vanguard High Fidelity Demonstration Record," is now becoming a series, with the diskery scheduling its third such disk for release this month. The new platter, which sells at \$1.98, is Rimsky-Korsakov's "Scheherazade," by the Vienna State Opera orchestra, conducted by Mario Rossi.

According to Vanguard, this will be a limited edition. The regular Vanguard 12-inch line lists at \$4.98 per disk.

## Waner Dies of Heart Attack

NEW YORK — Art Waner, M-G-M Records artist, died of a heart attack in Detroit Thursday, August 23.

Waner was a well-known figure on the Broadway scene, and for 10 years headed the band at the Latin Quarter. He was a partner, with George Albert, in Gala Enterprises, which included music publishing, management and band booking operations.

ATTENTION — DEALERS

# Your Color TV Set Sales Opportunities

. . . will be spelled out in a series of up-to-the-minute features, statistical charts and detailed lists that explore the color TV subject from all angles. Be sure to look for it in . . .

The Billboard's TELEVISION DEPARTMENT

SEPTEMBER 22 ISSUE

Published co-incidental with NATIONAL TV WEEK

# Predict \$500 Mil. Hi-Fi Sales in '56

Phono Firms to Give Units Hefty Play in Fall Promotion Pitches

NEW YORK—U. S. dealers are higher on high fidelity than ever, with a sales potential of \$500,000,000 seen for the hi-fi industry in 1956, and an even greater market predicted for 1957.

Meanwhile, the hi-fi industry is holding seminars around the country this summer, and several national meets are set for this fall and early next year. At the same time phono manufacturers indicate that hi-fi units will play a major role in their fall promotional pushes.

The \$500,000,000 sales potential prediction was made last week by Lee Goodman, vice-president of Radio Craftsman Company during the second of a three-part hi-fi

seminar in Los Angeles, sponsored by the Inter-Industry Co-ordinating Committee of the Institute of Hi-Fi Manufacturers.

Goodman also advised his audience that the public is no longer primarily concerned with sound alone in a hi-fi unit, but now demands more emphasis on styling, either in cabinets or in built-ins.

The Institute will hold its next hi-fi show September 26-30 at the New York Trade Show Building in conjunction with the 1956 convention of the Audio Engineering Society. Then in February (6-9) 1957, the Institute will sponsor another hi-fi show in Los Angeles. Edward A. Altschuler, American Electronics, Inc., will be general manager for both affairs, which will be open to the public.

At the opening session of the New York show next month, Donald J. Plunkett, of Capitol Records, will preside at a discussion on disk recording and reproduction, and Thomas J. Mcron, Audio-Video Recording Company, will direct the next session on magnetic recording. Other speakers scheduled include Clair Krepps, M-G-M Records; Philip E. Erlorn, Audiofax Associates, and Richard Olmsted, Olmsted Sound Studios.

Meanwhile, key dealers and department stores across the country are also readying plans for their own fall hi-fi shows. For instance, Meier & Frank Company, Portland, Ore., which held the first large-scale hi-fi showing in the Northwest last April, will stage a second show in mid-September. On the basis of sales response to the April show, the store plans to enlarge its present hi-fi department "about double."

Hi-fi is also a big thing in Canada this year, where, according to a recent survey by RCA Victor Company, Ltd., hi-fi is now the "most wanted piece of home equipment," a position held the last four years by TV. The survey also

## REVIEWS PUSH CLASSICAL SALES

PITTSBURGH—Raymond Gregory, of the National Record Mart Stores here (a chain of 14 disk outlets), has devised a unique method of utilizing record reviews as interest-arousers to help push classical LP sales, particularly on the more obscure items.

Clippings of favorable classical album reviews from local papers and national magazines are applied (with Scotch tape or paper clips) to the covers of appropriate packages. If the customer purchases the LP, the clipping is merely transferred to the cover of another copy in the store. The display reviews act as "silent sales" ammunition for the stores, and Gregory reports enthusiastic reaction to the idea from classical buyers.

## Philco Intros 4 Hi-Fi Phonos

NEW YORK—The Philco Corporation last week introduced four new high fidelity phonos, ranging in price from \$49.95 to \$199.95.

The new models, which were shown at a meeting of Philco's field salesmen in Sandusky, O., have been added to Philco's 1957 radio-phonos line, which now includes 12 portable phonos and hi-fi models and a portable, radio-phonos model, all available for immediate delivery.

The new hi-fi models include a portable radio-phonos, a console phonos with removable legs, and two console phonos. All hi-fi models feature four-speed inter-mix record players, a jack for AM-FM tuner or tape recorders, and Philco engineer transformer-powered amplifiers which deliver up to 14-watt output.

showed that over 40 per cent of Canadian homes now have record-playing equipment, but less than a quarter of it was bought within the past three years.

## RING THAT CASH BELL

# Smart Dealers Use Promotion Tools

By BERNIE GEBHARDT

DENVER — The best mouse trap in the world will not create a beaten path to any door unless people hear about it. This is especially true in record sales. Retailers, who take advantage of the manufacturer's promotion gimmicks, push their products and utilize every available means to increase their sales, count their results with overflowing tills. Those who don't will probably not have the opportunity to do so for long because the money-spending public soon forgets them.

This has been especially evident in Columbia's recent Buy of the Month promotion campaign that is picking up speed each month. Hill Radio and Record Shop here, along with several others have pushed the gimmick heavily and report a sharp rise in their monthly business. This is a result not only of the month price reduction, but the fact that the buyer often takes the money he saved on the Columbia disk and buys at least one or two more platters.

In midtown Denver, Tom Marsolek, after getting hurt on other less successful campaigns, has not pushed the Columbia Buy of the Month, and consequently admits that sales have not been as strong as they might have been.

Victor's coupon deal is doing fair to good for Marsolek, in spite of the fact that he has not pushed it. While across town at Bernard's, an equal amount of effort on pushing both Columbia's and Victor's promotion has resulted in good sales and a sharp increase for both labels.

Like others in the metropolitan area, Marsolek keeps only the top 15 current hits stocked in 78's, and Hill's, Bernard's and others are reducing their 78 stock to a bare minimum. Denver distributors report that 78 sales from suburban and rural areas has not taken quite as sharp a nose dive as in the city

but their eventual disappearance from the market is seen.

Most small retail outlets reduce their advertising or cut it out altogether during the summer. Hill acts as the ticket office for a majority of the large musical shows that come to town and reports this to be an excellent method of keeping its name before the public, building trade from outside its immediate neighborhood and often resulting in good sales. Marsolek sticks to its policy of buying radio spots on one of the leading record stations in the area and leans heavily on The Billboard's top tunes for plugging its name and address.

All retail outlets, from Pueblo, Colo., to Laramie, Wyo., throughout most of the Rocky Mountain area, report good sales of movie hit tunes. Many stores tie in their promotion with movie displays and have worked out co-operative advertising with theater managers to promote album sales. Such movies as the "Eddy Duchin Story," "Benny Goodman Story" and others have lent themselves well to such efforts and have resulted in excellent sales.

Hill's Record Shop has periodically used a one-cent sale gimmick to clear out its dead stock. When a customer buys one record, whether it's an album or a single, regardless of speed or price, they are entitled to buy another from a "special rack" of records, for another penny. Good repeat business has been built this way and the gimmick is played up heavily in their advertising. Hill has also reduced its pilferage problem by substituting card files of records, labels and artists in place of large files of records. "Many of our customers like to feel the record," Mrs. Hill reports "but they have come to accept the fact that all they have to do is bring the card index to us, we'll get the record for them and when they bring it back from the booth, we will replace the card in the file." Mrs. Hill reports that nearly all of their easily accessible LP's are green-stocked, and when sold, the records are then placed in the album.

Currently, instrumental groups seem to be moving better than vocals, generally speaking. This consensus is agreed upon by nearly all retail dealers except Leroy Smith, whose record shop, located in the heart of the rhythm and blues district, gets a heavy play on vocal groups with the minor labels, novelty groups and even 78 r.p.m. sales showing a good business, unlike shops in other neighborhoods.

## TRAFFIC WITH A CAPITOL 'T'

PHILADELPHIA — Traffic is assured for the new self-service record store recently opened by Jimmy Myers, president of Myers Music, Inc., and Vince Pale under the trade name of Richloy, Inc., in the heart of downtown Philadelphia. The city traffic court is located next door to the outlet and soft music is piped outside to soothe motorists waiting in line to appear before the magistrates.

Myers, who recently purchased the three-story building at 208 North Broad Street, recently held open house for over 300 members of the trade. A one-stop operation is also operated in conjunction with the retail outlet.

## Capehart Plots Big Hi-Fi Intro For Late Fall

NEW YORK — High fidelity units are expected to account for a large share of Capehart's total business next year, and the firm's new hi-fi line, which will be introduced sometime in November, will be sold on a direct-to-dealer basis in most parts of the country.

Altho the line will be offered initially to the more than 200 retail accounts which Capehart has across the country, it will not be developed nationally at first. Instead, Capehart will be offered to a limited number of key department stores and dealers in each area and never to any two, considered direct competitors.

Capehart is aiming at a luxury market, and hopes the combination of direct distribution and limited dealership will permit it to maintain a stronger control over prices, advertising, promotion, etc., on the dealer level. The firm will not manufacture its own sets, but to date Capehart execs have not revealed the name of the company designated to handle its production.

The new hi-fi line will range from portable and table models to combination radio-phonos-tape recorder consoles. Following the introduction of the complete line in November, there will be no annual or semi-annual showings of new merchandise. New models will merely be added to the line when needed, thereby protecting dealers against obsolescence and inventory losses. Advertising and promotion of the new hi-fi line will be concentrated at the local level.

## Sentinel Debts New Hi-Fi Phono Models

NEW YORK—Sentinel Radio, a subsidiary of Magnavox, is bringing out a complete new TV, radio and phono line this month, highlighted by three hi-fi phonos and two hi-fi radio-phonos models.

The de luxe model, radio-phonos console model, priced at \$229, features three speakers and a four-speed record changer. Sole portable phono in the hi-fi line is priced at \$89 and comes in a two-tone case with an eight-inch bass and five-inch high frequency speaker.

pected the 25 per cent average increase to hold for the entire year.

### Rendezvous Ahead

In Cleveland Record Rendezvous finds the summer 15 per cent ahead. This enterprising outlet attributes this largely to phono sales and resultant LP purchases. The LP increase has been jerked up further by the various company promotions. Singles sales elicit a nod in the direction of young Presley.

Paul Kayser's Record Bar in Durham, N. C., who handles large country and rhythm and blues clientele, as well as pop and package trade, is up 25 per cent and is one of the few shops to rave about singles' sales. "Rock and Roll is at its height here," was the owner's statement, and "Elvis has been a tremendous hypo."

### Expect Singles' Boom

Chicago dealers, almost unanimously, attributed their increase to LP sales, but were fairly cool toward the various promotions. All believe that, starting with the fall, singles' sales will take over. They anticipate a "flood of hits." Al Temerman, of Little Al's, reported summer sales "about 50 per cent above last year." "EP's aren't helping in the least," he said, and he doesn't think the gimmick sales are helping him. "I really don't

know why business is so good. "He's currently reshifting his inventory to accommodate more singles.

Fred Dumont, buyer for the Hudson-Ross chain, estimates business up 15 per cent. He does like the special promotions and also the pull of hot album artists, like Harry Belafonte. Sam Alexander, of Alexander's Record Shop, also expects to finish the summer about 15 per cent ahead. "LP's, in fact, are running about 10 per cent ahead of spring business, let alone last summer. EP's are better, too." "The King and I" is one of his big traffic builders. Bernie Skidell, of ABC Recordteria, is another who claims a 50 per cent upswing. Skidell has really promoted LP's, displaying about 800 covers. He feels that his own efforts, including remodeling, display and air conditioning, have helped. Bill Anderson, of the Record Center, also credits self-help in the form of new location, modernization and display.

### Special Pushes Aid

Pittsburgh, an area singled out for several special company pushes, has several big dealers claiming 50 per cent improvement. Howard Shapiro, owner of the National Record Mart chain, says: "We're well on our way to the biggest year in our history." His

## DOG-DAY SLUMP AT AN END

• Continued from page 16

**THEME FROM**  
**FRIENDLY**  
**PERSUASION**

**OUTSTANDING  
 INSTRUMENTAL  
 OF A WONDERFUL  
 MOVIE THEME**

CORAL 61702 • 9-61702

**GEORGE CATES**

**HIS ORCHESTRA AND CHORUS**



**ON EXTENDED PLAY**

**SONGS FROM**  
**FRIENDLY PERSUASION**

**DIMITRI TIOMKIN and His Chorus and Orchestra**

EC 81144

**CORAL RECORDS**  
*America's Fastest Growing Record Company*

## WAXINGS VIE FOR TOP DEAN EPITAPH HONORS

NEW YORK—The pop record field is currently on an ode-to-the-late-James Dean kick which may well top the mourning-music turned out in the country and western market for Hank Williams and in rhythm and blues for Johnny Ace.

Latest entry in the Dean-didge field (which already includes two LP's, and EP and a flock of singles) is Coral's LP, "The Story of James Dean," featuring Jimmy Wakely, the orchestras of George Cates and Dick Jacobs, Steve Allen and deejay Bill Randle.

Allen has written a special prolog and epilog, which he recites on the LP, while Randle narrates

Dean's life story and introduces each musical selection, several of which are also being released as singles. Wakely warbles "His Name Was Dean," and Jimmy Cates plays themes from three Dean movies, "Rebel Without Cause," "Giant," and "East of Eden"; Jacobs contributes "Ballad of James Dean," "A Boy Called Dean."

Single disks on the market include "Ballad of James Dean," recorded by Jacobs, Dylan Todd on Victor, and the Four Tunes on Jubilee; "His Name Was Dean" by Jacobs, Nathan Russell on Forest and Don Sargent on Mecca; an Art Mooney single "Tribute to James Dean" and a Mooney EP, "Music From Motion Pictures Starring James Dean" (both featuring themes from Dean films); Imperial Records' LP "A Tribute to James Dean," and a Unique Records LP on the same subject. Waxings of "Giant" and love theme from "Giant" (Dean's last picture) have been cut by Rusty Draper, Mooney, Cates and David Carroll.

### Pub Turns Angel

• Continued from page 17

writers—such as Carolyn Leigh and Mark (Moose) Charlap—who have penned original TV scores for the networks in the past.

"Writers today need more of a springboard than records," said Morris, who pointed out that George Abbott is about the only legit producer today who is willing to give new composers a chance on Broadway. The project will also give Morris' writers an opportunity to extend their talents into the special material and show tune field, rather than concentrate on strictly pop tunes. Commenting on the move, Morris' general manager, Sidney Kornheiser, opined: "This is something ASCAP should have been doing for a long time."

Co-produced by Morris and Bagley, "Shoestring '57," will feature material written by the late John Latouche, Miss Leigh, Charlap, Phil Springer, Norman Gimbel, Mike Stewart, Bud McCreery, and G. Wood.

Altho Morris denied that the move was in any way prompted by the recent trend for songwriters to set up their own publishing rights and retain complete control over original cast album rights, the project is an interesting switch on the idea. Betty Comden, Adolph Green and Jule Styne have set up their own music firm, Stratford, for the forthcoming Judy Holliday musical "The Bells Are Ringing"; Gene De Paul and Johnny Mercer have established Commander Music to handle the score for their fall Broadway show "Li'l Abner," and Bob Merrill will publish his score for "Pay the Piper" (musical version of "Anna Christie") via his Valyr Music firm. Both of the first two teams are retaining all original cast album rights, rather than sharing them with backers.

### Autry Exits

• Continued from page 16

ries. The "Oakley" series is one of a number of TV film shows produced by Autry's Flying A Productions.

Autry's contract with Columbia Records expired in April of this year. His switch to Dot marks his first label change in his long career as a recording artist. He was first brought into the Columbia fold by Art Satherly in 1929. His first record for Columbia was "Silver Haired Daddy," one of recordom's all-time best sellers, which reportedly has gone past the 5-million-disk mark.

## U. S. Pubs to CISAC Meet

NEW YORK—Several U. S. publishers are planning to attend the Confederation of International Societies of Authors and Composers' annual meeting in Hamburg, Germany, September 17.

Altho the American music men will not participate in the meeting since the American Society of Composers, Authors and Publishers and Broadcast Music, Inc. are no longer members—they will be present as interested observers.

CISAC, which is made up of performing rights and mechanical rights societies from all over the world, is expected to elect a new president at the convention to replace its former president, the late Swiss-French composer, Arthur Honegger.

Also on the agenda will be a discussion of ways and means, by which CISAC might help European performers and broadcasters obtain proper recognition of their rights, thereby helping strengthen the position of CISAC members as well. Neighboring rights between European countries, including mechanical reproduction rights on broadcasts, will be the focal point of the discussion.

Another important subject for discussion will be new copyright laws currently being considered by the French and British parliaments. Among U. S. publishers in attendance will be Buddy Morris, E. H. Morris' headman.

## Coral Tabs Welk Winners

NEW YORK—Coral Records last week announced the winners of the Lawrence Welk Window Display Contest, which was held during July. Contest was open to all dealers, and displays were based upon the label album releases of the Champagne maestro. First prize of \$150 went to C. J. Klingele, display manger of Wolff, Kubly and Hirsig, Madison, Wis.; second prize of \$50 was taken by the Lazarus Record Library, Columbus, O., and third prize of \$25 to C. R. Martin, of Melody Lane, Palo Alto, Calif. Coral is also presenting a prize of \$50 to Rolf Voeglin, of Tell Music Distributing, in Madison. Voeglin is the salesman responsible for the first-prize winner.

### 8 Walter Disks

• Continued from page 16

formance this year with the New York Philharmonic following his Mozart Festival performance, with soloists Irmgard Siegfried, Jennie Tourel, Leopold Simoneau and William Warfield. From the same series comes his coupling of the Mozart "Jupiter" Symphony and Symphony No. 39.

Another new Walter set will be a grouping, rare for the conductor, of Strauss waltzes. The four LP's issued in 1954, embodying the complete orchestral works of Brahms, will now be issued as a series of single LP's. Formerly they were available only as a unit, in a deluxe album. Of this series, the Brahms Second Symphony has been tagged as the September \$2.98 Buy-of-the-Month.

Columbia also has cut a special premium disk, carrying an interview with the maestro conducted by Arnold Michaelis, of the Columbia Masterworks Division. Herein Dr. Walter discusses such topics as his childhood in Vienna, his first meeting with Gustav Mahler and his fondness for Johann Strauss Jr.

## 'Roulette' Is Richmond's Newest Promotional Label

NEW YORK — The wide-ranging activity of the modern music publisher is demonstrated vividly these days by Howie Richmond. Richmond has started a new recording venture, Roulette Records, by which he is promoting several of his new songs and talent properties.

According to Richmond, Roulette is being used only where the more traditional methods of song-selling fail. Currently, he is pushing a Pat Ballard tune, "King of Nothin'," which he has recorded with Bernie Knee singing. The song reportedly was submitted to all companies and turned down. Richmond pressed 1,000 copies of his Roulette disk, for deejays only, and has had this selected as the plug platter by a trio of Baltimore jocks who are determined to prove that "Baltimore can make a hit." These are Buddy Deane, Joel Chaseman and Roz Ford, all with WITH. Tune is in Richmond's Essex firm, affiliated with ASCAP.

Meanwhile, Richmond has decided not to market the disk commercially, but is negotiating with several majors for its sale. He has made no secret of the fact that any deal must include a contract for Knee, who now is managed by the pubber. This would be similar

### Strong Material

• Continued from page 17

Edna Ferber novel, has also contributed strongly to the current pop singles picture. Rusty Draper on Mercury and Art Mooney on M-G-M are already out with sides, and two instrumentals from "The Love Theme" from "Giant" are also making the rounds. Latter are by Mercury's David Carroll and Coral's George Cates.

"Sadie's Shawl," an instrumental, also has several entrants scrambling for the loot. These include Buddy Bregman on Victor, Richard Hayman and Jan August on Mercury and Bob Sharples on London.

The upcoming musical "Li'l Abner" has two tunes which already are getting heavy a&r action. These are "If I Had My Druthers," cut by the Voices of Walter Schumann on Victor and Don Cherry on Columbia, and "Namely You," done by Victor's Julius LaRosa and Columbia's Don Cherry.

Other multi-version tunes currently making the rounds are "Test of Time," by Coral's Alan Dale, Capitol's Dean Martin and Columbia's Peggy King among others, and "You Can't Run Away From It," cut by Decca's Four Aces, M-G-M's Dean Jones and others. Also released the past week were two versions of "Tall Boy," one by Peggy King on Columbia, and the other by Ann Gilbert, new Groove Records artist. Another is "Two Innocent Hearts," cut by Bethe Douglas on Fraternity and Ginny Gibson on ABC-Paramount.

And, of course, there are other examples.

Not too long ago, diskeries were making an effort to cut down on multiple versions of tunes, the feeling being that too many entrants divided the loot too many ways. Also, in the case of cover records, there developed considerable opposition by deejays. In many instances, however, multi-versions of tunes are precipitated by the fact that the material is strong, with many of the disks appearing simultaneously, rather than because of "cover" philosophy. This would appear to be the case now, with much of the aforementioned multiple versions traceable to the strength of the song material.

to the deal Richmond made last year with Capitol on behalf of the thrush Kay Carson, who first cut his "Band of Gold" for Richmond's old label, Mars.

Roulette has another disk ready for circulation, but this time Richmond says he is willing to launch it himself in the retail mart. This one is an imported coupling from Italy, with top warbler Tenny Reno singing "Hey Canastos" on the topside. The master reportedly is in the top five in Italy and is No. 1 in most of South America. It will be kicked off in a few scattered areas to test reaction. This, Richmond recalls, is the method he used for breaking "Anna," which was on Mars for six weeks before being sold to M-G-M, where it sold well over a million.

### IF I'M ELECTED

(TO BE THE ONE YOU LOVE)

**EDDIE FISHER**

Bourne, Inc.

136 W. 52d 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.

HERE'S ONE TO PLAY—

### "ALL NIGHT LONG"

**Dolores Fredericks**

DECCA 29999

Valleybrook PUBLICATIONS, INC.  
112 E. 5th Street  
CHESTER, PENNA.

A cute novelty with a liltin' beat!

**WAIT LITTLE DARLING**

Recorded by  
**KAY CEE JONES**  
on Decca

MILLS MUSIC, INC.

Theme Melody of the 20th Century-Fox  
CinemaScope Production  
"BUS STOP"

**THE BUS STOP SONG**  
(A Paper Of Pins)

MILLER MUSIC CORPORATION

ANOTHER **BMI**  
"PIN-UP"  
HIT

**DON'T BE CRUEL**

Recorded by  
**ELVIS PRESLEY**... Victor

Published by  
SHALIMAR MUSIC CORP.  
ELVIS PRESLEY MUSIC, Inc.

### "I ALMOST LOST MY MIND"

Recorded by:

**PAT BOONE**

DOT

ST. LOUIS MUSIC CORP.

Sole Selling Agent:  
Hill & Range Songs, Inc.

Recorded by

**ELVIS PRESLEY**

RCA VICTOR

"HOUND DOG"

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

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

ELVIS PRESLEY MUSIC, INC.

Sole Selling Agent:  
Hill & Range Songs, Inc.

5 BIG RECORDS

**"WHEN THE WHITE LILACS BLOOM AGAIN"**

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

HARMS, INC.

*Miss Chris -*  
**HAS A SMASH POP SINGLE!**



Tony & Rosabella Sing

**MY HEART  
IS SO FULL  
OF YOU**

**I MISS  
YOU  
SO**

Excerpt from Act II, Scene 5, of "The Most Happy Fella"

**CHRIS CONNOR**

Orchestra and Chorus Directed by **RAY ELLIS**

ATLANTIC  
1105

**ATLANTIC RECORDS**

**Miss Fulchino Does****A Top Flack Job . . .**

The current issue of Life August 27 represents a king-sized coup for RCA Victor's pop flack, Ann-Fulchino. The mag contains no less than nine pages devoted to the diskery's No. 1 meal-ticket, Elvis Presley.

**Candlelight Records****Signs Susan Silo . . .**

Susan Silo, 14-year-old canary, has been signed by Candlelight Records. She will cut four sides for the label this month. The deal

was set by the Thrush's manager Bill Smith, ex-Billboard night club editor.

**Covington to Head Commanders Band . . .**

Trombonist Warren Covington is scheduled to take over this week as the director of the Commanders

# MUSIC AS WRITTEN

dance band. He succeeds drummer Eddie Grady in the post, and reportedly will take over a large chunk of the organization which had been held by Tutti Camarata. The latter, who started the outfit and clefled its book, reportedly will continue to participate in its Decca disk royalties.

**Original 'Wild' Platter****French Best-Seller . . .**

E. H. Morris Music's new tune "Call of the Wild" (Jaye P. Morgan's new release) was originally recorded in France on the Barclay label by Eddie Constantine and was a best seller over there. Michel Legrand wrote the melody and Carolyn Leigh penned the English lyric for Morris, who has acquired U.S. publishing rights to the song.

**Crew-Cuts Off on Four-Week Tour . . .**

The Crew-Cuts this week start a four week tour which will take them to the Valaire Ballroom, Des Moines, Ia.; Shore Acres, Sioux City, Saltaire Park, Salt Lake City; Natatorium Park, Spokane, Wash.; Vancouver, British Columbia, and the Evergreen Ballroom, Olympia, Wash. They return to the East Coast September 15 to do the next Tommy and Jimmy Dorsey Stage Show TV appearance.

**New York**

Bob Thiele, Coral's a.&r. director, has signed juvenile actor Tommy Rettig to a pact. Rettig, known for his starring role in the "Lassie" TV series, has already cut "What Is a Mom?" and "What Is a Dad?", both narrations. . . . Herman Lubinsky, the Newark disk mahoff, was in an auto accident last Tuesday. His shiny Cadillac was smashed by a truck and Herman was quite shaken up. Nonetheless he made his way to the Savoy plant where (we hear) he cut some great sides.

Mr. and Mrs. Bud Katzel (Bud

handles East Coast deejay promotions for Decca) became the parents of a daughter, Susan Norma, last Thursday. The Katzels have a son, Michael.

Dewey Bergman Jr., has joined Don Gabor's Remington Records combine in an artists and repertoire capacity. . . . As a result of the current spurt of James Dean material, Victor is re-releasing the original cutting of "The Ballad of James Dean," by the then newcomer, Dylan Todd, who made it more than six months ago. Originally, there had been little or no interest in the item. It's published by Goday Music. . . . Jimmy Ellyn, Midwestern band leader, has joined the Chicago office of McConkey Artists to take charge of small musical units. He replaced Phil Field, former McConkey veepee. Agency currently is going on a Dixieland jazz kick.

The Rover Boys are booked in Honolulu, Hawaii, for four weeks, starting September 1. . . . Chirp Judy Gaye has been signed by Directional Enterprises for personal management. . . . Savoy Records cut jazz LP's last week with pianist Hank Jones and the French tenor sax flute man, Bobby Jaspar, winner of this year's jazz critics' poll as New Star on tenor.

Gene Krupa and his trio will play a ten-day engagement at the Ball and Chain, Miami, beginning Friday, August 31, prior to going on the national tour with "Jazz at the Philharmonic." . . . San Francisco Records is moving to a new

## What Price Ethics

• Continued from page 17

I refused to handle an item that, in my estimation, could not have been made legally. . . . By refusing to handle this questionable item, I lost a tremendous amount of profit, in my instance, 30,000 records. At a gross of 30 cents this would add up to \$9,000—but all I accomplished was to feather the nest of the "no questions asked" type of distributor.

This distributor adds: "In other words, the legitimate distributor wound up behind the eight-ball, and my industry has encouraged me to go in for questionable items the next time one occurs."

Another distrib remarked: "With situations like this, what is to protect a record from bootleg? Why should a company sign up an artist if he can be used by another label. I am not looking for a shoulder to cry on. . . . I am merely disturbed over a ridiculous situation."

Another said: "If the record manufacturers have an organization as I read they do, why don't they see to it that legitimate merchandising will be in effect in the future?"

In addition to those distributors who held off entirely, many pulled in their horns during the initial surge of the record because of the apprehension. These later jumped on the bandwagon, but, of course, did not do as well, financially, as those who took the plunge immediately.

Meanwhile, all segments of the industry—publishers, diskeries, distributors—are in accord that none of the basic problems inherent in the case have been solved. The threatened publishers' suits did not materialize. The diskeries whose property was used took the attitude that the publishers could carry the ball—and many tradesters expressed the opinion that the diskeries were afraid to make a test case.

But there's no doubt about the distributors who heeded the advice of publishers and did not touch the record. They came in last.

location at 217 Kearny Street, San Francisco, and coming out with a new label, Talking Machine Records, which will emphasize LP's. . . . Perez Prado and his Latin ork are taking off on a four-week tour, September 6, and plan to hit Japan, Korea, Manila and Australia. Music Corporation of America is handling the booking. . . . The Four Voices are set for the Godfrey CBS-TV and radio morning show for two weeks starting August 27, followed by a one-week engagement at the Congress Hotel, St. Louis, Mo., from September 10. . . . In Texas a new label, Tome Records, has just released its first sides.

Dick Shelton, president of McConkey Artists, and Harry Carlson, topper of Fraternity Records, have formed a new publishing firm, Susan Music, affiliated with Broadcast Music, Inc. Shelton will continue to operate his own firm, Windy City Music, in addition to his chores with McConkey. . . . Berkshire Recordings, a new firm in Lenox, Mass., plans to promote talent from that locale, specializing in Dixie. . . . Fred Lowery, veteran whistler, will cut an album for Decca in September. . . . Susan Silo, 14-year-old thrush, now being handled by Bill Smith, has been signed by Candlelight Records.

**Hollywood**

Decca Records' Joe Perry recuperating at home from surgery he underwent last week. . . . Freddy Martin ork held over at the Coconut Grove, and will be featured with the Nat (King) Cole show opening September 15. . . . Yma Sumac returned to Los Angeles after completing her two-week engagement at the International World's Fair in the Dominican Republic. . . . George Shearing Quintet set for a return engagement at Zardi's beginning November 27. . . . Julie Losch returned from a promotion trip thru the Northwest. . . . British musical composer Malcolm Arnold named to score M-G-M's "Barretts of Wimpole Street." . . . Lillian Roth has signed Bobby Kroll as musical conductor for her August 30 engagement at the Hotel Statler. . . . Singer Herb Jeffries was set to headline the bill at the Bal-Tabarin, Lake Tahoe, for two weeks starting August 16. . . . Former harpist Corky Hale, now concentrating on singing and piano, bagged the Jack Ownes daily teleshow, in addition to a spot with the Jerry Gray ork for the band's Palladium date. Miss Hale also inked a management contract with Barbara Belle.

## Sunny Gale Shifts to Decca

NEW YORK — Thrush Sunny Gale moved swiftly and quietly to Decca last week. Gal is known to have been discontented at Victor ever since the similarly styled Kay Starr moved in there two years ago.

Decca lost no time in getting her first release on the market, listing two covers—"Two Hearts With an Arrow Between" and "One Kiss Led to Another."

The former tune did some shifting itself last week. It first appeared a couple of weeks ago on the Sun Valley label in Chicago as chirped by Shirley Forwood. Arnold Shaw, professional manager of E. B. Marks Music here, beat out the field and bought the song from the diskery-publisher and subsequently learned that Dot had bought the Forwood master, which was stirring up some gusts in the Windy City. Shaw, who had tried to submit the song for Miss Gale at Victor, happened to spot the young lady the same day coming out of Milt Gabler's office at Decca. He just happened to have a copy in his pocket.

## • COMING UP STRONG

A listing of our newer pop records which have shown great trade response during the past weeks. These records figure strongly as potential hits.

1. After The Lights Go Down Low . . . . . **Al Hibbler**  
(BMI) Decca
  2. Speak, My Love . . . **Vic Damone**  
(BMI) Columbia
  3. No Rock 'N' Roll Tonight . . . . .  
**Dorothy Collins** • **Bonnie Lou**  
(BMI) Coral King
  4. Lonely Girl . . . . . **Julie London**  
(ASCAP) Liberty
  5. Travelin' Home . . . . . **Trudy Richards**  
(BMI) Capitol
  6. Goodbye, So Long, I'm Gone . . . . .  
**Frankie Castro** • **Betty Wells**  
(BMI) Mercury ABC-Par
- Watch for *Lucky Seven*
7. The Lonely One . . **Kitty Kallen**  
(BMI) Decca

Published by  
**HARVARD MUSIC INC.—BMI**  
and  
**IVAN MOGULL MUSIC CORPORATION—ASCAP**  
1419 Broadway, N. Y. C.

## A GREAT SONG

# "ONLY WHEN"

written by **Sharri Paullus**

recorded by **Tommy Durden**

## HOLIDAY RECORDS

#777

published by **Sharina Music**

654 Chelsea Ave., Memphis, Tenn.

Dick Gersh, Record Promotion-Publicity, 200 W. 57th St., N. Y., N. Y.

The Flame is **HOT**

On

**PAT BOONE**

*with his New Smash*



★ **FRIENDLY**  
**PERSUASION** ★  
*and*  
**'Chains Of Love'**

#15490

★ As recorded on the original Sound Track of the  
Wm. Wyler, Allied Artists Production  
★ **Friendly Persuasion** ★

Over 200,000  
On Initial Orders

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

IN CANADA: QUALITY RECORDS

*Imperials Hits are  
Breaking Wide Open!*

**FATS DOMINO**

**'SO LONG'**

and

'When My Dreamboat Comes Home'

= 5396

*A Solid Smash!*

**The HONEY BEES**

**'ENDLESS'**

and

'Let's See What's Happening'

= 5400

*Breaking Big!*

**ERNIE FREEMAN**

**'SPRING FEVER'**

and

**'WALKIN' THE BEAT'**

= 5403

*The Billboard Picks!*

**SMILEY LEWIS**

**'DOWN YONDER, WE GO BALLIN'**

and

**'SOMEDAY YOU'LL WANT ME'**

= 5404



Imperial Records

6425 Hollywood Blvd. Hollywood 28, Calif.

## BBA to Meet For 2d Year

NEW YORK—The second annual conference of the Band Betterment Associates, school music organization, will be held here November 23 and 24.

Attending the meet will be educators from all parts of the country, plus three visiting bands representing the best of three different school age levels. These will perform under the batons of several top conductors. Also, the meet will hear a group of top-rank, instrumental pros in specially prepared programs. The student units will be the Waukegan Grade School Band of Waukegan, Ill., the Cleveland Heights High School band, and the Carnegie Tech Kiltie band.

In addition to the performances, the agenda includes discussions of current problems in the music education and entertainment fields. Sessions will be held in the 1,500-seat auditorium of the High School of Fashion Design. Exhibits will be arranged in the corridors surrounding the auditorium.

Chairman of the executive committee is J. Tatian Roach, of Music Publishers' Holding Corporation. Clifford Carter, of Carl Fischer, Inc., is head of the exhibits committee, and Philip J. Lang, of Edwin H. Morris & Company, is in charge of the program.

## EP's Account For Half of Cap LP Volume

HOLLYWOOD — Extended play recordings account for one-half the unit volume of LP's at Capitol Records, according to Lloyd Dunn, vice-president in charge of sales and merchandising.

A comprehensive survey of the EP market by Capitol points to a plus profit for the dealer who merchandises EP's, said Dunn. "EP's are selling well for us, they are a profitable item, and fill a need that can be supplied in no other way," Dunn declared.

"While the over-all sales of EP's have dropped somewhat, the single EP has taken over and is maintaining a good level of sales." Dunn cited Capitol's package of music from "Johnny Concho," "Our Town" and its series of pop tunes by Dean Martin and Nat (King) Cole as indicative of the continuing demand for EP's.

Dunn acknowledged that double and three-pocket EP sales are diminishing, tho single EP sales are up. It's the decision of the merchandising and repertoire depart-

## GUIDE TO D.J.'S USING 'FEMME'

HOLLYWOOD — There's more to putting out an album these days than the mere recording of a given number of tunes. And if proof is needed, the current Capitol release "La Femme" by Frank Pourcel and his French strings is a good example.

Disk jockeys receiving the album, tho enthusiastic in their comments, were stumped when it came to pronouncing the French titles. All of the latter, incidentally, indicate a particular part of a woman's anatomy. The problem was solved this week tho, when publisher Mickey Goldsen released what might be called a "rhyming dictionary guide" to the titles for disk jockey use only.

Not only is the album cover tres chic, but the inner sleeve has been scented with lily perfume by Perma-Scent of Chicago. The special coating is designed to retain its fragrance for two years.

## Welk Ainer's Song Survey

NEW YORK—The Brill Building will have a new outlet for TV plugs this fall, when Lawrence Welk preems his new hour ABC-TV show "Lawrence Welk Top Tunes and New Faces" featuring a national survey of the nation's top songs, a la "The Hit Parade."

The show (sponsored by Dodge-Plymouth dealers from 9:30 to 10:30 p.m., starting Monday, October 8) will be aimed at teenagers and will feature new young musical talent from local radio and TV stations, colleges and universities. Dodge also sponsors Welk's Saturday night tour show over ABC-TV.

## McCoy to L. A. to Cut Dixieland Wax for Cap.

DENVER—Clyde (Sugar Blues) McCoy and his Dixieland Band closed at the Muelenbach in Kansas City last week and left for Hollywood, where they are slated to cut an album of Dixie standards for Capitol. McCoy has added Penny Conrad as thrush, and is now handled by the Don Gilbert Agency.

After his Capitol waxing sessions, McCoy will cut a series of sound tracks for an upcoming Walt Disney series.

ment at Capitol that generally determines which sides from an album are to be released as EP's.

## New Jazz Lab Series Pitched To Students

NEW YORK—Decca Records has inaugurated a new Jazz lab series devoted to the marketing of young jazz writers and instrumentalists, and is preparing a special pitch to music students.

Segments of the disks have been musically annotated, with observations by the composers, and these will be made available separately to students gratis if they write directly to Decca for copies.

Counterpoint, described as a basic characterization in jazz from the beginnings of the art, will be stressed in most of the work. First disk, to hit the stands this month, features a number of West Coast stars under the aegis of John Graas.

## Disk Pitch for Tourist Hypo

NEW YORK—A co-operative promotion designed to hypo the Caribbean tourist trade has been set up by Delta Airlines and Monogram Records. It's the second project of this nature so far in 1956, the first having been affected several months ago by Cubana Airlines and Panart Records.

The Delta-Monogram pitch has the disk company putting together a special LP of Cuban, Haitian, Puerto Rican, Jamaican, Dominican and Venezuelan rhythms to serve as a memento of trips to these lands via Delta. The airline will carry order cards in all seat pockets, which the traveler is invited to send direct to the diskery.

The Cubana-Panart deal originally called for the airline to give away Panart sample disks, to pipe Panart diskings over its p.a. system, and to sell the disks in its land depots and ticket offices.

## 'War & Peace' Opera to Get TV Preem

NEW YORK—Lou Levy, Leeds Music president, and the National Broadcasting Company have concluded an agreement to televise the American premiere of a two-hour version of the Prokofieff opera, "War and Peace," based on the Tolstoy novel. An English translation is being prepared for the broadcast, scheduled for January 13, 1957. NBC will use the revised version, which the composer completed shortly before his death.

Deal is of unusual interest at present, as a result of the interest created by the Ponti De Laurentiis film based on the novel.

ATTENTION — DEALERS

## Your Color TV Set Sales Opportunities

... will be spelled out in a series of up-to-the-minute features, statistical charts and detailed lists that explore the color TV subject from all angles. Be sure to look for it in ...

The Billboard's  
TELEVISION DEPARTMENT

SEPTEMBER 22  
ISSUE

Published co-incidentally with  
NATIONAL TV WEEK

# THE SONG THAT HAD TO BE WRITTEN

# THE RECORD THAT HAD TO BE MADE!

**THE TALE**—When "You'll Wonder Where The Yellow Went" was first aired as an advertising jingle for Pepsodent Tooth Paste—no one expected it to leap into our American folklore. But it did—practically overnight. Kids sing it; teenagers jump to it; newspapers and magazines cartoon it; nightclub and TV stars make hay—and laughs—with it.

Decca now releases a great new record based on this jingle.

**THE TALENT**—THE JUMPIN' JACKS are the bright and brainy new trio who recorded this latest platter. They're backed by a solid group of the country's top instrumentalists in this new release for which words and music were written by Don Williams. He's the talented creator of the original melody line.

**THE TIE-IN**—You'll want to tie in with the countrywide promotion behind this hot release. Decca's own terrific exploitation plans are augmented by the coast-to-coast sales and publicity forces of Pepsodent for one of the most highly co-ordinated and professional promotions ever put behind a single release.

## DECCA PRESENTS

You'll wonder where  
the Yellow went



B/W FRANTIC ANTIC

BY THE JUMPIN' JACKS

DECCA 29973 AND 9-29973



America's Fastest Selling Records



THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide

## • Best Selling Pop Albums

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

1. MY FAIR LADY—Original Cast . . . . . Columbia OL 5090
2. CALYPSO—Harry Belafonte . . . . . RCA Victor LPM 1248
3. THE KING AND I—Sound Track . . . . . Capitol W 740
4. ELVIS PRESLEY . . . . . RCA Victor LPM 1254
5. THE EDDY DUCHIN STORY—Sound Track . . . . . Decca DL 8289
6. SONGS FOR SWINGIN' LOVERS—Frank Sinatra . . . . . Capitol W 653
7. BELAFONTE—Harry Belafonte . . . . . RCA Victor LPM 1150
8. CAROUSEL—Sound Track . . . . . Capitol W 694
9. THE PLATTERS . . . . . Mercury MG 20146
10. OKLAHOMA!—Sound Track . . . . . Capitol SAO 595
11. FOUR FRESHMEN AND FIVE TROMBONES . . . . . Capitol T 683
12. HIGH SOCIETY—Sound Track . . . . . Capitol W 750
13. PICNIC—Sound Track . . . . . Decca DL 8320
14. SAY IT WITH MUSIC—Lawrence Welk . . . . . Coral CRL 57041
15. SOLO MOOD—Paul Weston . . . . . Columbia CL 879

## • Pop Albums Coming Up Strong

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

1. Lonely Girl . . . . . Julie London  
Liberty LRP 3012
2. Champagne Pops . . . . . Lawrence Welk  
Coral CRL 57078
3. Pat Boone . . . . . Pat Boone  
Dot DLP 3012
4. Daydreams . . . . . Roger Williams  
Kapp 1031
5. Passport to Romance . . . . . Percy Faith  
Columbia CL 880

## • Most Played by Jockeys

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

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

## • Review Spotlight on . . .

### Popular Albums

**LAWRENCE WELK AT MADISON SQUARE GARDEN (1-12)**—Coral CRL 57066  
Welk's new LP presents the top-rated video star as the public likes him best—folksy, humorous, and warmly garrulous. The album was cut during his spectacular Madison Square Garden appearance March 26 of this year. Variety-wise, this package is Welk's best to date, since it allows every member of his band (Alice Lons, Myron Floren, Jim Roberts, etc.) to do his or her own specialty. Selections include everything from Welk's trade-marked polkas and champagne-styled pops to rock and roll and country and western.

### Classical Albums

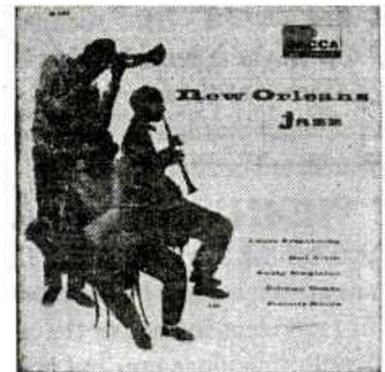
**BEETHOVEN: PIANO CONCERTO NO. 5 ("Emperor") (1-12)**—Robert Casadesu, Piano; Philharmonic-Symphony Orchestra of New York; Dimitri Mitropoulos, Cond. Columbia ML 5100  
This recording was made in Paris when the Philharmonic toured Europe last year. Adding the presence of M. Casadesu, it is no surprise that this "Emperor" comes out so distinctly "a la francais." Musicianly and fluent, Casadesu's playing has the Gallic virtues of clarity, scrupulous detail and purity of tone. Listeners with a more Germanic orientation, who prefer the robustness and grander, more symphonic approach of a Backhaus may shy away from Casadesu. A fresh approach, in any case, that will elicit a lot of interest—and good sales.

### Jazz Albums

**CUBAN FIRE (1-12)**—Stan Kenton Ork. Capitol T 731  
Johnny Richards was composer-arranger of the six selections that make up this LP and deserves unstinting praise for this fascinating wedding of Afro-Cuban sounds and poly-rhythms

to progressive jazz. The Kenton aggregation has seldom sounded more dynamic or more purposefully virtuosic. Each composition brings out different talents of the ork: "Congo Valiente" is a study in sonorities, with choir building on choir to a magnificent climax; "Recuerdos" is graceful, sinuous, a bit exotic; "La Suerte de los Tontos" sustains to the last the mood of dancing and celebration. The variety and vitality of this LP ought to make it one of this fall's best-sellers.

### Album Cover of the Week



**NEW ORLEANS JAZZ—LOUIS ARMSTRONG, RED ALLEN, ZUTTY SINGLETON**—Decca DL 8283. A striking cover featuring a colorful oil painting, done with a pallet knife, of three jazz musicians against a doodling backdrop suggesting old French grill work, a trade-mark of New Orleans. Dealers can use in display for good effect, possibly on a dark background along with photos of the artists on this LP.

## • Reviews and Ratings of New Albums

### Popular

**PRETTY WILD** . . . . . 80  
Wild Bill Davison With Strings (1-12")  
Columbia CL 871

An unusual program for the popular Dixieland trumpeter, featuring his robust, ribald horn against a string backdrop. As music, it's refreshingly different, and the tune choice is not the usual soporific fare. This could be something of a sleeper. Includes "Sugar," "Blue Again," "Just a Gigolo," etc.

**JOHNNY MATHIS** . . . . . 78  
(1-12")  
Columbia CL 887

Columbia's George Avakian has discovered a unique and versatile song stylist who can do jazz, pop and, one suspects, some rock and roll. Here, the backing is jazz bent, with arrangements by top modernists. Altho the guy apparently can do about anything with a song, his appeal is somewhat special. If he gets heavy deejay support, he could break big. Retailers should give him a try.

**SONGS I WISH I HAD SUNG** . . . . . 78  
Bing Crosby (1-12")  
Decca DL 8352

A fine, relaxed collection of a dozen old standards projected in the standard Crosby idiom. All of them are great songs which have been closely identified with—in fact, almost the personal property of great names in the business—"April Showers," "Blue Heaven," "Thanks for the Memory," "Ain't Misbehavin'," etc. Crosby gives them a personalized treatment for sure-fire deejay programming material.

**DEE-MOST** . . . . . 77  
Dee offers 12 organ solos with rhythm. A fine package for hi-fi fans and for jocks to spot-program. Artist produces his usual interesting sounds while doing rhythmic tunes, such as: "Avalon," "Josephine," "Oh, You Beautiful Doll," and "Yodelin' Organ." A good addition to Dee's big selling repertory.

(Continued on page 28)

### Classical

**BEETHOVEN: VIOLIN SONATA NO. 10 IN G MAJOR, OP. 96; VITALE: CHACONNE (1-12)**—David Oistrakh, Violin. Columbia ML 5096 . . . . . 84

This last and "most intimate" of Beethoven's Violin Sonatas gets a loving, masterfully understanding reading here. A reading to be treasured, even with other fine interpretation (notably Heifetz's) available. The "Chaconne" is a brilliant audience-thriller and Oistrakh brings it off with breathtaking skill. Rounding out the final side are Brahms' "Lullaby and "Hungarian Dance No. 11" and Mendelssohn's "On Wings of Song."

**STRAVINSKY: "THE FAIRY'S KISS ("Le Baiser de la Fee") (1-12)**—The Cleveland Orchestra; Igor Stravinsky, Cond. Columbia ML 5102 . . . . . 79

Stravinsky turns in a disciplined, definitive (and first complete) performance of one of his most tuneful and listenable scores. This ballet was inspired by music of Tchaikovsky, and Stravinsky incorporates some of the romantic composer's best known melodies with respect and to songful effect. In short, there is nothing avant-garde about this. Every stratum of music-lover can find something here to enjoy.

**BEETHOVEN OVERTURES (1-12)**—Boston Symphony Orchestra; Charles Munch, Cond. RCA Victor LM 2015 . . . 78

Comprising as it does the three "Leonore" overtures, as well as those for "Fidelio" and "Coriolan," this album will be up against tough competition. Munch gives a highly intelligent reading to the scores with the orchestra making mellifluous response, and Victor has made a meticulous recording. Regular Boston ork fans will account for hefty sales.

**RACHMANINOFF: PIANO CONCERTO NO. 2 IN C MINOR; KABALEVSKY: PIANO CONCERTO NO. 3 (1-12)**—Lev Oborin, Piano; Emil Gilels, Piano; National Philharmonic Orchestra; Alexander Gauk, Dmitri Kabalevsky, Conds. Colosseum CRLP 10223 . . . . . 75

Russia's top two pianists give strong

(Continued on page 30)

### Jazz

**VELVET CARPET** . . . . . 85  
George Shearing Quintet With String Choir (1-12")  
Capitol T 720

Shearing, for the first time, with strings. The sound produced is rich and plush—of more appeal to the pop customer than to jazz connoisseurs. Material consists of standards mostly unrecorded by him before: "September Song," "Autumn Leaves," "A Foggy Day," "I'll Close My Eyes," etc. A colorful, romantic program that can be expected to have broad general appeal.

**THE BOSS OF THE BLUES** . . . . . 82  
Joe Turner (1-12")  
Atlantic 1234

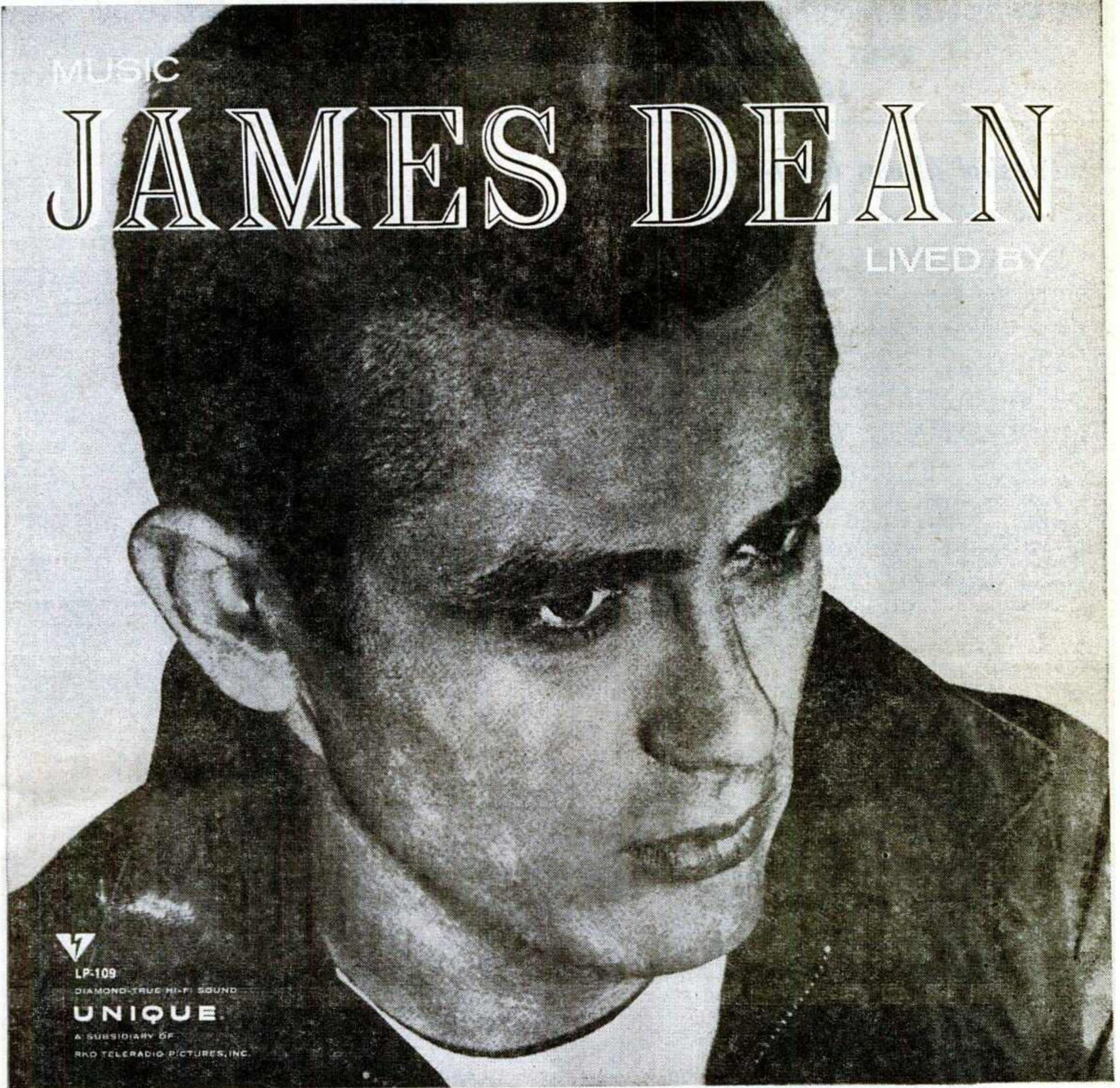
Top r.&b. shouter, Turner, is reunited with his old Kansas City Jazz buddy, Pete Johnson, (plus several top-rank cats) for a program of K. C. numbers long associated with the team. Item is sure-fire for collectors of the late 1930's and early 1940's, for K. C. jazz fans, and also can do nicely among Turner's latter-day r.&b. followers. A most happy, swinging set, and Turner never sounded better. Includes "Cherry Red," "Roll 'Em Pete," "Piney Brown Blues," etc. . . . not all suitable for radio.

**THE BILLY TAYLOR TRIO WITH CANDIDO** . . . . . 79  
(1-12")  
Prestige LP 7051

A re-issue of all the material on Prestige 10-inch LP 188 plus two previously unrecorded selections: A boppish Taylor original "Declivity" with some nice work by Candido on conga—and an Afro-Cuban swinger called "Hearing Bells." Sound is much improved. This has been a good seller and should continue to be so.

**A NIGHT AT BIRDLAND WITH THE ART BLAKEY QUINTET** . . . . . 78  
Clifford Brown, Trumpet; Lou Donaldson, Alto Sax; Horace Silver, Piano;

(Continued on page 28)



LP-109  
DIAMOND-TRUE HI-FI SOUND  
**UNIQUE**  
A SUBSIDIARY OF  
RKO TELERADIO PICTURES, INC.

**LP-109 MUSIC JAMES DEAN LIVED BY**



**LP-105 MY HEART SINGS—**  
JACK CARROLL



**LP-104 COCKTAILS ANYONE?—**  
BOB CREESH QUINTET



**LP-108 ME AND MY SHADOW—**  
TED LEWIS



**LP-107 DOLLY'S LULLABY—**  
DOLLY HOUSTON



**LP-106 LOVELY LADY—**  
JOE LEAHY AND HIS ORCHESTRA

**Stan Borden,**  
Sales Manager



**UNIQUE RECORDS**  
A SUBSIDIARY OF  
**RKO TELERADIO PICTURES, INC.**  
1697 Broadway, New York, N. Y.

# 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.

- TCHAIKOVSKY: 1812 Overture; Capriccio Italien—**Minneapolis Symphony (Dorati).....Mercury MG 50054
- MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—**Oistrakh, Philadelphia Orchestra (Ormandy).....Columbia ML 5085
- BEETHOVEN: Symphony No. 5; MOZART: Symphony No. 40—**Philadelphia Orchestra (Ormandy).....Columbia ML 5098
- PUCCINI: Madame Butterfly Suite—Andre Kostelanetz Orchestra.....**Columbia CL 869
- RACHMANINOFF: Piano Concerto No. 2—**Istomin, Philadelphia Orchestra (Ormandy).....Columbia ML 5103
- TCHAIKOVSKY: Piano Concerto No. 1—**Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
- OFFENBACH: Gaité Parisienne; MEYERBEER: Les Patineurs—**Boston Pops Orchestra (Fiedler).....RCA Victor LM 1817
- VIVALDI: Concerto in A Minor for Two Violins; BACH: Violin Concertos Nos. 1 and 2—**Oistrakh, Stern, Philadelphia Orchestra (Ormandy).....Columbia ML 5087
- RIMSKY-KORSAKOFF: Scheherazade—Pittsburgh Symphony (Steinberg).....**Capitol P 8305
- GROFE: Grand Canyon Suite—Boston Pops Orchestra (Fiedler).....**RCA Victor LM 1928
- RAVEL: Bolero; RIMSKY-KORSAKOFF: Capriccio Espagnol—**Detroit Symphony (Paray).....Mercury MG 50020
- BOSTON POPS PICNIC—Boston Pops Orchestra (Fiedler).....**RCA Victor LM 1985
- TCHAIKOVSKY: Swan Lake, Acts 2 and 3—**NBC Symphony (Stokowski).....RCA Victor LM 1894
- TCHAIKOVSKY: Nutcracker Suite—NBC Symphony (Toscanini).....**RCA Victor LM 1986
- STRAVINSKY: Fire Bird (Complete)—**Orchestre De La Suisse Romande (Ansermet).....London LL 1272
- PAGANINI: Violin Concertos Nos. 1 and 4—Krebbbers, Grumiaux.....**Epic LC 3143
- OPERATIC RECITAL NO. 3—Renata Tebaldi.....**London LL 1354
- RAVEL: Daphnis Et Chloe—Boston Symphony (Munch).....**RCA Victor LM 1893
- BRAHMS: Double Concerto in A Minor—**Stern, Rose, New York Philharmonic (Walter).....Columbia ML 5076
- RUBINSTEIN PLAYS LISZT.....**RCA Victor LM 1905

## Symphony

- BEETHOVEN: Symphony No. 5; MOZART: Symphony No. 40—Ormandy.....**Columbia ML 5098
- BEETHOVEN: Symphonies Nos. 5 and 8—Toscanini.....**RCA Victor LM 1757
- BEETHOVEN: Symphony No. 3—Steinberg.....**Capitol P8334
- BEETHOVEN: Symphonies Nos. 1 and 9—Toscanini.....**RCA Victor LM 6009
- DVORAK: Symphony No. 5—**Toscanini.....RCA Victor LM 1778
- TCHAIKOVSKY: Symphony No. 6—Monteux.....**RCA Victor LM 1901
- TCHAIKOVSKY: Symphony No. 5—Mitropoulos.....**Columbia ML 5075
- BRAHMS: Symphony No. 1—**Steinberg ..Capitol P 8340
- BRAHMS: Symphony No. 2—**Munch.....RCA Victor LM 1959
- BEETHOVEN: Symphony No. 5; SCHUBERT: Symphony No. 8—Munch.....**RCA Victor LM 1923

## Pop Vocals

- CALYPSO—Harry Belafonte**.....RCA Victor LPM 1248
- ELVIS PRESLEY.....**RCA Victor LPM 1254
- SONGS FOR SWINGIN' LOVERS—Frank Sinatra.....**Capitol W 653
- BELAFONTE—Harry Belafonte.....**RCA Victor LPM 1150
- THE PLATTERS.....**Mercury MG 20146
- FOUR FRESHMEN AND FIVE TROMBONES.....**Capitol T 683
- LONELY GIRL—Julie London.....**Liberty 3012
- PAT BOONE.....**Dot DLP 3012
- STARRING AL HIBBLER.....**Decca DL 8328
- SONGS OF THE SOUTH—Norman Luboff.....**Columbia CL 860

## Jazz

- ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK.....**Verve MGV 4001, 2
- STAN KENTON IN HI-FI.....**Capitol W 724
- AMBASSADOR S A T C H—Louis Armstrong.....**Columbia CL 840
- JAZZ: RED HOT AND COOL—Dave Brubeck.....**Columbia CL 699
- KRUPA AND RICH—Gene Krupa and Buddy Rich.....**Clef MGC 684
- COAST CONCERT—Bobby Hackett.....**Capitol T 692
- FONTESSA—Modern Jazz Quartet.....**Atlantic 1231
- CHRIS CONNOR.....**Atlantic 1228
- THE BENNY GOODMAN STORY, VOLS. 1 AND 2—Sound Track.....**Decca DL, 8252, 8253
- JAZZ GO TO COLLEGE—Dave Brubeck.....**Columbia CL 566

Set groups some of the best examples of New Orleans jazz recorded in the era of modern sound. Most of these were cut in 1940, when the historic figures involved were still capable of their best. Actually, it's an important cross-section of clarinet style: Sidney Bechet being featured with Armstrong, Edmond Hall with Allen and Zutty, and the late Dodds and Noone. Plenty of meat here for traditionalists and library builders; also for historic jazz radio segs.

- MARCHIN' AND SWINGIN'.....74**  
Wilburde Paris and His New Orleans Jazz (1-12")  
Atlantic 1233  
Selections are re-issued from two  
*(Continued on page 30)*

## Reviews and Ratings of New Jazz Albums

Continued from page 26

Curly Russell, Bass; Art Blakey, Drums (1-12")  
Blue Note 1521  
Re-issue of material formerly on 10-inch, and worthy inventory for all shops with modernist clientele. The prophetic label once again has chosen artists in advance of their fame, and built valuable property. Blakey, Silver and the late Brown have become disk

entities and are growing bigger. On 12-inch, this should sell nicely. "Split Kick" and "Quicksilver" are two of the best known.  
**NEW ORLEANS JAZZ.....75**  
Louis Armstrong Ork, Red Allen Ork, Zutty Singleton Ork, Johnny Dodds Ork, Jimmy Noone Ork (1-12")  
Decca DL 8283

## Reviews and Ratings of New Popular Albums

Continued from page 26

**THE CREW CUTS ON THE CAMPUS.....77**  
(1-12")  
Mercury MG 20140  
The "Cuts" get on a strictly collegiate kick with this latest LP and timed as it is to hit at the opening of a new college and football season, it should do right well with deejays and at campus stores. Keyed to the campus are such items as "Mr. Touchdown, U. S. A.," "Betty Coed," "Whiffen-poop Song," etc.

**MAIN TITLE.....77**  
Dick Jacobs Ork, George Cates Ork (1-12")  
Coral CRL 57065  
Here's an interesting package for deejays. Its theme (title tunes from recent movies) readily lends itself to mike chatter, while the presence of Cates and Jacobs on one LP provides variety, sound-wise. The album (a collection of singles) spotlights Cates best-selling side "Moonglow and Theme From 'Picnic,'" and Jacobs' swingy version of "Main Title" and "Mollo-O" from "Man With the Golden Arm."

**SONG FAVORITES OF GEORGIA GIBBS.....76**  
(1-12")  
Mercury MG 20114  
A number of "Her Nibs" biggest single hits have been grooved here. With the stopper color cover shot of the gal in red strapless gown, this adds up to a highly salable package. Here are, for example, "Dance With Me, Henry" with "Tweedle Dee." It's bound to have a healthy sale and dealers can put it on prominent display.

**BLUE MOON.....76**  
Carmen McRae (1-12")  
Decca DL 8347  
The velvety voice of Carmen McRae, a prime deejay favorite, should pull plenty of play for this LP on the coast-to-coast jockey circuit. Selections, wrapped up in alternately swingy and torchy vocals include such poignant standards as the title tune, "I Was Doing All Right," and "Lush Life." Backing on four sides is provided by Tadd Dameron, while Jimmy Mundy is the ork on eight selections.

**RAINY NIGHT IN LONDON.....76**  
Ray Martin Ork (1-12")  
Capitol T 10017  
"Capitol of the World" package packs plenty of mood charm for car-filling, relaxed listening. All dozen selections are old fave, American love ballads which lend themselves delightfully to Martin's string treatment. Beautiful material for late night deejay shows. Excellent cover art.

**DANCER'S DELIGHT.....75**  
David Carroll Ork (1-12")  
Mercury MG 20109  
Mercury has packaged some of Carroll's more danceable singles for a distinctive varied program. Jocks will continue to use these profusely. Includes: "Fancy Pants," "In a Little Spanish Town," "Gadabout," and "Music Makers."

**SAMPLER: FLYING SAUCERS OF LATEST TOP TUNES.....75**  
(1-12")  
Today's Records FS X-1  
The title of this bargain \$1.49 LP is obviously designed to cash in on the trade gag about the "Flying Saucer" hit disk being the best-selling "sampler" on the market. Selections, served up in similar arrangements, albeit definitely inferior to the originals performance-wise, include 10 current chart tunes — "Wayward Wind," "Standing on the Corner," etc. Title gimmick and low-price should help this package move out briskly sales-wise.

**ETHEL MERMAN: A MUSICAL BIOGRAPHY.....75**  
(2-12")  
Decca DX 153  
A de luxe packaged collection of highlight contributions to musical comedy by the singer ranging from "Girl Crazy" in 1930 to the present. Practically all numbers on four sides are identified by intro commentary from singer herself, which makes for something of a cavalcade of American musical show history. Album is handsomely put together to include a Merman biog by Louise Untermyer with photos and caricatures of her in major roles.

**A VISIT TO DISNEYLAND.....74**  
Fred Waring and the Pennsylvanians (1-12")  
Decca DL 82221  
Waring's old 10-inch LP "Song Hits From Disney Films" has been converted to a 12-inch package and acquired a powerful sales asset in its new title, since Disneyland is still the fun mecca to most youngsters

across the country. Selections—all featuring Waring's sprightly tempo and pleasant vocal stints by various soloists—include "The Ballad of Davy Crockett," "Zip-a-Dee Doo-Dah," etc.

**TIME OUT FOR TEARS.....74**  
Ink Spots (1-12")  
Decca DL 8232  
The boys present 12 singles, never packaged, including some of their one-time hit records. Jocks will like this for spot programming or full shows. Sides include "Memories of You," "It's Funny to Everyone But Me," "I Don't Stand a Ghost of a Chance With You," and "Always."

**MELANCHOLY BABY.....73**  
Delta Reese (1-12")  
Jubilee 1026  
Miss Reese in her first album displays a touch for the torchy, with considerable vitality, on a pleasing selection of mood tunes. There's satisfying, simple backing by a small rhythm group. The artist is not familiar enough yet to make a big splash but this represents a good start in the package field.

**CAT AT THE CONSOLE.....73**  
Patty Hanley, Organ (1-12")  
International LP 5041  
The best thing about this LP, a collection of pleasant organ instrumental solos on 14 standards by Patty Hanley, is Amalia Schultess' attention-getting cover-photo of a beautiful cat (feline not homo sapiens). Since no copy appears on the album's front cover the LP will undoubtedly grab off plenty of initial attention from the curious and cat lovers.

**GYPSY SERENADE.....72**  
Gabor Radics Family Ork (1-12")  
Regent MG-6005  
Radics and his family, ranging from ages 5 thru sisters, brothers, aunts and uncles, join here to present 11 gypsy tunes, featuring Radics himself on the violin. A top-flight entry in its category.

**BEAUTIFUL MUSIC TOGETHER.....72**  
Jerry Caretta, Piano (1-12")  
Coral CRL 57042  
Twelve piano solos by Jerry Caretta, formerly with Sammy Kaye and later accompanist to Don Cornell. Package is designed for dancers, but also makes for pleasant listening. Sides include "To Love Again," "You're My Everything," "Fools Rush In" and "Stella by Starlight." Attractive cover.

**VALENTINO TANGOS.....70**  
The Castilians (1-12")  
Decca DL 8279  
This is a tango addict's field day featuring a dozen sinuous stepping rhythms to which the late Rudolph Valentino strutted his stuff. Practically all are standards in their idiom and the Castilians under baton of Victor Young give them elegant projection with accordion lead predominating. As a dance recording of this rhythm, platter is all that could be desired, but sales will be limited to its particular addicts.

**MUSIC FOR HAPPY DANCERS.....69**  
Ron Terry Ork (1-12")  
Ron Terry, who has a regular TV polka show on WGN-TV, Chicago, presents 12 polkas and waltzes that should have great appeal in the areas within range of the TV station, and to lovers of the polka elsewhere. Vocal group sings some of the selections and the lively, bouncy band does well with good arrangements. Sides include such standards as "The Blue Skirt Waltz," "Helena Polka," "Tic Toc Polka" and "Kissin' Polka."

**EVELYN MacGREGOR SINGS.....62**  
(1-12")  
International LP 5113  
Miss MacGregor capably sings 12 oldies, backed by the Songmaster's Quartette who, themselves sing quite a few of the selections. Group sometimes overshadows the artist but the tunes still come over. A nostalgic package for the older set. Tunes include: "Sweet and Low," "Flow Gently, Sweet Afton," "The Rosary" and "Lullaby" (Brahms).

**Folk**  
**BURL IVES SINGS FOR FUN.....61**  
(1-12")  
Decca DL 8248  
These are 14 tunes closely identified with Burl Ives: "Blue Tail Fly," "Boll Weevil," "Big Rock Candy Mountain," "Erie Canal," etc. The majority carry guitar-only accompaniment but in some cases ork and chorus back-up is added. There's always a good market for Ives and this stacks up with the best of his previous slicings.

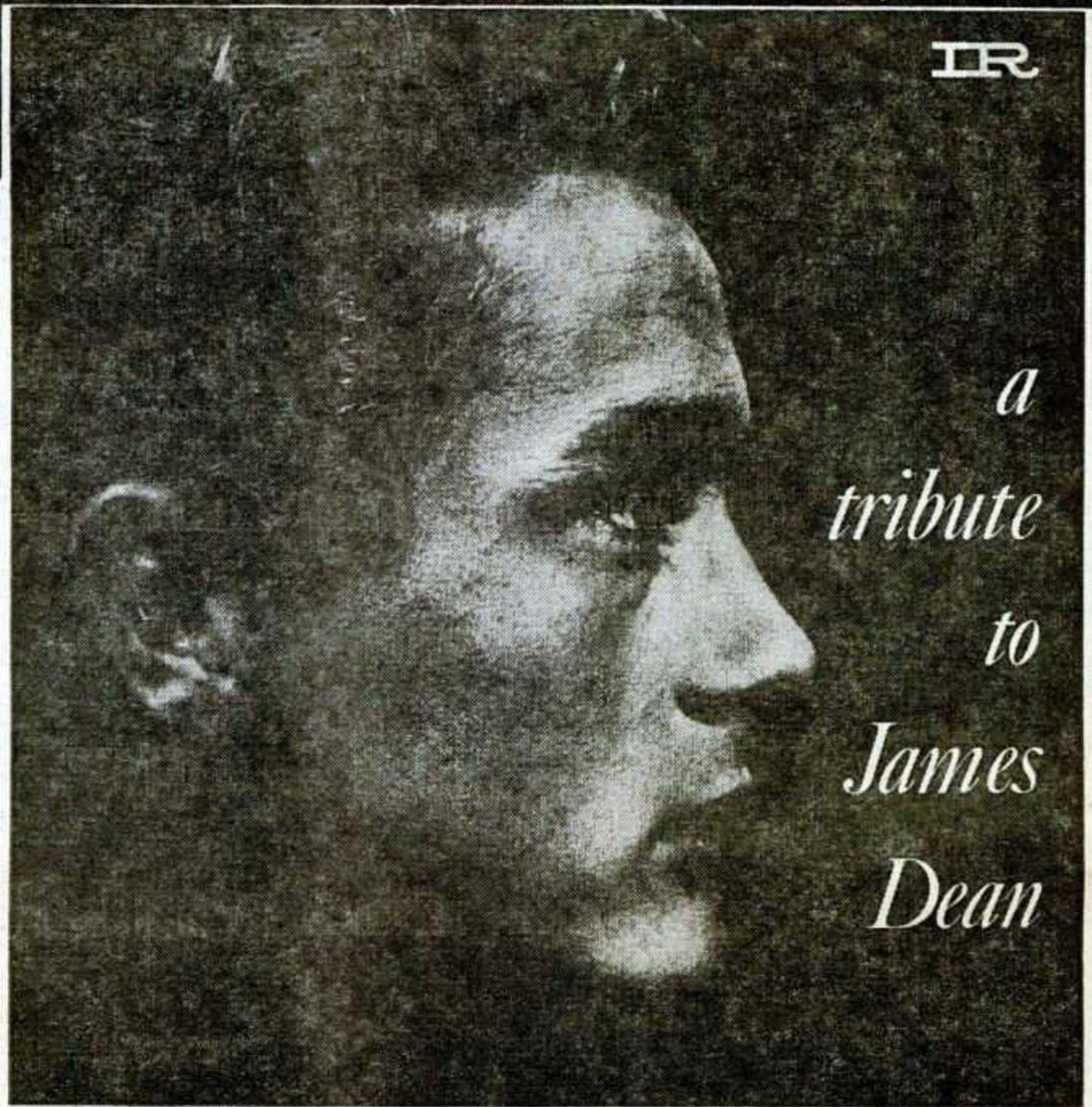
**Imperial's**  
*Tremendous Album Release!*

*A Fabulous Album!*

MUSIC FROM

"EAST OF EDEN"  
 "REBEL WITHOUT A CAUSE"  
 "GIANT"

Conducted by  
**LEONARD ROSENMAN**

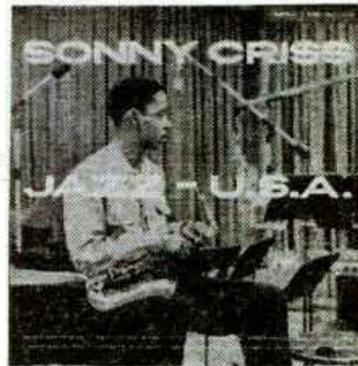


*a tribute to James Dean*

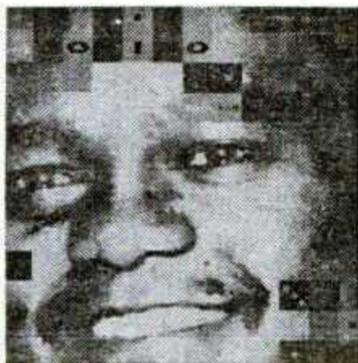
**Imperial LP-9021**



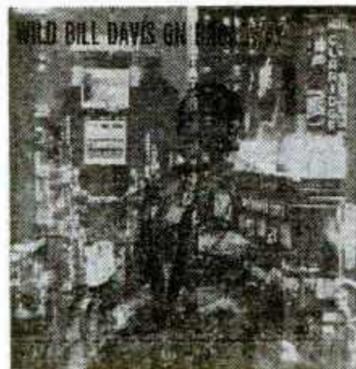
**LP-9004 ROCK AND ROLLIN' with FATS DOMINO**  
 Ain't It a Shame, Bo Weevil, Poor Me, etc.



**LP-9006 JAZZ U.S.A.—SONNY CRISS**  
 These Foolish Things, Somethings Gotta Give, Sweet Georgia Brown, etc.



**LP-9009—FATS DOMINO ROCK AND ROLLIN'**  
 I'm In Love Again, My Blue Heaven, When My Dreamboat Comes Home, etc.

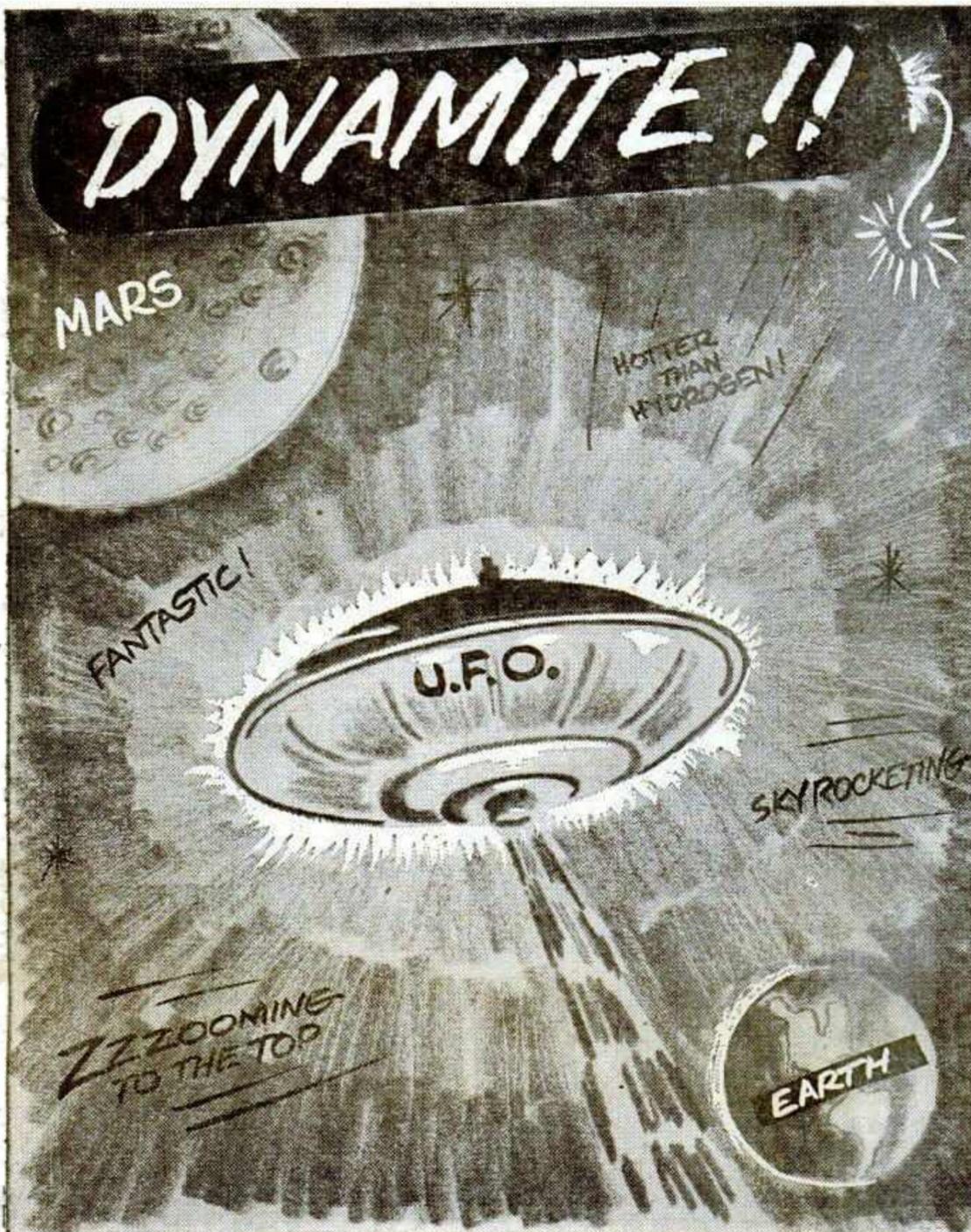


**LP-9010—WILD BILL DAVIS ON BROADWAY**  
 Autumn Leaves, My Funny Valentine, Perdido, etc.



**LP-9020—GO MAN! IT'S "SONNY CRISS" IN MODERN JAZZ**  
 Summertime, After You've Gone, How High The Moon, etc.

**Imperial Records**  
 6425 Hollywood Blvd., Hollywood 28, Calif.



THE  
**ANSWER**  
 TO THE  
**FLYING SAUCER**

**"U.F.O." (MEN FROM MARS)**

BY SYD LAWRENCE AND FRIENDS  
 COSMIC #1001

**COSMIC RECORDS, INC.**  
 2615 WOODHILL RD.  
 CLEVELAND, OHIO

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

• Continued from page 26

"name" appeal to this package. Lev Oborin has not yet made an appearance here, but sophisticated discophiles know and value him. His Rachmaninoff is sensitive and sensible, deserving of attention despite current competition. By present standards, the reproduction of orchestral sound is quite disappointing. This is also true of the Kabalevsky, which makes its first appearance in the LP catalog. The superb playing of Gilels compensates.

**VERDI: LA TRAVIATA (2-12")** — La Scala Opera; Tullio Serafin, Director. Angel 3545 . . . . .74

An attractively packaged La Scala version of complete opera, aided by such excellent voices as Di Stefano's, Gobbi's and Antonietta Stella's, with orchestra and chorus under able direction of Tullio Serafin. A fine and intelligent recording, but one up against virile competition. With Victor's forthcoming, all-out venture, featuring the Rome troupe with top-flight stars, and the de luxe of presentation, it would seem that this must face some rough sales-going. Economy-seekers will note that this is on two disks against Victor's three.

**ELGAR: SEA PICTURES; IN THE SOUTH OVERTURE (1-12")**—Gladys Ripley, Contralto; London Symphony Orchestra; George Weldon, Cond. Capitol P 18017 . . . . .72

Elgar's "Sea Pictures" are new to the LP catalog. They consist of five songs with orchestral accompaniment, and range from the torpid "Sea Slumber Song" to "The Swimmer," in which the elements are unleashed. The late Gladys Ripley, tho not in her best voice, gives a dramatically moving performance. "In the South" is a more colorful work and, albeit a little lengthy, sustains interest. Weldon's ork plays superbly and does much to raise the stock of this little-known Elgar.

**BRUCH: VIOLIN CONCERTO IN G MINOR, OP. 26; MENDELSSOHN: VIOLIN CONCERTO IN E MINOR, OP. 64 (1-12")**—David Oistrakh, Violin; National Philharmonic Orchestra; Alexander Gauk, Kiril Kondrashin, Conds. Colosseum CRLP 225 . . . . .71

This is the first Oistrakh Bruch available, but the Mendelssohn will suffer from the recent saturation attained by the Columbia version by Oistrakh (a \$2.98 Buy-of-the-Month). Colosseum's taping of that work is better sounding than most of its product, while the sound of the Bruch is obviously souped-up and somewhat harsh. Nevertheless, it's fine fiddling, and the real Oistrakh fans will buy it.

**BACH: SONATA FOR TWO VIOLINS AND PIANO; MOZART: CONCERTO NO. 4 IN D (1-12")**—David Oistrakh, Violin; Igor Oistrakh, Violin; Vladimir Yampolsky, Piano; National Philharmonic Orchestra; Kiril Kondrashin, Cond. Colosseum CRLP 246 . . . . .71

Apparently this is the first disk of the lovely two-violin sonata, and that will sell the disk in fair quantities. The Mozart, in a new American-cut version, was the recent Columbia Buy-of-the-Month (coupled with the Mendelssohn), and souping-up does not hide the inferiority of this Russian recording. Previous sales of the best-selling Columbia have drained off most of the market for this one, but some stores can stock it for the Bach. Weak cover.

**LEKEU: SONATA IN G AND OTHER SELECTIONS (1-12")**—Yehudi Menuhin, Violin. RCA Victor LM 2014 . . . . .70

Menuhin in one of his specialties, a warm, romantic post-Franckian French sonata. He plays it with relish, and faces no disk competition. Second side is filled out with five encore pieces, several rarely heard. Nin's "Granadina" is especially attractive. Gerald Moore is his pianist on the short pieces. A gem of a violin disk for dealers with the clientele.

**BIZET: SYMPHONY IN C MAJOR; JEUX D'ENFANTS (PETITE SUITE D'ORCHESTRE) (1-12")**—London Symphony Orchestra; Emanuel Young, Cond. Capitol P 18018 . . . . .70

Well recorded combination of Bizet's early and mature efforts, with fine readings by the orchestra under Young's batoning. Competition on both sides, however, is strong via entrants from Victor, M-G-M and London. Cover charm may help sales, but album is chiefly an item for a collector's comparison.

**BACH: THE SIX CLAVIER PARTITAS (2-12")**—Agi Jambor, Piano. Capitol PBR 8344 . . . . .68

The wonderful music receives a lady-like, undramatic performance by Miss Jambor. It's the fourth complete collection of these on disks, and the first on two, rather than three 12-inchers. Otherwise, there's not too much to get excited about.

**Spoken Word**

**THE EISENHOWER STORY (1-12")**—ABC-Paramount ABC 128 . . . . .75

Highlights of the President's career from his broadcast to the European underground on D-Day to his announcement that he would run again. Sequences are well integrated for over-all clarity and effectively introed by Ted Mallie. Package is moderately interesting as an historical document and its release is timely in view of the current Republican National Convention and its subsequent implications. Could spark considerable interest on latter basis, but appeal is otherwise limited.

**Religious**

**SONGS BY CANTOR BELA HERSKOVITS (1-12")**—M-G-M E 3424 . . . . .75

The famous Hungarian cantor, whose life was detailed on a "This Is Your Life" telecast earlier this year, offers a dozen holy songs. The package is released to tie in with the Jewish holiday season, which should give sales a solid spurt. In addition to this, the Cantor's appearance on the TV show is being repeated via film, bringing added promotion values. The readings are of a high order, sung in a moving spirit by the finely trained voice with a three-octave range. Aside from Holiday aspects, the material is an excellent addition to collector's shelves.

**CEREMONIAL MUSIC OF THE SYNAGOGUE (1-12")** — Emile Kacmann, Bass. Angel 35295 . . . . .70

Kacmann is a French cantor with a quality bass voice, aided here by chorus and organ. Material is settings of traditional prayers for Yom Kippur, Marriage Ceremony, Sabbath and Festivals. A good item for this Jewish Holiday season, but not limited thereto.

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

• Continued from page 28

10-inchers (ALP 141 and 143), both of which had been steady sellers. The 12-incher should do even better. Excellent traditional jazz by men with modern technique. Up-dated style of veteran clarinetist Omer Simeon especially pleasing. Good demo band: "Under the Double Eagle."

**BOWEN SWINGIN' SLAM** . . . . .74

Slam Stewart, Bass (1-12")  
 This is a conversion of the Johnny Guarneri-Slam Stewart album "Hot Piano" to 12-inch LP, adding two previously unissued Guarneri-Stewart selections and two that Stewart made with Erroll Garner. These still stand as some of the funniest and most entertaining jazz slicings in the catalog.

**KENNY DORHAM AND THE JAZZ PROPHETS** . . . . .73

(1-12")  
 ABC-Paramount ABC 122  
 Ex-jazz Messenger Dorham in his first disk with his own group. The idiom is rugged post-bop, like the Messengers, but Dorham's trumpet is heavily featured. J. R. Monterose is on tenor, Dick Katz on piano, etc. "Blues Elegante" is one of the more satisfying tracks in a competent, down-to-earth session. Pianist Katz is especially diverting.

**TOM STEWART SEXTETTE; QUINTETTE** . . . . .72

(1-12")  
 ABC-Paramount ABC 117  
 Surprisingly good set featuring two unknowns—Stewart on the brass tenor horn, and a real comer in Steve Lacy on soprano sax. Latter is the first modernist to score with the instrument. Relaxed, swinging tempos thruout. Other bright new face include Whitey Mitchell, Joe Puma, Herbie Mann, Dave McKenna and Al Levitt. The names won't sell it, but dealer and deejay pushing might.

**PIANO JAZZ, VOLS. 1 AND 2** . . . . .69

Pine Top Smith, Cow Cow Davenport, Jelly Roll Morton and others (2-12")  
 Brunswick BL 54014, 54015  
 A well-chosen anthology of barrelhouse and boogie woogie piano drawn from Brunswick and Vocalion masters of the 1926-1930 period. Volume 1 will be treasured by collectors for its five outstanding Pine Top Smith selections. It also includes stomps, blues and boogies by Cow Cow Davenport, Montana Taylor and Rufus Perryman. The two giants in Volume 2 are Jelly Roll Morton and James P. Johnson and they, too, are represented with some of their best known recordings. The LP is rounded out by Alex Hill, Frank Melrose and Mary Lou Williams. Sound is amazingly good.

(Continued on page 52)

*America's Fastest Selling Records*



**DECCA**  
RECORDS

*America's Greatest Movie Song Salesmen*

they gave you . . .

*Stranger in Paradise*

*A Woman in Love*

*Love Is a Many Splendored Thing*

. . . and NOW

**FRIENDLY  
PERSUASION**

**(THEE I LOVE)**

From Allied Artists Picture  
"The Friendly Persuasion"

**YOU CAN'T  
RUN AWAY  
FROM IT**

From Columbia Picture  
"You Can't Run Away From It"

30042 • 9-30041



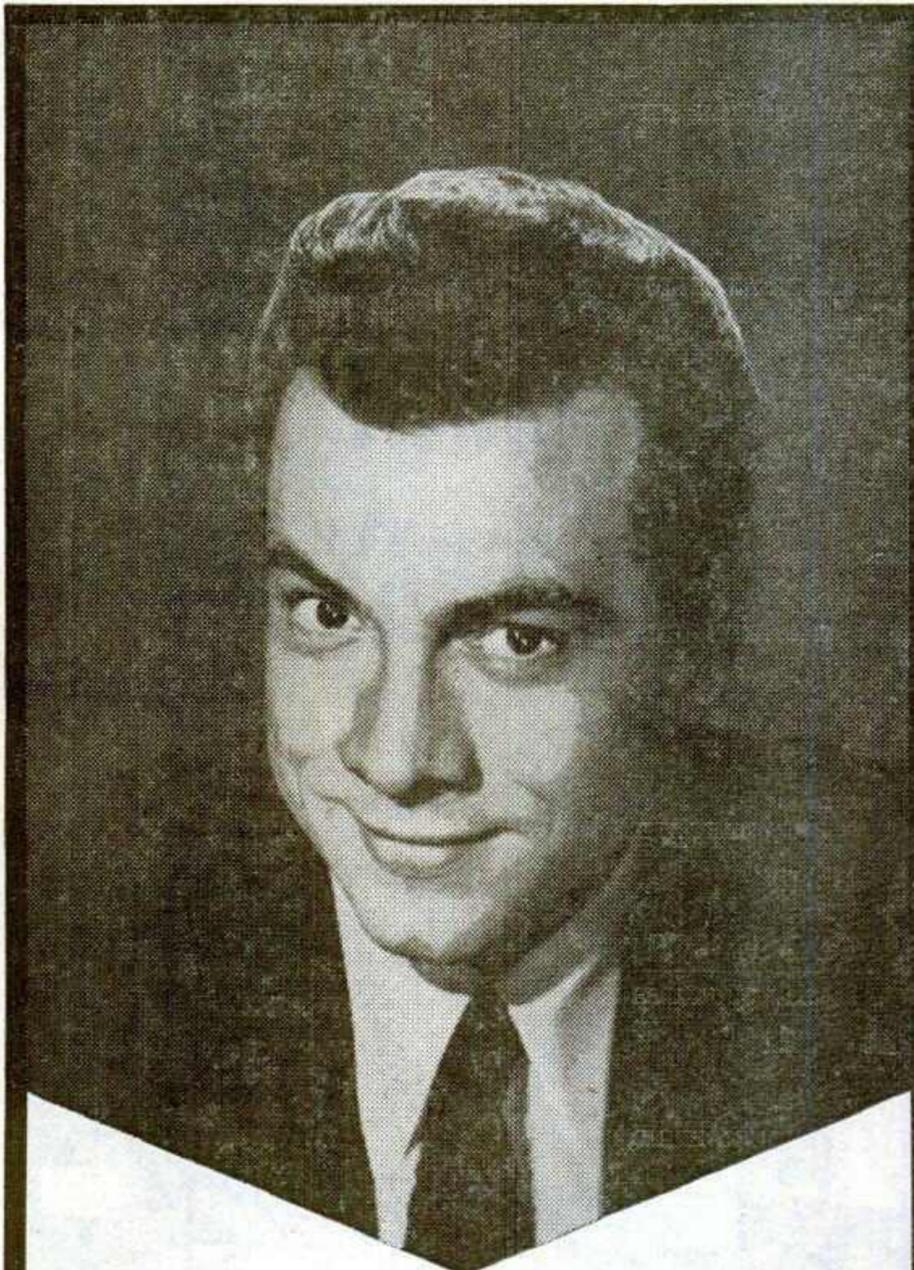
*The* **FOUR ACES**  
Featuring Al Alberts

*A New World of Sound*



**DECCA records**

# 4 SOLID SINGLES



Julius La Rosa

**NAMELY YOU**

(from the Broadway Production, "Li'l Abner")

**THE OPPOSITE SEX**

(from the M-G-M Film, "The Opposite Sex")

20/47-6648

with Joe Reisman's Orchestra and Chorus



Mario Lanza

**EARTHBOUND**

**THIS LAND**

with Henri René's Orchestra and Jeff Alexander Choir

20/47-6644

(from the Sept. 17th NBC-TV Producers' Showcase Production, "The Lord Don't Play Favorites")

"New Orthophonic" High Fidelity Recordings

Your customers will hear these recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola"

# FROM RCA VICTOR!



Joe Reisman  
**21 RUE PIGALLE**

**ITALIAN  
THEME**

20/47-6647

Jaye P. Morgan  
**JUST LOVE ME**

**THE CALL  
OF THE WILD**

with Hugo Winterhalter's Orchestra and Chorus

20/47-6653



America's favorite speed...  45 RPM

**RCA VICTOR**



# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

For survey week ending August 22

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. My Prayer</b>		<b>1 8</b>	<b>6. Don't Be Cruel</b>		<b>9 4</b>
By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 29991.			By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.		
<b>2. Whatever Will Be Will Be (Que Sera Sera)</b>		<b>2 9</b>	<b>7. Wayward Wind</b>		<b>5 18</b>
By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.			By Stan Lebusk-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.		
<b>3. Hound Dog</b>		<b>3 5</b>	<b>8. I Almost Lost My Mind</b>		<b>6 13</b>
By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORD AVAILABLE: F. Bell-Bellboys, Mercury 70919.			By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.		
<b>4. Allegheny Moon</b>		<b>4 10</b>	<b>9. Flying Saucer</b>		<b>10 4</b>
By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic 20-6551; L. Weik-Lennon Sisters, Coral 61679.			By Buchanan & Goodman—Published by Luniverse BEST SELLING RECORD: Buchanan & Goodman, Luniverse 101.		
<b>5. Canadian Sunset</b>		<b>7 7</b>	<b>10. I Want You, I Need You, I Love You</b>		<b>8 13</b>
By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: A. Williams, Cadence 1296.			By Maurice Mysel & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.		

### Second Ten

<b>11. Song for a Summer Night</b>		<b>15 4</b>	<b>15. Tonight You Belong to Me</b>		<b>23 2</b>
By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.			By Billy Rose & Lee David—Published by Mills (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55022. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lennon Sisters-L. Weik, Coral 61710.		
<b>12. Sweet Old-Fashioned Girl</b>		<b>11 11</b>	<b>17. Born to Be With You</b>		<b>14 12</b>
By Bob Merrill—Published by Valor (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61636.			By Don Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291. RECORD AVAILABLE: L. Dee, Mercury 70870.		
<b>13. On the Street Where You Live</b>		<b>12 17</b>	<b>18. Fool</b>		<b>20 3</b>
By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: A. Fielder, Vic 20-6569; E. Fisher, Vic 20-6529; L. Weik, Coral 61644; F. Wayne, Epic 9153.			By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORDS: S. Clark, Dot 15481; Gallahads, Jubilee 5252.		
<b>14. More</b>		<b>12 11</b>	<b>19. It Only Hurts for a Little While</b>		<b>17 14</b>
By Tom Glader & Alex Alstone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.			By Mack David & Red Spilman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.		
<b>15. Be-Bop-a-Lula</b>		<b>16 10</b>	<b>19. Moonglow and Theme From Picnic</b>		<b>18 21</b>
By Sheriff, Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.			By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORD: M. Stoloff, Dec 29888. RECORD AVAILABLE: G. Cates, Coral 61618.		

### Third Ten

<b>21. Soft Summer Breeze</b>		<b>19 4</b>	<b>25. Happiness Street</b>		<b>- 1</b>
By Eddie Heywood—Published by Regent (BMI) RECORDS AVAILABLE: Diamonds, Mercury 70934; E. Heywood, Mercury 70934.			By Wolson & White—Published by Planetary (ASCAP) RECORDS AVAILABLE: T. Bennett, Col 40726; G. Gibbs, Mercury 70920.		
<b>22. Somebody Up There Likes Me</b>		<b>- 1</b>	<b>27. Rip It Up</b>		<b>30 2</b>
By Sammy Cahn & Bronislaw Kaper—Published by Leo Feist (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6590.			By Blackwell & Marascalco—Published by Venice (BMI) RECORDS AVAILABLE: Little Richard, Specialty 579; B. Haley, Dec 30028.		
<b>23. You Don't Know Me</b>		<b>25 6</b>	<b>28. Picnic</b>		<b>28 17</b>
By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: E. Arnold, Vic 20-6502; J. Vale, Col 40740; C. McRae, Dec 29949.			By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; McGuire Sisters, Coral 61627; R. Marterie, Mercury 70836.		
<b>24. Honky Tonk</b>		<b>- 1</b>	<b>28. Walk Hand in Hand</b>		<b>- 16</b>
By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) RECORD AVAILABLE: B. Doggett, King 4950.			By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughn, Kapp 143; A. Williams, Cadence 1288.		
<b>25. That's All There Is to That</b>		<b>23 5</b>	<b>30. After the Lights Go Down Low</b>		<b>- 1</b>
By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3456.			By Allen White & LeRay Lovett—Published by Harvard (BMI) RECORD AVAILABLE: A. Hibbler, Dec 29982.		

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.

**1. A SMASH HIT SINGLE: BE-BOP-A-LULA!**

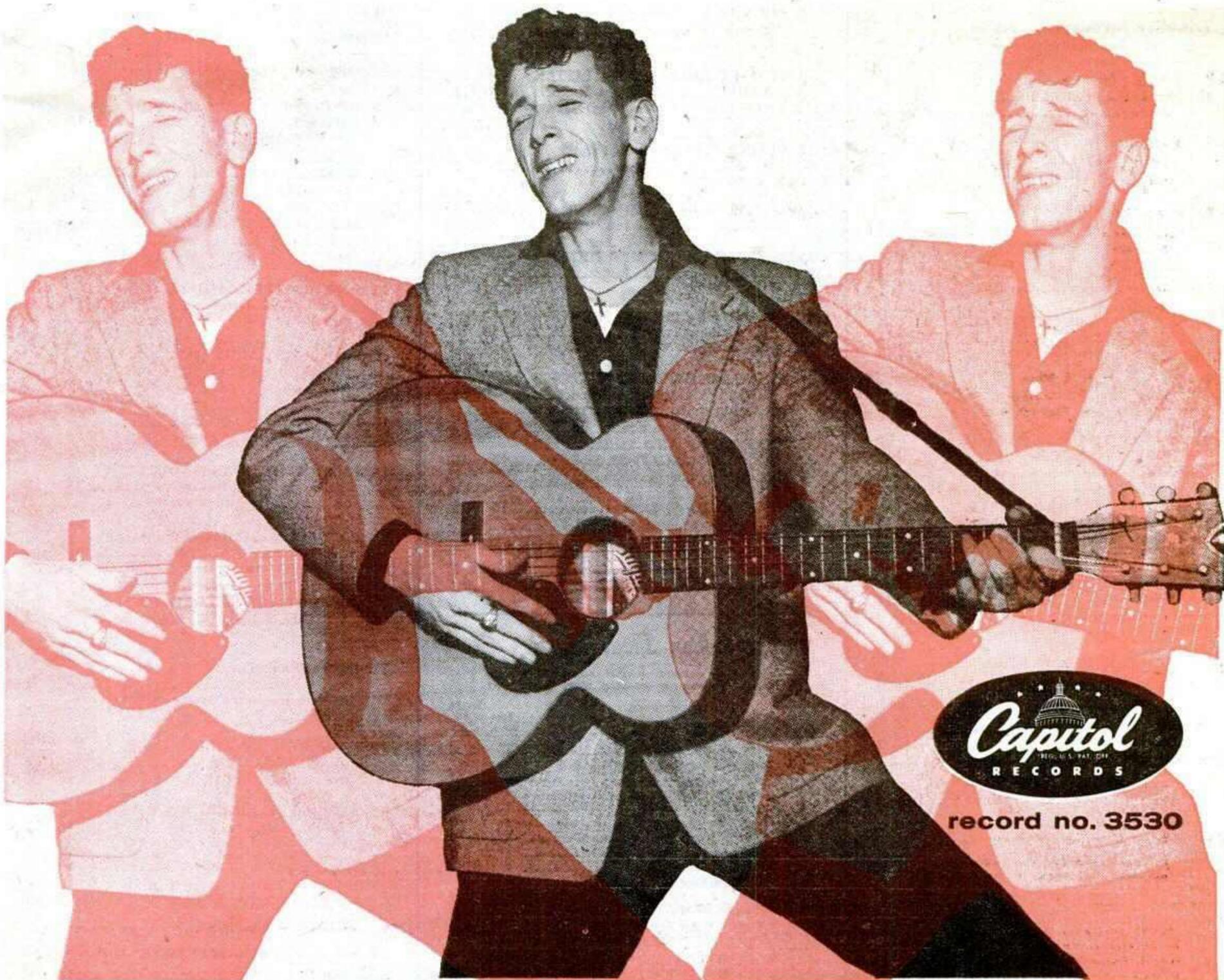
**2. A BIG EXCITING ALBUM: BLUEJEAN BOP!**

**3. NOW A Swingin' Sensational Single Setting Staggering Sales Statistics!**

# GENE VINCENT

AND THE BLUE CAPS

**RACE WITH THE DEVIL  
GONNA BACK UP BABY**



record no. 3530

### • Best Sellers in Stores

For survey week ending August 22

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	1	5	<b>HOUND DOG (BMI)—E. Presley</b> <b>DON'T BE CRUEL (BMI)</b> Vic 20-6604	
2	2	8	<b>MY PRAYER (ASCAP)—Platters</b> Heaven on Earth (ASCAP)—Mercury 70893	
3	4	9	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b> I Gotta Sing Away These Blues (BMI)—Col 40704	
4	3	4	<b>FLYING SAUCER—Buchanan &amp; Goodman</b> Luniverse 101	
5	8	6	<b>CANADIAN SUNSET (BMI)—H. Winterhalter</b> This Is Real (ASCAP)—Vic 20-6537	
6	5	9	<b>ALLEGHENY MOON (ASCAP)—P. Page</b> Strangest Romance (ASCAP)—Mercury 70878	
7	5	14	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b> My Baby Left Me (BMI)—Vic 20-6540	
8	7	11	<b>BE-BOP-A-LULA (BMI)—G. Vincent</b> Woman Love (BMI)—Cap 3450	
9	9	12	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b> I'm In Love With You (BMI)—Dot 15472	
10	15	2	<b>TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence</b> A Smile and a Ribbon (ASCAP)—Liberty 55022	
11	18	2	<b>HONKY TONK (PARTS I &amp; II) B. Doggett</b> King 4956	
12	10	18	<b>WAYWARD WIND (BMI)—G. Grant</b> No More Than Forever (ASCAP)—Era 1013	
13	12	4	<b>SONG FOR A SUMMER NIGHT (PARTS I &amp; II)—(ASCAP)—M. Miller</b> Col 40730	
14	13	4	<b>FOOL (BMI)—S. Clark</b> Lonesome for a Letter (BMI)—Dot 15481	
15	16	11	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b> Goodbye, John (BMI)—Coral 61636	
16	11	12	<b>MORE (ASCAP)—P. Como</b> <b>GLENDORA (BMI)—Vic 20-6554</b>	
17	23	7	<b>THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole</b> My Dream Sonata (ASCAP)—Cap 3456	
18	17	14	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b> If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	
19	14	11	<b>BORN TO BE WITH YOU (ASCAP) Chordettes</b> Love Never Changes (ASCAP)—Cadence 1291	
20	19	5	<b>YOU DON'T KNOW ME (BMI)—J. Vale</b> Enchanted (ASCAP)—Col 40710	
21	—	1	<b>CANADIAN SUNSET (BMI)—A. Williams</b> High Upon a Mountain (ASCAP)—Cadence 1297	
22	21	7	<b>SOFT SUMMER BREEZE (BMI)—E. Heywood</b> Heywood's Bounce (BMI)—Mercury 70863	
23	21	3	<b>WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino</b> <b>SO LONG (BMI)—Imperial 5396</b>	
24	—	2	<b>FEVER (BMI)—L. W. John</b> Letter From My Darling (BMI)—King 4935	
25	—	1	<b>CASUAL LOOK (BMI)—Six Teens</b> Teen-Age Promises (BMI)—Flip 315	

### • Most Played in Juke Boxes

For survey week ending August 22

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	4	4	<b>HOUND DOG (BMI)—E. Presley</b> <b>DON'T BE CRUEL (BMI)—Vic 20-6604</b>	
2	1	7	<b>MY PRAYER (ASCAP)—Platters</b> Heaven on Earth (ASCAP)—Mercury 70893	
3	3	6	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b> I Gotta Sing Away These Blues (BMI)—Col 40704	
4	5	9	<b>ALLEGHENY MOON (ASCAP)—P. Page</b> Strangest Romance (ASCAP)—Mercury 70878	
5	2	12	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b> I'm In Love With You (BMI)—Dot 15472	
6	6	14	<b>WAYWARD WIND (BMI)—G. Grant</b> No More Than Forever (ASCAP)—Era 1013	
7	7	13	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b> My Baby Left Me (BMI)—Vic 20-6540	
8	8	9	<b>MORE (ASCAP)—P. Como</b> <b>GLENDORA (BMI)—Vic 20-6554</b>	
9	8	8	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b> Goodbye, John (BMI)—Coral 61636	
10	16	3	<b>CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood</b> This Is Real (ASCAP)—Vic 20-6537	
11	10	10	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes</b> Love Never Changes (ASCAP)—Cadence 1291	
12	11	11	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b> If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	
12	12	2	<b>FLYING SAUCER (PARTS I &amp; II) Buchanan &amp; Goodman</b> Luniverse 101	
14	12	8	<b>BE-BOP-A-LULA (BMI)—G. Vincent</b> Woman Love (BMI)—Cap 3450	
15	19	2	<b>SONG FOR A SUMMER NIGHT (PARTS I &amp; II)—M. Miller</b> Columbia 40730	
16	14	16	<b>I'M IN LOVE AGAIN (BMI)—F. Domino</b> My Blue Heaven (ASCAP)—Imperial 5386	
16	—	1	<b>WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino</b> <b>SO-LONG (BMI)—Imperial 5316</b>	
18	15	16	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b> Theme From "Picnic" (ASCAP)—Dec 29888	
18	18	2	<b>FOOL (BMI)—S. Clark</b> Lonesome for a Letter (BMI)—Dot 15481	
18	—	1	<b>SOMEBODY UP THERE LIKES ME (ASCAP)—P. Como</b> Dream Along With Me (ASCAP)—Vic 20-6590	

### • 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	1	10	1. Allegheny Moon (Oxford)
2	2	8	2. Whatever Will Be, Will Be (Que Sera, Sera Artists)
3	3	7	3. My Prayer (Shapiro-Bernstein)
4	4	4	4. Canadian Sunset (Meridian)
5	5	14	5. Wayward Wind (Warman)
6	6	7	6. On the Street Where You Live (Chappell)
7	7	2	7. Song for a Summer Night (April)
8	8	2	8. Hound Dog (E. Presley)
9	9	6	9. I Want You, I Need You, I Love You (E. Presley)
10	10	10	10. I Almost Lost My Mind (Hill & Range)
11	11	1	11. Soft Summer Breeze (Regent)
12	12	7	12. Sweet Old-Fashioned Girl (Valor)
13	13	16	13. Picnic (Shapiro-Bernstein)
13	13	16	13. Moonglow (Mills-Columbia Pictures)
15	15	16	15. Walk Hand in Hand (Republic)

### • Most Played by Jockeys

For survey week ending August 22

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	1	8	<b>MY PRAYER (ASCAP)—Platters</b> Heaven on Earth (ASCAP)—Mercury 70893	
2	3	4	<b>DON'T BE CRUEL (BMI)—E. Presley</b> Hound Dog (BMI)—Vic 20-6604	
3	2	9	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b> I Gotta Sing Away These Blues (BMI)—Col 40704	
4	6	5	<b>HOUND DOG (BMI)—E. Presley</b> Don't Be Cruel (BMI)—Vic 20-6604	
5	4	10	<b>ALLEGHENY-MOON (ASCAP)—P. Page</b> Strangest Romance (ASCAP)—Mercury 70878	
6	7	12	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b> I'm In Love With You (BMI)—Dot 15472	
7	8	6	<b>CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood</b> This Is Real (ASCAP)—Vic 20-6537	
8	5	17	<b>WAYWARD WIND (BMI)—G. Grant</b> No More Than Forever (ASCAP)—Era 1013	
9	12	4	<b>FLYING SAUCER (PARTS I &amp; II) Buchanan &amp; Goodman</b> Luniverse 101	
10	17	3	<b>CANADIAN SUNSET (BMI)—A. Williams</b> High Upon a Mountain (ASCAP)—Cadence 1297	
11	14	9	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b> Goodbye, John (BMI)—Coral 61636	
12	15	4	<b>SONG FOR A SUMMER NIGHT (PARTS I &amp; II)—M. Miller</b> Col 40730—ASCAP	
13	10	10	<b>MORE (ASCAP)—P. Como</b> Glendora (BMI)—Vic 20-6554	
14	9	13	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes</b> Love Never Changes (ASCAP)—Cadence 1291	
15	11	20	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b> We All Need Love (ASCAP)—Col 40654	
16	24	3	<b>FROM THE CANDY STORE ON THE CORNER (ASCAP)—T. Bennett</b> Happiness Street (ASCAP)—Col 40726	
17	—	1	<b>FOOL (BMI)—S. Clark</b> Lonesome for a Letter (BMI)—Dot 15481	
18	13	12	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b> My Baby Left Me (BMI)—Vic 20-6540	
19	19	4	<b>FABULOUS CHARACTER (ASCAP)—S. Vaughan</b> Other Woman (ASCAP)—Mercury 70885	
20	25	2	<b>TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence</b> A Smile and a Ribbon (ASCAP)—Liberty 55022	
21	—	1	<b>HAPPINESS STREET (ASCAP)—G. Gibbs</b> Happiness Is a Thing Called Joe (ASCAP)—Mercury 70920	
22	—	1	<b>SOMEBODY UP THERE LIKES ME (ASCAP)—P. Como</b> Dream Along With Me (ASCAP)—Vic 20-6590	
23	—	1	<b>AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler</b> I Was Telling Her About You (ASCAP)—Dec 29982	
24	—	1	<b>ENGLISH MUFFINS AND IRISH STEW (ASCAP)—S. Syms</b> Walk Sweet (ASCAP)—Dec 29969	
25	20	3	<b>SOFT SUMMER BREEZE (BMI)—E. Heywood</b> Heywood's Bounce (BMI)—Mercury 70863	

**BIG**

**RUSTY DRAPER**

**"In The Middle Of The House"**



coupled with  
**"PINK CADILLAC"**  
MERCURY 70921

**HIT**

**BIG**

**FLORIAN ZABACH**

HIS VIOLIN AND ORCHESTRA

**"When The White Lilacs Bloom Again"**



coupled with  
**"THE FIDDLER'S BOOGIE"**  
MERCURY 70936

**HIT**

CHICAGO 1, ILLINOIS



# MGM Records TOP SELLERS!

## "BAKER'S DOZEN NO. 3"

Call your local MGM distributor for extra profit details

**THE RAY CHARLES SINGERS**



**WINTER WONDERLAND**  
E3387 X1287  
X1288 X1289

**DAVID ROSE and His Orchestra**



**MUSIC FROM MOTION PICTURES**  
E3397 X1296  
X1297 X1298

**DICK HYMAN TRIO**



**BESIDES A SHADY NOOK**  
E3379 X1269  
X1270 X1271

**ROBERT MAXWELL His Harp and His Orch.**



**THE LAMP IS LOW**  
E3308 X1208  
X1209 X1210

**GEORGE SHEARING QUINTET**



**WHEN LIGHTS ARE LOW**  
E3264

**LEROY HOLMES and his ORCH.**



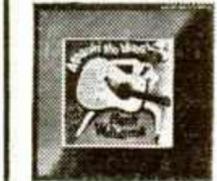
**TAKE ME IN YOUR ARMS**  
E3378 X1266  
X1267 X1268

**ROBERT ASHLEY and his ORCHESTRA**



**CONCERTOS FOR LOVERS**  
E3354

**HANK WILLIAMS**



**MOANIN' THE BLUES**  
E3330 X1215  
X1216 X1217

**SAM "The Man" TAYLOR with strings**



**OUT OF THIS WORLD**  
E3380 X1272  
X1273 X1274

**THE CONFIDENTIAL CLUB ORCH.**



**GOOMBAY CARNIVAL**  
E3359 X1252  
X1253 X1254

**ROGER ROGER and his ORCHESTRA**



**BEYOND THE SEA**  
The Music of Charles Trenet  
E3395 X1293 X1294

**FEDERICO LAMORE and his ORCHESTRA**



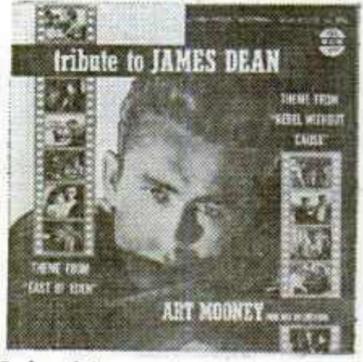
**MADRID AFTER DARK**  
E3356 X1243  
X1244 X1245

**JONI JAMES**

**GIVE US THIS DAY** HOW LUCKY YOU ARE  
MGM 12288 • K12288

---

**TRIBUTE TO JAMES DEAN** *Billboard Pick*



tribute to JAMES DEAN  
THEME FROM REBEL WITHOUT A CAUSE  
ART MOONEY

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

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

**ART MOONEY and His Orchestra**  
MGM 12312 • K12312

---

The Best  
**LEROY HOLMES and His Orchestra**

**WHEN THE WHITE LILACS BLOOM AGAIN**  
and  
THE LAST WAGON  
MGM 12317 • K12317

---

**DICK HYMAN**

**ONE FINGER PIANO**  
and  
THE BLUE WHISTLER  
MGM 12296 • K12296

---

BREAKING BIG!  
**FOUR JOES**

**BLUES IN THE NIGHT**  
and  
MY HEART SAYS "THANKS" TO YOU  
MGM 12316 • K12316

---

**JERRY JEROME and His Orchestra**

**JA-DA-CHA CHA**  
AND  
CHRISTOPHER COLUMBUS  
MGM 12216 • K12216

## • Territorial Best Sellers

For survey week ending August 22

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

- Atlanta**
1. My Prayer, Platters, Mer.
  2. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  3. Don't Be Cruel, E. Presley, Vic.
  4. Whatever Will Be, Will Be  
Doris Day, Col.
  5. Flying Saucer  
Buchanan & Goodman, Lun.
  6. Song for a Summer Night  
M. Miller, Col.
  7. Hound Dog, E. Presley, Vic.
  8. Moonglow and Theme From "Picnic"  
M. Stolfi, Dec.
  9. It Only Hurts for a Little While  
Ames Brothers, Vic.

- Baltimore**
1. My Prayer, Platters, Mer.
  2. Don't Be Cruel, E. Presley, Vic.
  3. Tonight You Belong to Me  
Patience & Prudence, Lbt.
  4. Whatever Will Be, Will Be  
Doris Day, Col.
  5. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  6. Allegheny Moon, P. Page, Mer.
  7. Flying Saucer  
Buchanan & Goodman, Lun.
  8. Soft Summer Breeze, E. Heywood, Mer.
  9. When My Dreamboat Comes Home  
F. Domino, Imp.
  10. Hound Dog, E. Presley, Vic.

- Boston**
1. Whatever Will Be, Will Be  
Doris Day, Col.
  2. My Prayer, Platters, Mer.
  3. Hound Dog, E. Presley, Vic.
  4. Allegheny Moon, P. Page, Mer.
  5. You Don't Know Me, J. Vale, Col.
  6. I Almost Lost My Mind, P. Boone, Dot
  7. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  8. Canadian Sunset, A. Williams, Cdc.
  9. Flying Saucer  
Buchanan & Goodman, Lun.
  10. Tonight You Belong to Me  
Patience & Prudence, Lbt.

- Buffalo**
1. My Prayer, Platters, Mer.
  2. Whatever Will Be, Will Be  
Doris Day, Col.
  3. Don't Be Cruel, E. Presley, Vic.
  4. Be-Bop-a-Lula, G. Vincent, Cap.
  5. That's All There Is to That  
King Cole Trio, Cap.
  6. Tonight You Belong to Me  
Patience & Prudence, Lbt.
  7. Hound Dog, E. Presley, Vic.

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

- Cincinnati**
1. My Prayer, Platters, Mer.
  2. Whatever Will Be, Will Be  
Doris Day, Col.
  3. Flying Saucer  
Buchanan & Goodman, Lun.
  4. Hound Dog, E. Presley, Vic.
  5. Don't Be Cruel, E. Presley, Vic.
  6. Honky Tonk, B. Doggett, Kng.
  7. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  8. Allegheny Moon, P. Page, Mer.
  9. It Only Hurts for a Little While  
Ames Brothers, Vic.
  10. Born to Be With You, Chordettes, Cdc.

- Cleveland**
1. Don't Be Cruel, E. Presley, Vic.
  2. Whatever Will Be, Will Be  
Doris Day, Col.
  3. Rip It Up, Little Richard, Spe.
  4. True Love, J. Powell, Vrv.
  5. Honky Tonk, B. Doggett, Kng.
  6. My Prayer, Platters, Mer.
  7. Hound Dog, E. Presley, Vic.
  8. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  9. You Don't Know Me, J. Vale, Col.
  10. Ka Ding Dong, G. Clefs, Pil.

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

- Denver**
1. Hound Dog, E. Presley, Vic.
  2. Flying Saucer  
Buchanan & Goodman, Lun.
  3. Whatever Will Be, Will Be  
Doris Day, Col.
  4. Be-Bop-a-Lula, G. Vincent, Cap.
  5. My Prayer, Platters, Mer.
  6. Song for a Summer Night  
M. Miller, Col.

7. Allegheny Moon, P. Page, Mer.
  8. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  9. Fever, L. W. John, Kng.
- Detroit**
1. Don't Be Cruel, E. Presley, Vic.
  2. Honky Tonk, B. Doggett, Kng.
  3. My Prayer, Platters, Mer.
  4. Whatever Will Be, Will Be  
Doris Day, Col.
  5. Flying Saucer  
Buchanan & Goodman, Lun.
  6. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  7. Soft Summer Breeze, E. Heywood, Mer.
  8. Fool, S. Clark, Dot
  9. Hound Dog, E. Presley, Vic.
  10. Canadian Sunset, A. Williams, Cdc.

- Kansas City**
1. Hound Dog, E. Presley, Vic.
  2. My Prayer, Platters, Mer.
  3. Don't Be Cruel, E. Presley, Vic.
  4. Flying Saucer  
Buchanan & Goodman, Lun.
  5. Whatever Will Be, Will Be  
Doris Day, Col.
  6. Honky Tonk, B. Doggett, Kng.
  7. Fool, Gallahads, Jub.
  8. Song for a Summer Night  
E. Heywood, Mer.
  9. Fool, S. Clark, Dot
  10. Casual Look, Six Teens, Flp.

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

- Milwaukee**
1. Hound Dog, E. Presley, Vic.
  2. My Prayer, Platters, Mer.
  3. Flying Saucer  
Buchanan & Goodman, Lun.
  4. Whatever Will Be, Will Be  
Doris Day, Col.
  5. Be-Bop-a-Lula, G. Vincent, Cap.
  6. Don't Be Cruel, E. Presley, Vic.
  7. Allegheny Moon, P. Page, Mer.
  8. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  9. Fabulous Character, S. Vaughan, Mer
  10. Tonight You Belong to Me  
Patience & Prudence, Lbt.

- Minneapolis-St. Paul**
1. Hound Dog, E. Presley, Vic.
  2. Casual Look, Six Teens, Flp.
  3. Fool, S. Clark, Dot
  4. My Prayer, Platters, Mer.
  5. Whatever Will Be, Will Be  
Doris Day, Col.
  6. Don't Be Cruel, E. Presley, Vic.
  7. Flying Saucer  
Buchanan & Goodman, Lun.
  8. Rip It Up, Bill Haley, Dec.
  9. When My Dreamboat Comes Home  
F. Domino, Imp.

- New Orleans**
1. Don't Be Cruel, E. Presley, Vic.
  2. Hound Dog, E. Presley, Vic.
  3. My Prayer, Platters, Mer.
  4. Whatever Will Be, Will Be  
Doris Day, Col.
  5. I Want You, I Need You, I Love You  
E. Presley, Vic.
  6. I Almost Lost My Mind, P. Boone, Dot
  7. That's All There Is to That  
N. (King) Cole, Cap.
  8. Canadian Sunset  
H. Winterhalter-E. Heywood, Vic.
  9. Fool, S. Clark, Dot
  10. Let the Good Times Roll  
Shirley & Lee, Ala.

- New York**
1. Whatever Will Be, Will Be  
Doris Day, Col.
  2. My Prayer, Platters, Mer.
  3. Allegheny Moon, P. Page, Mer.
  4. Hound Dog, E. Presley, Vic.
  5. I Almost Lost My Mind, P. Boone, Dot
  6. I Want You, I Need You, I Love You  
E. Presley, Vic.
  7. Wayward Wind, G. Grant, Era
  8. English Mullins & Irish Stew  
S. Syms, Dec.
  9. Soft Summer Breeze, E. Heywood, Mer.

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

- Pittsburgh**
1. Hound Dog, E. Presley, Vic.
  2. Don't Be Cruel, E. Presley, Vic.
  3. My Prayer, Platters, Mer.
  4. Honky Tonk, B. Doggett, Kng.
  5. Song for a Summer Night  
M. Miller, Col.
  6. Tonight You Belong to Me  
Patience & Prudence, Lbt.
  7. Whatever Will Be, Will Be  
Doris Day, Col.
  8. Flying Saucer  
Buchanan & Goodman, Lun.
  9. I Want You, I Need You, I Love You  
E. Presley, Vic.

(Continued on page 46)

Swinging into September with a Smash!



the **McGuire Sisters**

**ENDLESS**

**EVERY  
DAY OF  
MY  
LIFE**

CORAL 61703 • 9-61703

hits are a habit with



# DOT HAS GONE HOLLYWOOD!



Indeed Dot has, and in the nicest sense. Dot Records is doing a big, big job in the music business. So big, in fact, that Dot is moving to bigger offices on the West Coast.

So Dot has said, "Nice knowin' ya," to Gallatin, Tenn., and "Howdy," to Hollywood, its new home.

We at RCA Victor Custom Record Sales are proud of the fact that we press, package and ship Dot Records.

Congratulations, Dot. We know you'll continue to be a whopping success way out West!

## RCA VICTOR CUSTOM RECORD SALES



### • 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. **After the Lights Go Down Low**  
..... *Al Hibbler*  
(BMI) Decca 29982
2. **Let the Good Times Roll . . .** *Shirley and Lee*  
(BMI) Aladdin 3325
3. **When the White Lilacs Bloom Again**  
..... *Helmut Zacharias*  
(ASCAP) Decca 30039
4. **Ka Ding Dong . . . . .** *The G-Clefs*  
(BMI) Pilgrim 24971
5. **The Old Philosopher . . . . .** *Eddie Lawrence*  
(BMI) Coral 61671
6. **Rip It Up . . . . .** *Bill Haley*  
(BMI) Decca 30028
7. **The Fool . . . . .** *The Gallahads*  
(BMI) Jubilee 5252
8. **The Bus Stop Song**  
**A House With Love in It . . . .** *The Four Lads*  
(ASCAP) Columbia 40736
9. **In the Middle of the House . .** *Vaughn Monroe*  
ASCAP) RCA Victor 6619
10. **In the Middle of the House . . .** *Rusty Draper*  
(ASCAP) Mercury 70921

### • THIS WEEK'S BEST BUYS

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

**KA DING DONG** (Greta, BMI) — *The G-Clefs* — Pilgrim 24971 — A "sleeper" that has snowballed into formidable proportions in the past few weeks and encouraged several companies to cover it. Sales are good with both pop and r.&b. customers, notably in Cleveland, Buffalo, Boston, New York, Philadelphia, St. Louis, Pittsburgh and Detroit. Flip is "Darla, My Darlin'" (Greta, BMI).

**THE BUS STOP SONG** (Miller, ASCAP)

**A HOUSE WITH LOVE IN IT** (Evans, ASCAP) — *The Four Lads* — Columbia 40736 — The Lads have a strong double-header here that is starting to repeat the sales performance of their last big hit. "Bus Stop" is the lead tune, but the flip is enjoying above-average success in many cities, too. Minneapolis, Milwaukee, Philadelphia, Providence, Baltimore, Chicago, Pittsburgh and St. Louis were among the markets where this disk has been taking off. A previous Billboard "Spotlight" pick.

**IN THE MIDDLE OF THE HOUSE** (Shapiro-Bernstein, ASCAP) — *Vaughn Monroe* — RCA Victor 6619

**IN THE MIDDLE OF THE HOUSE** (Shapiro-Bernstein, ASCAP) — *Rusty Draper* — Rusty Draper — Mercury 70921 — Not many novelties show the staying power that this material has. Equally remarkable is the fact that two versions of it have done so well. The Victor artist has an over-all lead at this point, but not an overwhelming one. Rusty Draper has several strong markets in his pockets — others definitely veer to Monroe. Either — or both — could wind up in the charts. The flip of Monroe's disk is "Rollin' Heart" (Coliseum, BMI), while that of Rusty Draper's is "Pink Cadillac" (Four Star Sales, BMI).

# Dot's Own Hit Parade

- 15481—**THE FOOL**—Lonesome For A Letter—SANFORD CLARK
- 15491—**WHEN THE WHITE LILACS BLOOM AGAIN**—  
Spanish Diary—BILLY VAUGHN
- 15486—**THE GREEN DOOR**—Little Man In Chinatown—JIM LOWE
- 15485—**APE CALL**—Wild Dog of Kentucky—NERVOUS NORVUS
- 15472—**I ALMOST LOST MY MIND**—I'm In Love Again  
—PAT BOONE
- 15488—**HEART AND SOUL**—Dixieland Band—JOHNNY MADDOX
- 15470—**TRANSFUSION**—Dig—NERVOUS NORVUS
- 15492—**NOW IS THE HOUR**—A Heart Without A Sweetheart  
—GALE STORM
- 15489—**KA-DING-DONG**—Into Each Life Some Rain Must Fall  
—THE HILLTOPPERS
- 15480—**VOICES**—Lonesome Lover Blues—THE FONTANE SISTERS
- 15484—**EVERYTHING BUT YOU**—Midnight to Daylight—DICK LORY
- 15493—**CASUAL LOOK**—Cotton Pickin' Kisses—LORRY RAINE
- 15494—**HONKY TONK #2**—Lonely Cryin' Heart—RUSTY BRYANT

## ALBUMS

- DLP-3016 "GOLDEN INSTRUMENTALS"—Billy Vaughn  
 DLP-3012 Pat Boone • DLP-110 Eddie Peabody  
 DEP-1053 Pat Boone "Pat On Mike" • DEP-1049 Pat Boone

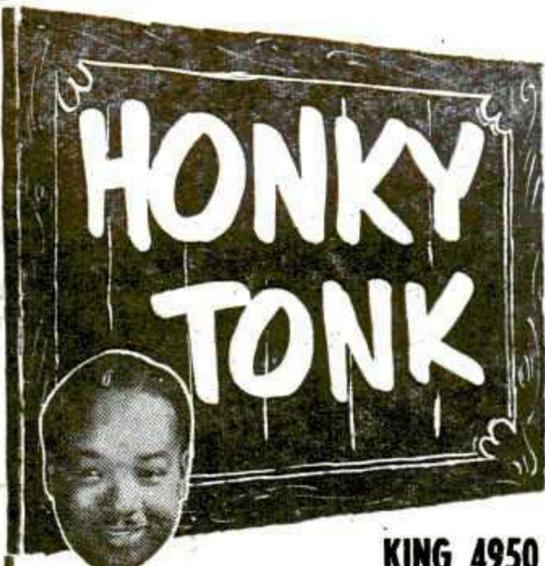
*Dot*

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

THE NATION'S BEST SELLING RECORDS

# POP ALL THE WAY

**BILL  
DOGGETT**



**KING 4950**

Also on Extended Play #390

The Billboard's Music Popularity Charts

. . . POP RECORDS

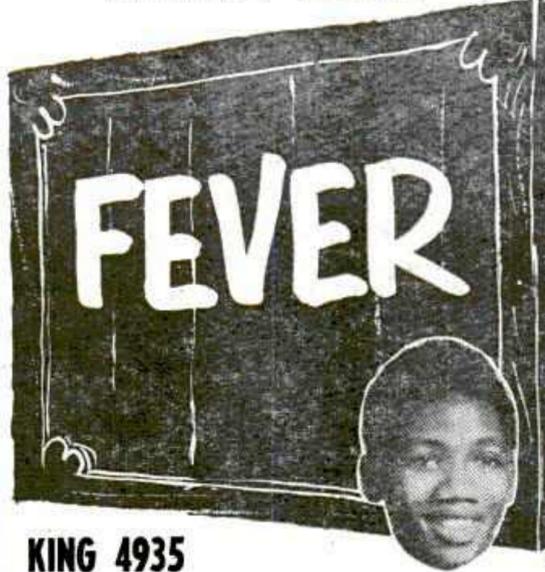
**BEST SELLERS IN STORES**

For survey week ending August 15

This Week	Last Week	Chart
18.		HONKY TONK (BMI)—(PARTS I & II—B. Doggett) King 4950
	1	

The Billboard, August 25

**LITTLE  
WILLIE JOHN**



**KING 4935**

The Billboard's Music Popularity Charts

. . . POP RECORDS

**BEST SELLERS IN STORES**

For survey week ending August 8

This Week	Last Week	Chart
24.		FEVER (BMI)—L. W. John Letter From My Darling (BMI)—King 4935
	1	

The Billboard, August 18

## NEW RELEASES

**OTIS WILLIAMS and his CHARMS**  
**WHIRLWIND**  
b/w  
**I'D LIKE TO THANK YOU MR. D.J.**  
DE LUXE 6097

**LITTLE WILLIE JOHN**  
**DO SOMETHING FOR ME**  
b/w  
**MY NERVES**  
KING 4960

## OTHER HOT RELEASES

**JAMES BROWN and the FAMOUS FLAMES**  
Latest—  
**HOLD MY BABY'S HAND**  
FEDERAL 12277

---

STILL A TOP SELLER—  
**PLEASE, PLEASE, PLEASE**  
FEDERAL 12258

**EARL BOSTIC and BILL DOGGETT**  
**BUBBINS ROCK**  
KING 4954

---

**EARL BOSTIC**  
**ROSES OF PICARDY**  
KING 4943

**THE "5" ROYALES**  
**COME ON AND SAVE ME**  
b/w  
**GET SOMETHING OUT OF IT**  
KING 4952

**MAC CURTIS**  
**HALF HEARTED LOVE**  
b/w  
**GRANDDADDY'S ROCKIN'**  
KING 4949

**RUDY MOORE**  
**STEP IT UP AND GO**  
b/w  
**LET ME COME HOME**  
FEDERAL 12276

**THE MIDNIGHTERS**  
**TORE UP OVER YOU**  
FEDERAL 12270

**JERRY DORN**  
**WISHING WELL**  
KING 4932

**KING  
RECORDS**

# THE TOP 100

For survey week ending August 22

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.	MY PRAYER	Platters	Mercury	1
2.	HOUND DOG	E. Presley	Victor	3
2.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	2
4.	DON'T BE CRUEL	E. Presley	Victor	6
5.	ALLEGHENY MOON	P. Page	Mercury	3
6.	I ALMOST LOST MY MIND	P. Boone	Dot	5
7.	CANADIAN SUNSET	H. Winterhalter	E. Heywood, Victor	11
8.	FLYING SAUCER	Buchanan & Goodman	Luniverse	9
9.	WAYWARD WIND	G. Grant	Era	7
10.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	8
11.	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	13
12.	SONG FOR A SUMMER NIGHT	M. Miller	Columbia	15
13.	BORN TO BE WITH YOU	Chordettes	Cadence	10
14.	MORE	P. Como	Victor	12
15.	FOOL	S. Clark	Dot	19
16.	BE-BOP-A-LULA	G. Vincent	Capitol	14
16.	TONIGHT YOU BELONG TO ME	Patience & Prudence	Liberty	24
18.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	17
19.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	16
20.	CANADIAN SUNSET	A. Williams	Cadence	26
20.	YOU DON'T KNOW ME	J. Vale	Columbia	20
22.	THAT'S ALL THERE IS TO THAT	N. (King) Cole	Capitol	22
23.	MOONGLOW AND THEME FROM "PICNIC"	M. Stolloff	Decca	18
23.	SOFT SUMMER BREEZE	E. Heywood	Mercury	20
25.	WHEN MY DREAMBOAT COMES HOME	F. Domino	Imperial	30
26.	SOMEBODY UP THERE LIKES ME	P. Como	Victor	31
27.	AFTER THE LIGHTS GO DOWN LOW	A. Hibbler	Decca	35
28.	FABULOUS CHARACTER	S. Vaughan	Mercury	27
29.	HONKY TONK	B. Doggett	King	42
30.	GLENDORA	P. Como	Victor	23
31.	I'M IN LOVE AGAIN	F. Domino	Imperial	25
32.	RIP IT UP	B. Haley	Decca	47
33.	APE CALL	N. Norvus	Dot	28
34.	OLD PHILOSOPHER	E. Lawrence	Coral	43
35.	STRANDED IN THE JUNGLE	Cadets	Modern	28
36.	GHOST TOWN	D. Cherry	Columbia	33
37.	RIP IT UP	Little Richard	Specialty	34
38.	WEARY BLUES	McGuire Sisters	Coral	47
39.	MAMA, TEACH ME TO DANCE	E. Gorme	ABC-Paramount	51
40.	FEVER	L. W. John	King	35
40.	I ONLY KNOW I LOVE YOU	Four Aces	Decca	39
40.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	46
43.	HAPPINESS STREET	G. Gibbs	Mercury	39
44.	LOVE, LOVE, LOVE	Clovers	Atlantic	45
45.	WHEN THE WHITE LILACS BLOOM AGAIN	H. Zacharias	Decca	—
46.	SO LONG	F. Domino	Imperial	44
46.	WITH A LITTLE BIT OF LUCK	Fontane Sisters	Dot	—
48.	THEME FROM "THE PROUD ONES"	N. Riddle	Capitol	59
49.	STANDING ON THE CORNER	Four Lads	Columbia	32
50.	GIVE US THIS DAY	J. James	M-G-M	54
51.	ENGLISH MUFFINS AND IRISH STEW	S. Syms	Decca	62
51.	TREASURE OF LOVE	C. McPhatter	Atlantic	38
53.	WAYWARD WIND	T. Ritter	Capitol	48
54.	LOVE, LOVE, LOVE	Diamonds	Mercury	52
55.	LET THE GOOD TIMES ROLL	Shirley & Lee	Aladdin	64
56.	PORTUGUESE WASHWOMAN	J. (Fingers) Carr	Capitol	39
57.	ST. THERESE OF THE ROSES	B. Ward	Decca	100
57.	TRUE LOVE	J. Powell	Verve	74
59.	BUS STOP SONG	Four Lads	Columbia	98
59.	TRUE LOVE	Four Aces	Decca	80
61.	HAPPINESS STREET	T. Bennett	Columbia	79
61.	YOU'RE SENSATIONAL	F. Sinatra	Capitol	63
63.	STRANDED IN THE JUNGLE	Jay Hawks	Flash	50
64.	CASUAL LOOK	Six Teens	Flip	75
65.	HOUSE WITH LOVE IN IT	Four Lads	Columbia	—
66.	ITALIAN THEME	C. Stapleton	London	—
67.	FOOL	Gallahads	Jubilee	64
68.	TEEN-AGERS MOTHER	B. Haley	Decca	68
69.	IN THE MIDDLE OF THE HOUSE	V. Monroe	Victor	—
70.	KA DING DONG	G. Clefs	Pilgrim	92
71.	MIRACLE OF LOVE	E. Rodgers	Columbia	68
72.	CLAY IDOL	D. Johnson	Bally	72
72.	FROM THE CANDY STORE ON THE CORNER	T. Bennett	Columbia	60
74.	WALK HAND IN HAND	T. Martin	Victor	67
75.	I DON'T WANT NOBODY	W. Herman	Capitol	80
76.	IT'S BETTER IN THE DARK	T. Martin	Victor	—
77.	MY DREAM SONATA	N. (King) Cole	Capitol	94
78.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	68
79.	STRANDED IN THE JUNGLE	Gadabouts	Mercury	53
80.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	88
80.	IN THE MIDDLE OF THE HOUSE	R. Draper	Mercury	—
82.	EXPERIMENTS WITH MICE	J. Dankworth	Capitol	61
83.	TRANSFUSION	N. Norvus	Dot	48
84.	LOLA'S THEME	M. Mathieson	Columbia	88
85.	SEE SAW	Moonglows	Chess	—
86.	BEAUTIFUL FRIENDSHIP	E. Fitzgerald	Decca	—
87.	TUMBLING TUMBLEWEEDS	R. Williams	Kapp	84
88.	JOHNNY CONCHO THEME	F. Sinatra	Capitol	91
89.	HOW LUCKY YOU ARE	J. James	M-G-M	99
90.	HEAVEN ON EARTH	Platters	Mercury	57
91.	DREAM ALONG WITH ME	P. Como	Victor	—
92.	PICNIC	McGuire Sisters	Coral	58
93.	HAPPY WHISTLER	D. Robertson	Capitol	82
94.	HEARTBREAK HOTEL	E. Presley	Victor	96
94.	IVORY TOWER	C. Carr	Fraternity	64
94.	I'M JUST WALKING IN THE RAIN	J. Ray	Columbia	—
97.	I PROMISE TO REMEMBER	Teen-Agers	Gee	68
98.	IN THE ALPS	McGuire Sisters & L. Welk	Coral	92
99.	HEART HIDE AWAY	C. Carr	Fraternity	—
100.	BOPPIN' THE BLUES	C. Perkins	Sun	90
100.	WHEN THE WHITE LILACS BLOOM	F. ZaBach	Mercury	—

### 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.

**COMING AROUND THE CURVE  
HEADING FOR HOME!**

**SARAH VAUGHAN**

SINGS

**"FABULOUS  
CHARACTER"**

MERCURY 70885



**WATCH THESE GREAT MERCURY RELEASES**



**CHUCK MILLER** • **"Vim Vam Vamoose"**  
AND  
**"COOL IT BABY"**

MERCURY 70942

<p>A REAL ROCKER! <b>MIKE SARGE</b> AND HIS SERGEANTS "My Baby Done Left Me" AND "Bobby Sox Baby" MERCURY 70945</p>	<p>SWINGING THE POLKA! <b>BUDDY MORROW</b> AND HIS ORCHESTRA "Teen Polka" AND "Don't Cry Joe" MERCURY 70944</p>	<p>BY POPULAR DEMAND! <b>THE PENGUINS</b> "Earth Angel" AND "Ice" MERCURY 70943</p>	<p>HOT GROUP! <b>THE FALCONS</b> "Baby That's It" AND "This Day" MERCURY 70940</p>
<p>GREAT ACT! <b>THE TYRONES</b> "Year Round Love" AND "My Rock 'n Roll Baby" MERCURY 70939</p>	<p>OUTSTANDING BALLAD! <b>EDDY HOWARD</b> "Thank You Lord" AND "Never, Never, Never" MERCURY 70946</p>	<p>HOT ARTIST! <b>EDDIE HEYWOOD</b> "My Secret Love" AND "Let's Fall In Love" MERCURY 70950</p>	<p>ROCK ISLAND STAR! <b>LONNIE DONEGAN</b> "Bring A Little Water, Sylvie" AND "Dead Or Alive" MERCURY 70949</p>

35 EAST WACKER DRIVE CHICAGO 1, ILLINOIS



**JUKE BOX OPERATOR—  
RETAIL STORES**

**ORDER DIRECT FOR  
40c FOR CASH, CHECK  
OR C.O.D.**

**AND SAVE FROM 15c TO  
25c FOR YOUR POCKETS.  
(45 RPM ONLY). WE PAY  
THE POSTAGE. WE DELIVER  
ANYWHERE IN THE U. S.  
WITHIN FROM 1 TO 5 DAYS.**

**MINIMUM ORDER  
5 RECORDS.  
CAN BE ASSORTED  
YOU CAN PURCHASE  
ABBOTT & FABOR RECORDS  
ONLY THRU**

**ABBOTT  
SALES CO.**

**BOX 38, MALIBU, CALIF.**

*Please write in for catalog.*

**POP**

*Hitting Big in Both Fields*  
**BONNIE GUITAR**  
**IF YOU SEE MY LOVE  
DANCING**  
**HELLO, HELLO, PLEASE  
ANSWER THE PHONE**  
Fabor 4013

**POP**

**A Hit Song on Both Sides!**  
**JUDY KILEEN**  
**JUST WALKING  
IN THE RAIN**  
**A HEART WITHOUT  
A SWEETHEART**  
Abbott 3024

**COUNTRY/WESTERN**

**BILL BRADLEY**  
**BIRDS OF A FEATHER**  
**YOU CONDEMN  
THIS WOMAN**  
Fabor 140

**COUNTRY/WESTERN**

**DUSTY ROSE**  
**YUMMY YUMMY YUM**  
**ROCKIN' MARACCAS**  
Fabor 138

**DUSTY ROSE**

**HULA ROCK**  
**I GET THE  
STRANGEST FEELING**  
Fabor 134

**COUNTRY/WESTERN**

**TOM TALL & RUCKUS TYLER**  
**DON'T YOU KNOW  
(Don't You Know)**  
**IF YOU KNOW  
WHAT I KNOW**  
Fabor 139

**RUCKUS TYLER**  
**ROLLIN' AND A-ROCKIN'**  
**ROCK TOWN ROCK**  
Fabor 135

**• Review Spotlight on . . .**

**POP RECORDS**

**PAT BOONE . . . Dot 15490 . . . FRIENDLY PERSUASION**

(Feist, ASCAP)  
(Progressive, BMI)  
Artist presents two strong sides for a natural chart possibility. "Friendly Persuasion" (Thee I Love) is from the sound track of the flick of the same name, and Boone gives it a rich warble coupled with a fine arrangement. The flip is an old blues sung in the same manner as his current hit, "I Almost Lost My Mind." A top performance on both sides.

**THE FOUR ACES . . . Decca 30041 . . . FRIENDLY PERSUASION**

(Feist, ASCAP)  
Altho there will be nine or ten records of this tune on the market shortly, the Aces should pull a good share of the coin with their version, a relaxed job in their particular, and successful, style. Flip is "You Can't Run Away From It" (Columbia Pictures Music, ASCAP), from flick of the same name.

**THE FOUR VOICES . . . Columbia 40749 . . . THE TIES THAT BIND**

(American, BMI)  
(Planetary, ASCAP)  
Here are two forceful sides by the group "Ties" is a love song with a pleasant bounce and smart lyrics and "Wedding Bells" is a more relaxed ballad in the "Graduation Day" vein. Both sides rate spins and sales a plenty.

**JULIUS LA ROSA . . . RCA Victor 6648 . . . NAMELY YOU**

(Commander, ASCAP)  
Tune is the plug from the forthcoming legit production, "Li'l Abner," with score by Johnny Mercer and Gene De Paul. La Rosa, with his rich, warm tones, is at his best in this pleasant ballad. Flip is "The Opposite Sex," title tune of the current M-G-M flick (Robbins, ASCAP).

**CALE STORM . . . Dot 15492 . . . A HEART WITHOUT A SWEETHEART**

(United, ASCAP)  
Thrush, using a dual-track and smart chorus backing, comes up with a fancy version of this, a slow ballad, for sock appeal. Lyrics, arrangements, ork and her sincere warbling all combine for a strong entry. Flip is the one-time smash, "Now Is the Hour" (Leeds Music, ASCAP).

**BURL IVES . . . Decca 30046 . . . THAT'S MY HEART STRINGS (THAT'S MY BOY)**

(Brookdale, BMI)  
A poignant reading by Ives on a moving ballad with powerful folksy lyrics. Tune's appeal, albeit a lighter touch, is similar to that of the hit of several years ago, "Daddy's Little Girl." Could be a real sleeper. Flip is "The Bus Stop Song (a Paper of Pins)" (Miller, ASCAP), the theme from the new Marilyn Monroe flick, "Bus Stop."

**THE TEEN QUEENS . . . RPM 470 . . . RED TOP**

(Cherio, BMI)  
(Roosevelt, BMI)  
**LOVE, SWEET LOVE . . .**  
**SEE RHYTHM AND BLUES SPOTLIGHT**

**POP DISK JOCKEY PROGRAMMING**

**LOU BUSCH ORK . . . Capitol 3520 . . . FRIENDLY PERSUASION**

(Feist, ASCAP)  
(Chatsworth, ASCAP)  
Busch's version of the flick, theme is the first instrumental, and a fine piece of listening material. The flip, an equally strong instrumental, makes this a natural coupling for jockey spins.

**CHRIS CONNOR . . . Atlantic 1105 . . . MY HEART IS SO FULL OF YOU**

(Frank, ASCAP)  
(Leeds Music, ASCAP)  
The popular jazz thrush hands the "Most Happy Fella" tune a swiny reading that insures heavy deejay play. In fact, this could well be the preferred version with spinners. Flip also has possibilities as the thrush's sexy huskiness is well suited to this leisurely-paced ballad, which jocks should go for.

**POP TALENT**

**BETHE DOUGLAS . . . Fraternity 747 . . . TWO INNOCENT HEARTS**

(George-George, BMI)  
Comely thrush, recently returned from England, comes off exceptionally well with this ballad novelty about teen-age love. There's imagination and promise in her vocalizing. On the flip, "The Wedding of the Winds" (Crank Corp., ASCAP), she again shows promise at a more conventional ballad tempo. A talent to watch.

**• Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

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

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

**DON CHERRY**

**Namely You . . . 88**

COLUMBIA 40746 — Cherry sells a delightful ballad from the forthcoming Broadway musical, "Li'l Abner." Excellent version. Brighter in tempo than the Julius La Rosa waxing spotlighted above. (Commander, ASCAP)

**If I Had My Druthers . . . 80**

A personable reading of an attractive novelty with clever lyrics. Tune is also from "Li'l Abner" score. (Commander, ASCAP)

**GEORGE CATES ORK**

**Friendly Persuasion (Thee I Love) . . . 87**

CORAL 61702—Heavy competition faces this fine disk from the several versions spotlighted above. Nevertheless, it should be a profitable entry with considerable help from the flip instrumental. Ork is predominant, with chorus also involved. (Feist, ASCAP)

**There's Never Been**

**Anyone Else But You . . . 85**

Theme from the James Dean pic, "The Giant," gets a lush string orking. Jocks will like this, and dealers will do okay with the smart coupling. (Witmark, ASCAP)

*(Continued on page 47)*

**AMAZING  
LOVE**

**AMAZING LOVE**

**AMAZING LOVE**

**COUNT BASIE**

and

**JOE WILLIAMS**

#89171 89171x45

**Clef Records**

**The Oldest  
ONE-STOP  
Record Service**

**All Labels**

**All Hits**

**45 RPM . . . . . 55c**  
**78 RPM . . . . . 60c**  
**Single EP's . . . . . 91c**

**NO EXTRA CHARGES**  
**FREE TITLE STRIP SERVICE**  
No order too large or too small.  
**Save Time! Save Money!**  
**STORE BUSINESS WELCOME**

No C.O.D. Send check with order including postage.  
**The Musical Sales Co.**  
SEEBURG DISTRIBUTORS  
140 West Mount  
Royal Ave.  
Baltimore 1, Md.  
Vernon 7-5755

**RUNNING  
WILD IN  
POP**

**CHESS #1629**

**"SEE  
SAW"**

with  
**THE MOONGLOWS**

**CHESS RECORD CO.**  
4750 S. Cottage Grove Ave.  
Chicago 15, Ill.  
Phone: Kenwood 8-4342



**RELIABILITY — QUALITY  
RECORD PRESSING**  
Originators of the  
**NON-SLIP FLEX**  
(Pat. Pending)  
**RESEARCH CRAFT CO.**  
1037 N. SYCAMORE ST.  
LOS ANGELES 38 CALIF.

**D.J. IN A  
TRIBUTE**

**STIRRING  
TO J.D.**



**DICK  
JACOBS**

*his orchestra and chorus*

**A  
BOY  
NAMED  
JIMMY  
DEAN**

**THE  
BALLAD  
OF  
JAMES  
DEAN**

61705 • 9-61705

**CORAL RECORDS**

*America's Fastest Growing Record Company*

# Attention DISC JOCKEYS The craziest record ever



## The BILLBOARD

NOVELTY

• Review  
Spotlight  
on . . .

**THE GOONS** . . . London 1684-A . . . I'M WALKING BACKWARDS FOR CHRISTMAS  
Jockeys will get plenty of laughs from this side, a real crazy song, done by a pair of English comics. At odd moments a band gets in which sounds like Ted Heath. The flip, "Blue Bottle Blues," is another crazy bit. "Christmas" is a big hit in England.

# I'M WALKING BACKWARDS FOR CHRISTMAS (ACROSS THE IRISH SEA) 1684

**LONDON**  
RECORDS



## • Territorial Best Sellers

• Continued from page 38

### St. Louis

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

### San Francisco

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be Doris Day, Col.
3. Allegheny Moon, P. Page, Mer.
4. Wayward Wind, G. Grant, Era
5. Flying Saucer Buchanan & Goodman, Lun.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Don't Be Cruel, E. Presley, Vic.

8. I Almost Lost My Mind, P. Boone, Dot
9. Hound Dog, E. Presley, Vic.
10. Be-Bop-a-Lula, G. Vincent, Cap.

### Seattle

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

### Toronto

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

## • 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
- Big D (R) (M)—Frank—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Cool Tango (R)—Ardmore—ASCAP
- Don't Get Caught (R)—Porgie—BMI
- Happiness Street (R)—Planetary—ASCAP
- How Little We Know (R)—E. H. Morris—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- If I'm Elected (R)—Bourne—ASCAP
- It Only Hurts for a Little' While (R)—Advanced—ASCAP
- Make Me a Child Again (R)—Remick—ASCAP
- Mama, Teach Me to Dance (R)—Roncom—ASCAP
- Maria Elena (R)—Peer—BMI
- My Old Hammer (R)—Three Keys—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- One Finger Piano (R)—E. B. Marks—BMI
- Portuguese Washerwoman (R)—Remick—ASCAP
- Sierra Madre (R)—Melody Lane—BMI
- Somebody Up There Likes Me (R) (F)—Feist—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- That's All There Is to That (R)—Meridian—ASCAP
- This Same Heart (R)—Famous—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Wayward Wind (R)—Warman—BMI
- We Laugh at Love (R)—Kahn—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- When the White Lilacs Bloom Again (R)—Harms—ASCAP
- You're Sensational (R) (F)—Buxton Hill—ASCAP

### Television

- A House With Love in It (R)—Evans—ASCAP
- Allegheny Moon (R)—Oxford—ASCAP
- Be-Bop-a-Lula (R)—Lowery Enterprises—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Can You Find It in Your Heart? (R)—Feist—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- From the Candy Store on the Corner (R)—Shapiro-Bernstein—ASCAP
- Ghost Town (R)—Cromwell—ASCAP
- Happiness Street (R)—Planetary—ASCAP
- Heaven Only Knows (R)—Skidmore—ASCAP
- Hound Dog (R)—Presley & Lion—BMI
- I Almost Lost My Mind (R)—St. Louis—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Was Telling Her About You (R)—Planetary—ASCAP
- If I'm Elected (R)—Bourne—ASCAP
- Ivory Tower (R)—E. H. Morris—ASCAP
- Jacques D'Irague (R)—Laurel—ASCAP
- Love, Love, Love (R)—Progressive—BMI
- Moonlight (R) (F)—Mills—ASCAP
- No, Not Much (R)—Beaver—ASCAP
- Old Philosopher (R)—Merrick—BMI
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Serious Business (R)—Embassy—BMI
- Since My Love Has Gone (R)—Dartmouth—ASCAP
- Standing on the Corner (R) (M)—Frank—BMI
- That's All There Is to That (R)—Meridian—ASCAP
- Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
- Wayward Wind (R)—Warman—BMI
- Weary Blues (R)—Melrose—ASCAP
- With a Little Bit of Luck (R) (M)—Chappell—ASCAP

## • Best Selling Sheet Music in Britain

(For Week Ending August 18)

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

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

## • Best Selling Pop Records in Britain

(For Week Ending August 18)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. WHATEVER WILL BE, WILL BE—Doris Day (Philips)		1
2. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)		2
3. SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)		3
4. WALK HAND IN HAND—Tony Martin (HMV)		4
5. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)		5
6. ROCKING THROUGH THE RYE—Bill Haley Comets (Brunswick)		9
7. HEARTBREAK HOTEL—Elvis Presley (HMV)		7
8. I'LL BE HOME—Pat Boone (London)		6
9. WAYWARD WIND—Tex Ritter (Capitol)		8
10. SERENADE—Slim Whitman (London)		18
11. WHO ARE WE?—Ronnie Hilton (HMV)		14
12. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)		10
13. WALK HAND IN HAND—Ronnie Carroll (Philips)		15
14. I ALMOST LOST MY MIND—Pat Boone (London)		17
15. WAYWARD WIND—Gogi Grant (London)		13
16. BE-BOP-A-LULA—Gene Vincent (Capitol)		—
17. I WANT YOU, I NEED YOU, I LOVE YOU—Elvis Presley (HMV)		20
18. LONG, TALL SALLY—Pat Boone (London)		—
19. I'M IN LOVE AGAIN—Fats Domino (London)		—
20. WALKING BACKWARDS/BLUEBOTTLE BLUES—The Goons (Decca)		12

**POPPING OUT POP EVERYWHERE**  
**CHESS #1628**  
**"TIME WILL TELL"**  
 with **BOBBY CHARLES**

**CHESS RECORD CO.**  
 4750 S. Cottage Grove Ave.  
 Chicago 15, Ill.  
 Phone: Kenwood 8-4342

**Great Vocal Version!**  
**"CANADIAN SUNSET"**  
**ANDY WILLIAMS**  
 Cadence 1297

**cadence RECORDS**

**Best Portable Hi-Fi!**  
 V-M 556  
 by Voice of Music

**LINCOLN CHASE**  
 sings  
**"IF I WERE A COUNTRYSIDE"**  
 Dawn 217

**dawn RECORDS**  
 39 west 60th street  
 new york 23, n. y.  
 circle 6-9705

**JOIN THE BANDWAGON AUTUMN CONCERTO**

Richard Hayman—Mercury	Hejira Gate—Polydor
Billy Vaughn—Dot	Pierre Dorsey—Vogue
Johnny Dorelli—Seagull	Pierre Spiers—Columbia
Oliver—His Master's Voice	Tino Rossi—Columbia
Frank Pourcel—Capitol	Norrie Paramor—Columbia
Ferrjo—Copacabana	

PAUL SIEGEL, Symphony House,  
 550 5th Ave., N. Y. C.  
 (EDIZIONI LEONARDI)

**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.  
 Barclay 7-2096

406 West 34th Street  
 Kansas City 11, Mo.

715 Harrison Street  
 Topeka, Kansas

**Reviews of New Pop Records**

Continued from page 44

**FRANKIE LAINE**  
**On the Road to Mandalay** . . . . . 82  
 COLUMBIA 40741—Kipling's poem gets a rip snort, hell-for-leather reading here from Laine and it's hard not to get carried away by the spirit of it. Jockeys are certainly going to go for it—and it could be a surprising seller.

**Only If We Love** . . . . . 80  
 A fancy ballad in a dramatic setting draws out all of the singer's skills. Winds up as an impressive performance. (Foremost, ASCAP)

**GINNY GIBSON**  
**Two Innocent Hearts** . . . . . 82  
 ABC-PARAMOUNT 9739—This tale of teen-age romance, with its tasteful manipulation of rock and roll material, makes a potent vehicle for Miss Gibson. The teen-age customer will make a soft target for this. (George George, BMI)

**Miracle of Love** . . . . . 79  
 The singer put a lot into this cover of an Eileen Rodgers' record now making noise. A solid performance. Like Miss Gibson's, may still knock off a chunk of the loot. (Ryland, ASCAP)

**CHUCK MILLER**  
**Cool It, Baby** . . . . . 79  
 MERCURY 70942—A solid showmanly vocal version of the bouncy rock and roll ditty. (Weiss & Barry, BMI)

**Vin, Vam, Vamoose** . . . . . 77  
 Miller warbles with enthusiasm and drive on another lively rock and roll rhythm tune with a strong beat. (Village, BMI)

**JO STAFFORD**  
**Love Me Good** . . . . . 79  
 COLUMBIA 40745—The sharp lyrics and kicky rhythm of this material give Jo Stafford an attractive base from which to work. The singer's fans will appreciate her personable effort here. (Korwin, ASCAP)

**A Perfect Love** . . . . . 75  
 A nostalgic-laden tune from the pic, "The Opposite Sex," is read with warmth and appropriate sentiment. (Robbins, ASCAP)

**THE JODIMARS**  
**Rattle Shakin' Daddy** . . . . . 78  
 CAPITOL 3512—Exuberant warbling by the ex-Bill Haley-ites on a sock rock and roll rhythm item with a powerful beat. (Ardmore, ASCAP)

**Eat Your Heart Out, Annie** . . . . . 78  
 Personable vocal reading by the boys on an amusing rhythm tune with effective lyrics. (Planetary, ASCAP)

**PAT KIRBY**  
**I Keep a Little List** . . . . . 78  
 DECCA 3005—A charming thrushing job by the canary on an appealing ballad with a lilting tempo and attractive lyrics. (Meridian, BMI)

**The Boy With the Greensleeves** . . . . . 72  
 The lovely oldie, "Greensleeves," is handed a so-so new lyric and a sweetly expressive vocal interpretation by TV's Pat Kirby. (Hollybrook, ASCAP)

**RUSTY BRYANT**  
**Honky Tonk Part II** . . . . . 77  
 DOT 15494—Sock instrumental cover version of the Bill Doggett smash can do okay in r.&b., r.&r. and country belts. A good two-sided dance disk for the younger set. (Billace, BMI)

**Lonely Cryin' Heart** . . . . . 76  
 Slower mood piece is fine for jocks, too. (Randy-Smith, ASCAP)

**KAY CARSON**  
**This Man** . . . . . 77  
 CAPITOL 3511—The infectious spiritual standard, "This Train," is dressed up with a new lyric and a sock performance by Kay Carson and Neal Hefti's ork. (Ludlow, BMI)

**Are You Equal to the Task?** . . . . . 75  
 Solid thrushing on a hard-driving rhythm tune with a strong beat. (Taylor, ASCAP)

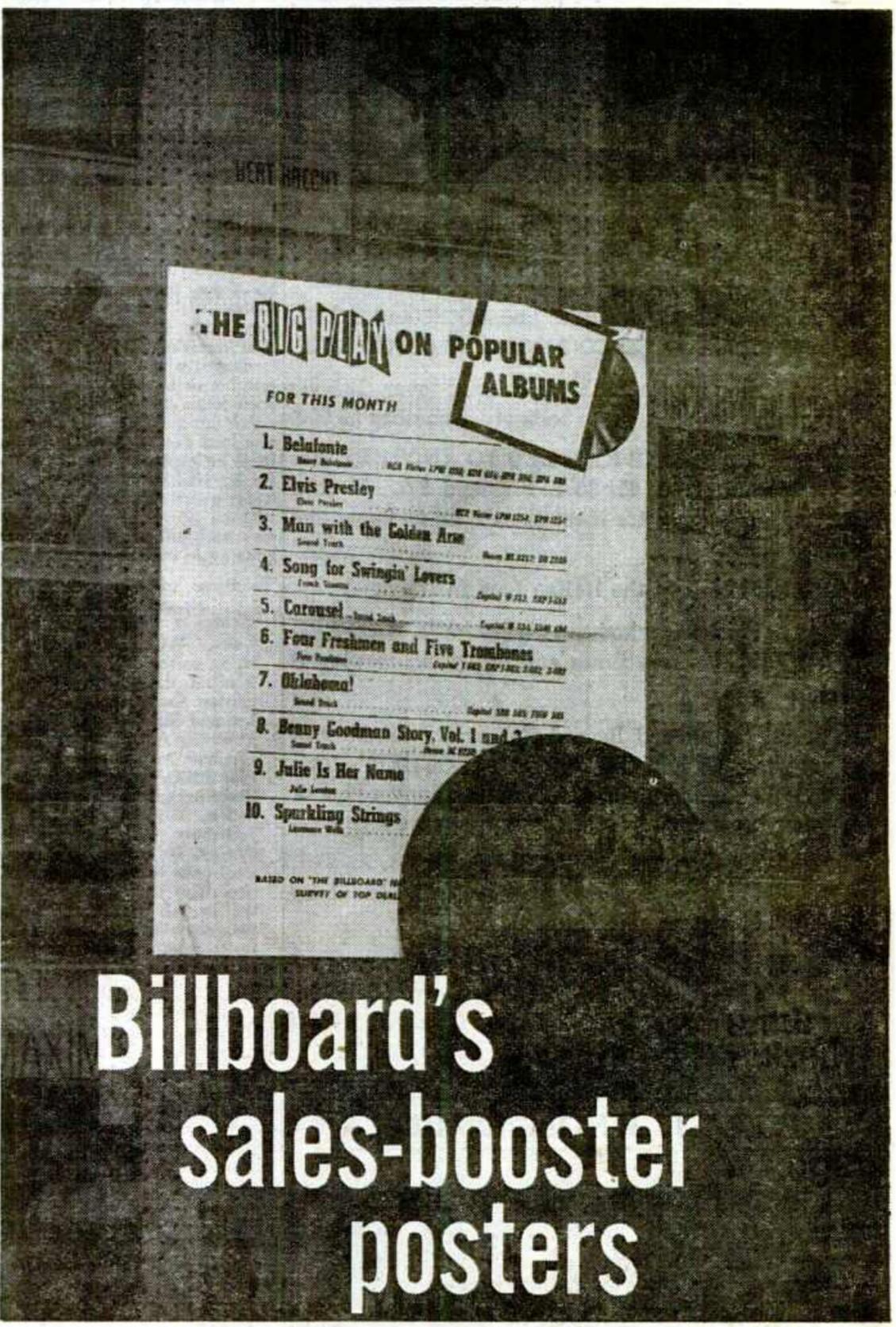
**TOMMY LEONETTI**  
**Secretly** . . . . . 75  
 CAPITOL 3510—Real nice warbling by Leonetti on this ballad, which has promise. Gordon Jenkins ork supplies fine backing. (Leeds, ASCAP)

**Go Buy the Ring** . . . . . 74  
 Pleasant tune saying when you're hooked, go get the ring. Artist adds flavor to the side, and it rates spins. (Republic, BMI)

**BUDDY MORROW ORK**  
**Don't Cry, Joe** . . . . . 76  
 MERCURY 70944—Morrow serves up some interesting deejay wax with a mambo version of the oldie, spotlighting some amusing special-material chatter by Suzanne Stuart and Don Trube. (Harms, ASCAP)

**Teen Polka** . . . . . 73  
 Sprightly polka instrumental side with a swiny, danceable beat. (Big Beat, ASCAP)

**MICKEY MANTLE AND TERESA BREWER**  
**I Love Mickey** . . . . . 76  
 CORAL 61700—Babe Ruth's record  
 (Continued on page 52)



**Billboard's sales-booster posters**

**will help you sell more records!**

**Special introductory offer saves you 50%!**

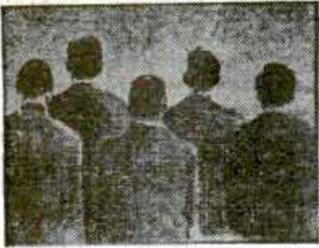
Okay, Billboard, count me in! Send me your Sales Booster Kit twice a month, complete with wall and counter posters for pop singles, albums, artists and music equipment! I understand this coupon entitles me to 24 kits at half price by mailing it before September 15, 1956.

I enclose \$12 in full payment.

To: Merchandising Division, The Billboard,  
 2160 Patterson St., Cincinnati 22, Ohio

NAME \_\_\_\_\_  
 STORE NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

**Mail this order today!**



# THE COASTERS

## Nobody Asked Us But:

The next smash hit, both POP and ROCK and ROLL, will be 'ONE KISS LED TO ANOTHER' (ATCO 6073).

Our pressing plants have shipped over 100,000 records and have had to back order another 50,000.

Attention, D. J.'s: 'ONE KISS LED TO ANOTHER' has been released on 78, 45, 33 1/3, 16 1/2 and 8 1/4. If your station is unequipped for these speeds, let us know and we'll remaster.

It's hard to beat the Italian food in Italy.

We know three girls who have played 'ONE KISS LED TO ANOTHER' three times and are going to play it again tonight.

To all artists and Record Companies thinking of covering 'ONE KISS LED TO ANOTHER.' This tune has been copyrighted 1956 and any cover or other use of this song without the express permission of the copyrighter is lousy.

Bet me the next person you see wearing a blue dress and carrying a copy of 'KISS' is a girl.

Please be patient, European Dists. As soon as we get all the translations from Berlitz you'll be receiving your translated copies of 'ONE KISS LED TO ANOTHER' and 'BRAZIL' (ATCO 6073).

# VOX JOX

By JUNE BUNDY

ELVIS PRESLEY: Deejays are saying plenty about Presley these days, but one thing they evidently can't do is ignore him. Program director-jockey Robin Seymour, WKMH, Detroit, for instance, recently took a stand against playing Presley records on his show, following the singer's controversial appearance on Milton Berle's TV show. However, after receiving "500 letters" from teen-agers who threatened to boycott his show, Seymour wrote an open letter to his erstwhile fans, which appeared on the front page of a local newspaper, "Teen Life." In it he explained that now that Presley was keeping his gyrations under wraps (e.g. his recent guest stint on Steve Allen's show) the rock and roll artist was persona grata again on Seymour's program.

Some of the anti-Presley jocks are rather violent about the whole thing. Terry McGuire, WCMC, Wildwood, N. J., writes: "As a Christian I could not morally justify playing the music of Mr. P. I would like to begin an organization (of deejays) to help eliminate certain wreck and ruin artists." . . . Altho relatively unexcited about the situation, Bob Day, WNIX, St. Johnsbury, Vt., is also anti-Presley. He writes: "Altho we must cater to the public's musical likes to a great extent, we in this business should not, nevertheless, praise and foster what we truly believe to be obviously poor taste."

PRESLEY? WHO HE?: Funniest Presley story this week was sent in by summer replacement jock Pete Berry, WCAW, Gardner, Mass. During a two-week stint for vacationing Bill Kennedy, Berry decided to conduct a "cinch" mystery voice contest, in order to keep Kennedy's audience happy by letting everybody win. Accordingly, Berry chose Elvis Presley (with "Don't Be Cruel") as the "mystery" warbler. However, pens Berry: "To my horror, this rock 'n' roll hot spot (Gardner) was a complete failure. There were flocks of entries, but about 45 per cent had incorrect answers, with some 50 people guessing Gene Vincent; 40, Pat Boone; and there were other answers like Clyde McPhatter, Tony Martin, Perry Como, Bill Haley, Sanford Clark, and Tennessee Ernie Ford. And some of the spelling. Wow! Ellbis, Ilvis, Ervis, Pelvis, Elvin and Prezly, Perslee, Prevel, even Elvin Pelvis."

Significantly, we think this week's happiest pro-Presley note is from gal jockey Sheila Owens, WEIC, Charleston, Ill., who is on the air an hour a day seven days a week. . . . Vox Jox skipped some fem platter promotion execs last month. The Crew Cuts' manager, Fred Strauss, informs us that Amy Morgan has been doing disk duty (and fan club promotion) for the boys since January. Another active fem record plugger is Barbara Baccus of Preferred Representatives, New York. Among women spinners heretofore unmentioned is Mary Lou O'Brien, who doubles as jock and music director at KTBS, Shreveport, La. Miss O'Brien notes: "The trend here seems to be gradually drifting away from the typical rock and roll."

GIMMIX: Program director Scot McCullough, KAKE, Wichita, Kan., celebrated "Benny Goodman Day" August 11 by ordering his deejay staff to play nothing but Goodman disks around the clock. Utilizing its library of 285 Goodman sides, the station programmed

the band leader exclusively (with no repeats) for almost 26 hours. The experiment was received so enthusiastically by listeners, that McCullough has received requests to stage similar "marathons" with Glenn Miller and Tommy Dorsey disks. . . . Altho rock and roll records are not played over KVOA, Tucson, Ariz., Rus Jackson makes good use of r.&r. platters received by handing them out to teen-agers at a local record hop.

Teen-agers are enlisted as programming geniuses at WHEC, Rochester, N. Y., according to jockey Ferland. Every Saturday on his show, "Spins 'n' Needles," Ferland interviews a panel of five youngsters, and asks them to vote for the record they think "most likely to succeed." The winning disk is then spun at least once a day for the next week by every jockey on the station, including Eddie Meath and Bob E. Lloyd.

RATING GRADE: A unique contest is conducted at KNUX, Houston (a top-rated station), as an incentive to boost ratings. The jock who shows the greatest percentage increase in ratings during the next rating period will be rewarded

### YESTERYEAR'S TOPS—

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

AUGUST 31, 1946:

1. To Each His Own
2. Surrender
3. The Gypsy
4. Five Minutes More
5. Doin' What Comes Natur'lly
6. South America, Take It Away
7. They Say It's Wonderful
8. I Got the Sun in the Morning
9. I Don't Know Enough About You
10. Prisoner of Love
11. I Don't Know Why (I Just Do)
12. In Love in Vain
13. Cynthia's in Love
14. If You Were the Only Girl
15. Who Told You That Lie?

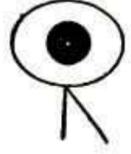
SEPTEMBER 1, 1951:

1. Come On-a My House
2. Because of You
3. Too Young
4. Sweet Violets
5. My Truly, Truly Fair
6. Loveliest Night of the Year
7. I Get Ideas
8. Shanghai
9. In the Cool, Cool, Cool of the Evening
10. Mister and Mississippi

with an all-expenses-paid two-week vacation at a nearby dude ranch. Top-rated spinner in Houston currently is KNUZ's Paul Berlin, while Laura Lee McBride, Ken Grant and Larry Kane are "all within striking distance."

CHANGE OF THEME: Chuck Lay, KYMA, Yuma, Ariz., is moving to KERP, El Paso, Tex. . . . Chuck Lillgren, WDLB, Marshfield, Wis., has started an early morning show, "Morning Express," after four and a half years as a late-night spinner. Chuck Brinkman, formerly with WHHH, Warren, O., is now doing a three-and-a-half-hour morning show over WJER, Dover, O. . . . New spinner at KGGF, Coffeyville, Kan., is Gay Plummer, who pilots "The 690 Club" across the board. . . . John Ademy, ex-jock at WCAO, Baltimore, has switched to WAYE, same city, and is now doing a four-hour afternoon program. . . . Ron Turner, WKMI, Kalamazoo, Mich., has changed his time periods and is now heard from 11 a.m. to 2 p.m. and 6:15-9 p.m. across the board.

# COLUMBIA RECORDS



everything for complete Listening Pleasure

RECORDS • PHONOGRAPHS • NEEDLES  
"Columbia," Trade Mark Reg. U. S. Pat. Off. Marcas Registradas

## TUMBLING TUMBLEWEEDS

by ROGER WILLIAMS  
With Orch. and Chorus  
K 156



## PUBLISHERS SONGWRITERS

Professional Demo Records of your songs. 45 or 78 RPM. Ampex tape-Hi-Fi Disc equipment. 6 different vocalists (male-female). The right combo and singer for any type song. Piano or Organ and Vocal—1 song: \$9.00. Add any or all of these instruments for \$2.50 each per song: Guitar, Clarinet, Steel Guitar, Bass Fiddle, Violin, Drums.  
DEMONSTRATION RECORD CO.  
Box 4, Sta. C, Lincoln, Nebraska

### SO. CALIFORNIA'S NEWEST AND MOST COMPLETE

## ONE STOP

45's . . . . . 60c  
78's . . . . . 65c  
E.P.'s . . . . . 98c  
L.P.'s . . . . . 2.98

MORTY'S MUSIC CENTER  
2775 W. Pico Blvd., L. A., Calif.  
Phone: RE 1-7258-1-7259  
OPEN 7 DAYS A WEEK.

### WHEN IN CHICAGO



300 ROOMS  
BATH or SHOWER

## HOTEL WACKER

\$3.00 UP

5 minutes to Loop.  
Superior 7-1386  
111 W. Huron St.  
700 North

## HOTEL 830

830 N. Michigan Ave. WAbash 2-8411  
200 ROOMS  
(Just south of the Conrad Hilton Hotel)

### WHEN IN BOSTON

It's the

## HOTEL AVERY

Avery & Washington Sts.  
Radio in Every Room

The Home of Show Folk

All the news of your industry every week in The Billboard . . .

**FOR THE WHOLE FAMILY!**

The Ultimate in Long Play Hi-Fi Records  
**FAMILY RECORD ALBUM SAMPLER**  
3016 (12" 33 1/3 RPM)  
fully orchestrated, with vocals.  
\$1.49 retail  
(Liberal discounts to dealers & distributors)

Including:  
ZIPPITY DOO DAH (junior pop) • EAST SIDE, WEST SIDE (henky-tonk piano) • STANDING ON THE CORNER (show tune) • WUNDERBAR (organ) • OLD RUGGED CROSS (hymn) • SILENT NIGHT (carol) • BLUE DANUBE WALTZ • BAILANDO CHA CHA CHA • MI MERENGUE • VIRGIN ISLANDS MAMBO • STAND UP (lindy) • SO DOGGONE LONESOME (western)

Much more for your money on Today's Records  
Write or phone for distributor in your area  
**TODAY'S RECORDS**  
50 East 11th Street  
New York 3, N. Y.  
GRAMercy 5-2526  
Some additional distributor territories still available.

**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 938

Name \_\_\_\_\_  
Occupation or title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### C&W Best Sellers in Stores

For survey week ending August 22

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

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price.....	1	13
You Done Me Wrong (BMI)—Col 21510		
2. HOUND DOG (BMI)—E. Presley.....	3	5
DON'T BE CRUEL (BMI)—Vic 20-6604		
3. I WALK THE LINE (BMI)—J. Cash.....	2	13
Get Rhythm (BMI)—Sun 241		
4. SEARCHING (BMI)—K. Wells.....	4	9
I'd Rather Stay Home (BMI)—Dec 29956		
5. I WANT YOU, I NEED YOU, I LOVE YOU, (BMI)—	5	14
E. Presley.....		
MY BABY LEFT ME (BMI)—Vic 20-6540		
6. BE-BOP-A-LULA (BMI)—C. Vincent.....	6	9
Woman Love (BMI)—Cap 3450		
7. SWEET DREAMS (BMI)—F. Young.....	7	11
Until I Met You (BMI)—Cap 3443		
8. YOU ARE THE ONE (BMI)—C. Smith.....	9	6
DOORSTEP TO HEAVEN (BMI)—Col 21522		
9. I TAKE THE CHANCE (BMI)—J. E. & M. Brown....	8	13
Goo Goo Dada (BMI)—Vic 20-6480		
10. ANY OLD TIME (BMI)—W. Pierce.....	12	5
We'll Find a Way (BMI)—Dec 29974		
11. MY LIPS ARE SEALED (BMI)—J. Reeves.....	14	4
Pickin' a Chicken (BMI)—Vic 20-6517		
12. HEARTBREAK HOTEL (BMI)—E. Presley.....	10	27
I Was the One (BMI)—Vic 20-6420		
13. CONSCIENCE I'M GUILTY (BMI)—H. Snow.....	11	5
Hula Rock (BMI)—Vic 20-6578		
14. YOU DON'T KNOW ME (BMI)—E. Arnold.....	—	1
Rockin' Mockin' Bird (BMI)—Vic 20-6502		
15. BOPPIN' THE BLUES (BMI)—C. Perkins.....	15	6
All Mama's Children (BMI)—Sun 243		

### Most Played C&W by Jockeys

For survey week ending August 22

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

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS—R. Price.....	1	15
Col 21510—BMI		
2. I WALK THE LINE—J. Cash.....	2	13
Sun 241—BMI		
3. SWEET DREAMS—F. Young.....	3	10
Cap 3443—BMI		
4. DON'T BE CRUEL—E. Presley.....	5	3
Vic 20-6604—BMI		
5. SEARCHING—K. Wells.....	4	8
Dec 29956—BMI		
6. YOU ARE THE ONE—C. Smith.....	6	9
Col 21522—BMI		
7. I TAKE THE CHANCE—J. E. & M. Brown.....	9	19
Vic 20-6480—BMI		
8. HOUND DOG—E. Presley.....	8	3
Vic 20-6604—BMI		
9. MY LIPS ARE SEALED—J. Reeves.....	11	8
Vic 20-6517—BMI		
10. YOU GOTTA BE MY BABY—G. Jones.....	—	1
Starday 247—BMI		
11. ANY OLD TIME—W. Pierce.....	7	7
Dec 29974—BMI		
12. CONSCIENCE, I'M GUILTY—H. Snow.....	—	1
Vic 20-6578—BMI		
13. I WANT YOU, I NEED YOU, I LOVE YOU	—	11
E. Presley.....		
Vic 20-6540—BMI		
14. I'M SO IN LOVE WITH YOU—Wilburn Brothers....	12	4
Dec 29887—BMI		
15. YOU DON'T KNOW ME—E. Arnold.....	—	1
Vic 20-6502		

### Most Played C&W in Juke Boxes

For survey week ending August 22

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

This Week	Last Week	Weeks on Chart
1. I WALK THE LINE (BMI)—J. Cash.....	1	10
GET RHYTHM (BMI)—Sun 241		
2. CRAZY ARMS (BMI)—R. Price.....	2	10
You Done Me Wrong (BMI)—Col 21510		
3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—	3	14
E. Presley.....		
My Baby Left Me (BMI)—Vic 20-6540		
4. DON'T BE CRUEL (BMI)—E. Presley.....	5	3
HOUND DOG (BMI)—Vic 20-6604		
5. SEARCHING (BMI)—K. Wells.....	4	8
I'd Rather Stay Home (BMI)—Dec 29956		
6. BE-BOP-A-LULA (BMI)—C. Vincent.....	6	5
Woman Love (BMI)—Cap 3450		
7. I'VE GOT FIVE DOLLARS (BMI)—F. Young.....	7	6
You're Still Mine (BMI)—Cap 3369		
8. SWEET DREAMS (BMI)—F. Young.....	7	6
Until I Met You (BMI)—Cap 3443		
8. ANY OLD TIME (BMI)—W. Pierce.....	10	5
WE'LL FIND A WAY (BMI)—Dec 29974		
10. SO DOGGONE LONESOME (BMI)—J. Cash.....	—	15
Folsom Blues Prison (BMI)—Sun 232		

### Reviews of New C&W Records

**SONNY BURGESS**  
We Wanna Boogie ..... 83  
SUN 247—Jumping, pounding boogie is shouted and orked with plenty of spirit. Wild side should get plenty of Southern action, r.&b.-wise too. (Hi-Lo, BMI)  
Red-Headed Woman... 80  
An equally wild opus. A coupling to watch. (Hi-Lo, BMI)

**GEORGE MORGAN**  
Stay Away From Me, Baby ..... 81  
COLUMBIA 21548 — "If you want marriage and all the trimmings, stay away from me, says Morgan, in this humorous, catchy tune. Should be good material for jukes and jocks and should move in the stores. (Acuff-Rose, BMI)  
Now You Know... 78  
Artist warbles this country weeper with sincerity and comes up with a strong coupling. (Acuff-Rose, BMI)

**SKEETS McDONALD**  
You Gotta Be My Baby ..... 78  
CAPITOL 3525—An attractive cover of George Jones' recent hit. McDonald brings out the humor of this material with a knowing touch. Some territories that did not exploit the Jones disk could still do a good job on this. (Starrite, BMI)  
Somebody... 75  
A fair-to-middlin' ballad which McDonald styles appealingly. Moderate play—and sales—predicted. (Central, BMI)

**CURTIS GORDON**  
Play the Music Louder ..... 77  
MERCURY 70933—A guy crashes a party to drown his sorrow. A showmanly vocal by Gordon on a jaunty rhythm-novelty with clever lyrics. (Tree, BMI)  
Hey, Mr. Sorrow... 76  
Plaintive warbling stint on a moving weeper with interesting lyrics. (Tubb, BMI)

**WYNN STEWART**  
The Keeper of the Keys ..... 76  
CAPITOL 3515—Sincere warbling on this slow love ballad where God winds up as the keeper of the keys proves to be a fine entry for Stewart and good for sales and spins. (Vido, ASCAP)  
Slowly But Surely... 74  
Stewart is losing his girl at a pace described in title. Has a stop and go beat which is effective. (Central, BMI)

**BILLY RILEY**  
Trouble Bound ..... 75  
SUN 245—She left him and he's now trouble bound. Artist sells this strong tune effectively and has great backing. Could do well in all fields. (Hi-Lo, BMI)  
Rock With Me, Baby... 74  
Riley, in a fine performance, presents another country rock and roll item with know-how. Should pull its share of coin. (Hi-Lo, BMI)

**LOUISE DUNCAN**  
Gossip ..... 75  
CAPITOL 3524 — The thrush sings with pathos on a moving wailer with a strong assist from an unbilled male narrator. (Baffield Music, BMI)  
Wherever You Are... 73  
Appealing thrushing on a pretty ballad. However, flip is better showcase for her talents. (Baffield Music, BMI)

**GEORGE AND EARL**  
Remember and Regret ..... 75  
MERCURY 70935—The boys warble with sincerity and warmth on a personable ditty which poses the problem of whether it's better to "forgive and forget or remember and regret." (Starrite, BMI)  
Eleven Roses... 72  
An attractive rhythm tune with a catchy beat is handed a polished vocal by George and Earl. (Marmor, BMI)

**MALCOLM YELVINGTON**  
Rockin' With My Baby ..... 74  
SUN 246—Yelvington is one of the more recent of Sun's string of talented rockabilies. This lumber refers to many of the r.&r. hits. May not break out of the territories. (Hi-Lo, BMI)  
It's Me, Baby... 73  
Slower blues side offers a good-enough warble. (Hi-Lo, BMI)

**GEORGE HAMILTON IV**  
A Rose and a Baby Ruth ..... 74  
COLONIAL 420—All that was in his jeans was a rose and a candy bar—so that was his gift to her. Hamilton, in fine voice, warbles this slow country love ballad sincerely. Could catch on. (Bentley, BMI)  
If You Don't Know... 73  
Cute "modern" country tune in which Hamilton sports a '56 Ford De luxe. Lyrics are catchy and artist does well on this side. Should rate jockey spins. (Bentley, BMI)

**FLOYD TILLMAN**  
Baby, I Just Want You ..... 73  
SARG 137—Here is a country ballad with a good beat and artist turning in a fine performance. Should rate sales and spins. (L & Q, BMI)  
Save a Little for Me... 69  
Tillman warbles this pleasant tune

(Continued on page 52)

### This Week's C&W Best Buys

**I'M A ONE-WOMAN MAN** (Cedarwood, BMI)—Johnny Horton—Columbia 21538—Somewhat like his last big hit—"Honky Tonk Man"—this release started off rather quietly, but has gradually become a powerful chart contender. This week it made an appearance on the Houston territorial chart and was also selling well in Nashville, Dallas, Durham and Birmingham. Flip is "I Don't Like I Did" (Golden West, BMI).

**THE MOTHER OF A HONKY TONK GIRL** (Tannen, BMI)—Jim Reeves and Carol Johnson—RCA Victor 6620—A fast mover, this disk has been available in most areas only two weeks and yet is making strong impact. Not only were traditional Southern markets seeing nice volume, good reports were also returned from the West Coast and important Midwestern sources. Flip is "According to My Heart" (Cedarwood, BMI).

### Review Spotlight on . . . C&W RECORDS

#### THE LOUVINS

Cash on the Barrel Head (Acuff-Rose, BMI)  
You're Running Wild (Acuff-Rose, BMI)—Capitol 3523—Here's a record that will probably not be denied its place on the charts. The boys produce two strong sides, with Ira Louvin as the featured lead on "Cash," a bouncy, country novelty with yock lyrics. Both harmonize on the flip, a slow ballad in traditional style with fancy strumming.

#### JANIS MARTIN

My Boy Elvis (Hill & Range, BMI)  
Little Bit (RFD, ASCAP)—RCA Victor 6652—Two strong sides here too. "My Boy Elvis," for obvious reasons, figures to get initial attention. Flip is another fine country rock and roll effort by the 16-year-old chirp. Both sides have pop possibilities.

#### GENE VINCENT

Gonna Back Up Baby (Fairway, BMI)  
Race With the Devil (Central, BMI)—Capitol 3530—Vincent with Presley-styled vocal and echo chamber, has a double-sided entry with pop potential. Solid instrumental backing with hypnotic beat on two country-style rockers makes for a sock coupling. A likely follow-up too.

### C&W Territorial Best Sellers

For survey week ending August 22

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. Don't Be Cruel, E. Presley, Vic.
2. Crazy Arms, R. Price, Col.
3. Be-Bop-a-Lula, G. Vincent, Cap.
4. Hound Dog, E. Presley, Vic.
5. My Lips Are Sealed, J. Reeves, Vic.
6. Boppin' the Blues, C. Perkins, Sun

#### Charlotte

1. Crazy Arms, R. Price, Col.
2. Searching, K. Wells, Dec.
3. Don't Be Cruel, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. Hound Dog, E. Presley, Vic.
7. I Take It Chance J. E. & M. Brown, Vic.
8. My Lips Are Sealed, J. Reeves, Vic.
9. Sweet Dreams, F. Young, Cap.

#### Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Don't Be Cruel, E. Presley, Vic.
5. Hound Dog, E. Presley, Vic.
6. Honky Tonk Man, J. Horton, Col.
7. Sweet Dreams, F. Young, Cap.
8. Waltz of the Angels, L. Frizzell, Col.
9. Conscience I'm Guilty, H. Snow, Vic.
10. Searching, K. Wells, Dec.

#### Houston

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. You Gotta Be My Baby, G. Jones, Sdy.
6. I'm a One Woman Man, J. Horton, Col.
7. Be-Bop-a-Lula, G. Vincent, Cap.
8. Sweet Dreams, F. Young, Cap.

#### Memphis

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Don't Be Cruel, E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. I Take the Chance J. E. & M. Brown, Vic.
6. How Far Is Heaven, K. Wells, Dec.
7. Tryin' to Forget the Blues P. Wagoner, Vic.

#### Nashville

1. I Walk the Line, J. Cash, Sun
2. Crazy Arms, R. Price, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. I'm So in Love With You Wilburn Brothers, Dec.
5. My Lips Are Sealed, J. Reeves, Vic.
6. Sweet Dreams, F. Young, Cap.

#### New Orleans

1. Searching, K. Wells, Dec.
2. I Walk the Line, J. Cash, Sun
3. Any Old Time, E. Arnold, Vic.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Crazy Arms, R. Price, Col.

#### Richmond, Va.

1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Searching, K. Wells, Dec.
4. I Walk the Line, J. Cash, Sun
5. Hound Dog, E. Presley, Vic.
6. Onie's Bop, O. Wheeler, Col.
7. Sweet Dreams, F. Young, Cap.

#### St. Louis

1. Hound Dog, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. Sweet Dreams, F. Young, Cap.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Searching, K. Wells, Dec.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Crazy Arms, R. Price, Col.

### LEE JONES

is COOL in her latest recording of **COOL, COOL DADDY** and TERRIFIC in MY WANDERING SWEETHEART

Limited Distributorships in South and Southwest Available.

### FLAME RECORDS

904 Main St., Suite 415, Cincinnati, Ohio  
Phone: DUNbar 1-1234

A GREAT COUNTRY DUET  
Wilma Lee & Stony Cooper

"CHEATED TOO"  
HICKORY-1051

Vee-Jay #204  
**"JO JO"**  
 b/w  
**"OH, WHAT A NIGHT!"**  
 by The Dells  
 VEE-JAY Records, Inc.  
 2129 S. Michigan Ave. Chicago  
 Phone: CAumel 5-6141

A SOLID HIT!  
 B. B. KING  
**SWEET LITTLE ANGEL**  
 b/w  
**BAD LUCK**  
 #468  
**RPM RECORDS**  
 9317 W. Washington Blvd. • Culver City, Calif.

IT'S HERE! IT'S BIG!  
 The **LAST** Record on  
 THE IMMORTAL  
**JOHNNY ACE**  
**"STILL LOVE YOU SO"**  
 b/w "Don't You Know"  
 Duke #154  
**DUKE RECORDS**  
 2809 Erastus St. Houston 26, Texas

Watch This Record Zoom  
 THE HARPTONES  
 THAT'S THE WAY  
 IT GOES  
 b/w  
**THREE WISHES**  
 Rama 203  
 Their first release on the RAMA label.  
**RAMA RECORDS**  
 220 West 42nd St. N.Y.C.

Watch This One!  
**WILBERT HARRISON**  
**"CONFESSIN' MY DREAM"**  
 b/w  
**"THE WAY I FEEL"**  
 Savoy #1198  
**SAVOY RECORD CO.**  
 59 MARKET ST. NEWARK, N. J.

**EARTH ANGEL**  
 The Penguins  
 #348  
**DOOTONE RECORDS**  
 572 SOUTH CENTRAL AVE. LOS ANGELES, CALIF.

ADVERTISERS  
 know exactly what  
**THE BILLBOARD**  
 delivers because The Billboard is a  
 member of the Audit Bureau of  
 Circulations.

### R&B Territorial Best Sellers

For survey week ending August 22

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
1. Let the Good Times Roll Shirley & Lee, Ala.
  2. Flying Saucer Buchanan & Goodman, Lun.
  3. Rip It Up, Little Richard, Spa.
  4. I Love You, Baby, J. Reed, VJ
  5. Stranded in the Jungle, Cadets, Mod.
  6. When My Dreamboat Comes Home F. Domino, Imp.
  7. Bad Luck, B. B. King, RPM
  8. Up on a Mountain, Magnificents, VJ
  9. Tore Up Over You, Midnighters, Fed.
  10. It's Too Late, C. Willis, Atl.

- Charlotte**
1. Let the Good Times Roll Shirley & Lee, Ala.
  2. Flying Saucer Buchanan & Goodman, Lun.
  3. My Prayer, Platters, Mer.
  4. Don't Be Cruel, E. Presley, Vic.
  5. Hound Dog, E. Presley, Vic.
  6. It's Too Late, C. Willis, Atl.
  7. Honky Tonk, B. Doggett, Kng.
  8. In the Still of the Night, Satins, Emb.
  9. Soldier of Fortune, Drifters, Atl.
  10. Only Time Will Tell, B. Charles, Chs.

- Chicago**
1. My Prayer, Platters, Mer.
  2. It's Too Late, C. Willis, Atl.
  3. Hound Dog, E. Presley, Vic.
  4. Be-Bop-a-Lula, G. Vincent, Cap.
  5. Flying Saucer Buchanan & Goodman, Lun.
  6. Don't Go No Further, M. Waters, Chs.
  7. Rip It Up, Little Richard, Spe.
  8. I Want You, I Need You, I Love You E. Presley, Vic.

- Cincinnati**
1. It's Too Late, C. Willis, Atl.
  2. My Prayer, Platters, Mer.
  3. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
  4. Up on a Mountain, Magnificents, VJ
  5. Let the Good Times Roll Shirley & Lee, Ala.
  6. Fever, L. W. John, Kng.
  7. Rip It Up, Little Richard, Spe.
  8. When My Dreamboat Comes Home F. Domino, Imp.

- Detroit**
1. It's Too Late, C. Willis, Atl.
  2. Pleadin' for Love, L. Birdsong, Exc.
  3. Don't Go No Further, M. Waters, Chs.
  4. Don't Let It End This Way E. Morris, Pea.
  5. Soft Winds, D. Washington, Mer.
  6. Hound Dog, E. Presley, Vic.

- Los Angeles**
1. Honky Tonk, B. Doggett, Kng.
  2. My Prayer, Platters, Mer.

- New Orleans**
1. It's Too Late, C. Willis, Atl.
  2. Let the Good Times Roll Shirley & Lee, Ala.
  3. So-Long, F. Domino, Imp.
  4. Flying Saucer Buchanan & Goodman, Lun.
  5. Rip It Up, Little Richard, Spe.
  6. When My Dreamboat Comes Home F. Domino, Imp.
  7. Bad Luck, B. B. King, RPM

- New York**
1. Fever, L. W. John, Kng.
  2. In the Still of the Night, Satins, Emb.
  3. Casual Look, Six Teens, Flp.
  4. Please, Please, Please, J. Brown Fed.
  5. I Want You, I Need You, I Love You E. Presley, Vic.

- Philadelphia**
1. Honky Tonk, B. Doggett, Kng.
  2. It's Too Late, C. Willis, Atl.
  3. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
  4. Fever, L. W. John, Kng.
  5. My Prayer, Platters, Mer.
  6. Candy, Big Maybelle, Sav.

- St. Louis**
1. Bad Luck, B. B. King, RPM
  2. It's Too Late, C. Willis, Atl.
  3. Pleadin' for Love, L. Birdsong, Exc.
  4. Don't Go No Further, M. Waters, Chs.
  5. Fever, L. W. John, Kng.
  6. When My Dreamboat Comes Home F. Domino, Imp.
  7. Flying Saucer Buchanan & Goodman, Lun.
  8. Let the Good Times Roll Shirley & Lee, Ala.

- Washington, D. C.**
1. It's Too Late, C. Willis, Atl.
  2. Fever, L. W. John, Kng.
  3. Hound Dog, E. Presley, Vic.
  4. Let the Good Times Roll Shirley & Lee, Ala.
  5. My Prayer, Platters, Mer.
  6. Please, Please, Please, J. Brown Fed.
  7. Fool, S. Clark, Dot
  8. In the Still of the Night, Satins, Emb.
  9. Treasure of Love, C. McPhatter, Atl.
  10. Up on a Mountain, Magnificents, VJ

### RHYTHM-BLUES NOTES

By GARY KRAMER

The "low down Southern blues," whose current widespread popularity was touched on in this column last week, has long been a specialty of the house of Chess out Chicagoway. Along the "Chess-Checker axis" (going from Chicago over to the Mississippi River down thru St. Louis, Memphis and New Orleans) the Chess brothers, Phil and Leonard, have built a strong market demand for the distinctive sounding disks they create. Today, however, it is not unusual to find New York, Philadelphia, Cleveland or Los Angeles doing an even bigger job on a "low down Southern blues" than New Orleans.

Currently, Muddy Waters' "Don't Go No Further" and Billy Stewart's "Billy's Blues" are big Northern sellers, with teen-agers showing more and more of a sweet tooth for this kind of disk. "It's the beat—and the sound," explained Phil Chess on the phone this week. "They may not understand the lyrics, but they respond to the beat." In passing, Chess laid claim to the "fun-kiest" sound on any disk around today. It's Gene Barge's "Country." Any contest? . . . To show how commanding the position of the Southern market can be today, James ("Please, Please, Please") Brown has had a hit and several other good sellers and still made no appearance in the North.

Two big r.&b. shows, with overlapping schedules, promise to create excitement aplenty the next few days in the New York area. Tommy (Dr. Jive) Smalls opened August 24 at the Apollo Theater

for a week with a line-up that included the Clovers, Big Maybelle, Claudia Swann, Bo Diddley, the Valentines, the Five Satins, Charlie and Ray and the Channels. On August 29, Alan Freed parts curtains on his "Second Anniversary Rock and Roll" show at the Brooklyn Paramount Theater. Fats Domino is the main attraction, followed by Joe Turner, Frankie Lymon and the Teen-Agers, the Penguins, the Harptones, the Clef-tones, Mabel King and others.

Claudia Swann's Apollo Theater engagement is her first since leaving the Buddy Griffin band, of which she was featured vocalist a number of years. The Shaw agency is now setting up dates for Miss Swann as a single, and negotiating with several diskeries who want her on their labels. . . . The Apollo will also be the scene of a presentation of a gold disk to the Ward Singers on August 30 by Herman Lubinsky, of Savoy Records. By coincidence the Newark mogul not only celebrates his birthday on the 30th but also the 10th anniversary of his signing Clara Ward and her famed "spiritual group."

Cleffer-manager Buck Ram's "Happy Music Show," which stars the Platters, is being flown from New York to Buffalo September 15 in a plane chartered by Buffalo disk jockey Frank Ward, of Station WWOL. The troupe, which includes Shirley Gunter, the Flairs, the Penguins, Young Jessie, Dolly Cooper and Joe Houston will perform that night on Ward's telethon to raise funds locally for the Muscular Dystrophy Drive.

### This Week's R&B Best Buys

**BUBBINS ROCK** (Armo, BMI)—Bill Doggett and Earl Bostic—King 4954—Spurred by the current run-away success of "Honky Tonk," this Doggett-Bostic essay is moving out quickly. Juke box operators, always easy touches for Doggett and Bostic anyway, have been particularly quick on the draw. Retail reports are also very good, particularly in St. Louis, Cleveland, Pittsburgh and Detroit. Flip is "Indiana" (Shapiro-Bernstein, ASCAP).

### Review Spotlight on . . . R&B RECORDS

**LITTLE WILLIE JOHN**  
 My Nerves (Armo, BMI)—King 4960—As a "Fever" climbs when the patient is exposed, so should this powerful dose of Little Willie John. In "Nerves," he explains that he is becoming a total wreck from the ravages of love and does it in an intense, dynamic performance that ranks with his best. In the flip, "Do Something for Me" (Jay & Cee, BMI), he sings from deep down inside on a change-of-pace ballad.

**LITTLE WALTER**  
 Just a Feeling (Arc, BMI)—Checker 845—Artist puts his all into a Southern blues which registers because of its wailing arrangement and sincerity. A side that's on a par with his past top performances and a strong entry in this field. The flip, "Teen-Age Beat" (Arc, BMI), is a relaxed, danceable instrumental.

**LAVERN BAKER**  
 I Can't Love You Enough (Progressive, BMI)—Atlantic 1104—Miss Baker offers a ballad set to a brisk rock and roll beat, and styled so that the singer's pop and r.&b. following will be equally pleased. On the flip, "Still" (Progressive, BMI), thrush also has an attractive ballad with a pretty melody.

**THE TEEN QUEENS**  
 Red Top (Cherio, BMI)  
 Love Sweet Love (Roosevelt, BMI)—RPM 470—Group produces two exciting sides that will appeal to both their pop and r.&b. followers. The familiar rhythm opus "Red Top" is given a thoro vocal going-over by the girls and they belt it home with a few licks that jazz fans will dig. A swinging number. Strong rhythm charges the flip for a slick job that moves from start to finish.

**ETTA (MISS PEACHES) JAMES**  
 Tough Lover (Modern, BMI)  
 Fools We Mortals Be (Modern, BMI)—Modern 998—This strong two-sided disk could put Miss James right back in the big money. In "Tough Lover" she describes her irresistible lover in an up-tempo with a repeated melodic figure. On the flip, she shouts a blues-weep and is extremely effective. Thorough, exciting performances.

### Reviews of New R&B Records

**HOWLIN' WOLF**  
 I Asked for Water . . . . .83  
 CHESS 1632—Artist sings this Southern-style blues with feeling and his usual impact. (Arc, BMI)  
 So Glad . . . . .78  
 Wolf does his "howlin'" in very effective manner on this one which has fine backing and a good beat. Could be a good one, particularly in Southern territories. (Arc, BMI)

**WILBERT HARRISON**  
 Confessin' My Dream . . . . .81  
 SAVOY 1198—Both sides of this disk are pulsating, insistent chants whose very monotony could be their biggest point of appeal. Definitely a disk to watch. (Crossroads, BMI)  
 The Way I Feel . . . . .81  
 As above. (Crossroads, BMI)

**JOHNNY (GUITAR) WATSON**  
 Love Me, Baby . . . . .80  
 RPM 471—Watson, a blues singer who has some of the qualities of both Ray Charles and Fats Domino, has a strong hunk of material here set to a powerful rocking beat. Could be a big seller if given the exposure it deserves. (Modern, BMI)  
 She Moves Me . . . . .79  
 The singer projects a terrific sense of humor on this side. He milks the material effortlessly for plenty of laughs. Two interesting sides. (Modern, BMI)

**THE HEARTS**  
 He Drives Me Crazy . . . . .79  
 BATON 228—Gal group, with lusty lead singer, puts down a rocking shout with a deft dance beat. Side has a chance with heavy exposure. (Dare, BMI)  
 I Had a Guy . . . . .71  
 Torchy group ballad doesn't offer anything distinctive. (Dare, BMI)

**ANNIE LAURIE**  
 Rockin' and Rollin' Again . . . . .78  
 SAVOY 1197—Powerful thrush serves notice of a comeback. Side is a rocking shout that can make some loot. (Crossroads, BMI)  
 You Promised Love . . . . .77  
 Another potent piece of chirping, this time on a blues-ballad, with group backing. (Crossroads, BMI)

**LITTLE JIMMY SCOTT**  
 If You Only Knew . . . . .77  
 SAVOY 1199—Light, swingy tune is chanted with boyish charm by Scott.

Will register with the fans. (Crossroads, BMI)  
 Guilty . . . . .74  
 Scott warbles with great feeling on the standard, but slow tempo and thin backing don't uphold interest.

**ANN COLE**  
 My Tearful Heart . . . . .76  
 BATON 229—Miss Cole, a fine talent, shouts a good enough torcher with style and power. Material doesn't really stand out, but she makes the most of it. (Hill & Range, BMI)  
 I'm Waiting for You . . . . .76  
 Blues wailer comes off equally well. Good band backing. (Dare, BMI)

**EDDIE BO**  
 I Cry Oh . . . . .75  
 APOLLO 499—Talented warbler continues to turn out good performances. If this one gets the proper exposure, it can sell. Side is a jumper. (Bess, BMI)  
 My Heart Was Meant for You . . . . .74  
 Another good job, this time on a hymn-like ballad. (Bess, BMI)

**THE PENGUINS**  
 Earth Angel . . . . .75  
 MERCURY 70943—A new waxing of the group's first hit. The arrangement is a fresh one and the group offers a few interesting variations on the original. It's a fine job, but whether lightning can strike twice in the same place is doubtful. (Williams, BMI)  
 Ice . . . . .74  
 A humorous fast tempo swinger, in  
 (Continued on page 51)

**SMASH HIT!**  
**THE FOOL**  
 by  
**The GALLAHADS**  
 Jubilee 5252  
**JUBILEE RECORDS**  
 1650 Broadway New York City

R&B Best Sellers in Stores

For survey week ending August 22

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.

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Chart Position. Includes songs like 'Honky Tonk', 'My Prayer', 'Fever'.

Most Played R&B by Jockeys

For survey week ending August 22

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 5 columns: Rank, Title, Artist, Weeks on Chart, Chart Position. Includes songs like 'Let the Good Times Roll', 'Don't Be Cruel', 'It's Too Late'.

Most Played R&B in Juke Boxes

For survey week ending August 22

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.

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Chart Position. Includes songs like 'Fever', 'My Prayer', 'I'm in Love Again'.

Reviews of New R&B Records

Continued from page 50

which the lead details some of his romantic experiences. A cute novelty that will please the group's fans. (Antler, ASCAP)

THE FALCONS This Day...74 MERCURY 70940-The boys sell an appealing ballad with sincerity and feeling. Excellent work by lead singer. (Pure, BMI)

VOCALTONES My Version of Love...73 APOLLO 497-Competent performance helps along an extremely fancy-schmancy ballad. This may find some takers. (Bess, BMI)

JUNIOR PARKER Mother-in-Law Blues...73 DUKE 157-Parker swears that he's not going to get drunk anymore after he sees his baby leave him.

PHIL FLOWERS Honey Chile...72 HOLLYWOOD 1065-Flowers belts out a fine brand of blues with the Batmen contributing excellent backing.

JOE LYONS What's New With You...69 Solid rhythm with Lyons and his Arrows swinging it out and the Batmen again adding hefty background.

MABEL KING Symbol of Love...71 RAMA 204-Thrush, whose initial release showed great promise, slips off pace in this pop-country style waltz.

SCOTTY MANN Just a Little Bit of Loving...70 PEACOCK 1665-Mann offers a fine rockin' side with exciting backing. Lots doing here with good persistent beat.

CHARLIE AND ROSIE Don't Call the Wagon...69 (Cause Nothin's Wrong With Me) VICTOR 6634-The duo, with group backing, sings this rhythmic side competently but don't create that much excitement.

THE TYRONES My Rock 'n' Roll Baby...68 MERCURY 70939-A high-spirited rock and roll take-off on the lullaby oldie "Rockaby Baby" (now in p.d.) with new lyrics. (GIL, BMI)

THE PYRAMIDS Okay, Baby!...67 DAVIS 453-Little on this makes it stand out. There's a rhythmic beat but the lyric idea and delivery are uninspiring. (Davis, ASCAP)

JIMMY McCracklin I Wanna Make Love to You...67 IRMA 102-First release of this new label features a powerful shout, Jimmy McCracklin, who blasts the message home here with real force.

THE KEYNOTES Now I Know...66 APOLLO 498-A handsomely styled ballad by this male group, with a particularly sharp job by the lead.

Tricky beat rhythm gives a special kick to the material. (Bess, BMI) Zup, Zup (Ooh, You Dance So Nice)...64 Again lead and tricky beat backing impress, but material is less potent. (Bess, BMI)

EDDIE LANG Come On Home...65 RPM 466-Lang makes the obvious plea to the lady who left but it wouldn't be likely to change her mind. (Modern, BMI)

THE TONETTES Don't Fall in Love Too Soon...65 MODERN 997-Group chants a rhythm number of moderate appeal. Backing is frequently more exciting than the vocalizing. Doubtful candidate for much of a play. (Simon House, BMI)

THE CLOUDS Rock and Roll Boogie...61 COBRA 5001-A spirited, but unpolished performance of a so-so jump opus. (Armel, BMI)

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ABC-Paramount, Apollo, Atlantic, etc.

NEW RELEASES Spirituals 'The Lord Bless My Soul' 'Up to Sweet Heaven' by Edna Gallman Cooke Blues 'Teeny Weeny Baby' 'Queer Feelin'' by Rudy Green 'Give It Up' (Or Tell Where It's At) 'If I Had My Life to Live Over' by Vince Monroe WRITE WIRE PHONE NASHBORO RECORD CO., INC.

BREAKING WIDE OPEN IN BOSTON! 'BLUE JEAN SHUFFLE' A Rockin' Instrumental by PLAS 'Last Call' JOHNSON Tampa 116 TAMPA RECORDS, INC. 2628 W. Pico, Los Angeles, Calif.

Breaking Wide Open MICKEY AND SYLVIA WALKIN' IN THE RAIN and NO GOOD LOVER G/46-0164 GROOVE A PRODUCT OF RADIO CORPORATION OF AMERICA 155 E. 24 ST., NEW YORK, N. Y.

FEVER! FEVER! FEVER! Best Selling R&B records Across the Board-Billboard Stores-Jukes-Jocks. #1002 "FEVER" c/w "Cow Cow Blues" by Little Brother Montgomery and His Combo.

SAVE MORE MONEY MAKE MORE MONEY Subscribe to The Billboard TODAY!

# Reviews of New Pop Records

Continued from page 47

may be in jeopardy but all other pop singers can rest as Mantle enters the disk field. Miss Brewer sings her love for the Yankee slugger, but Mantle's part is weak and material weaker. (Willow, ASCAP)

**Keep Your Cotton Pickin'**  
Paddies Offa My Heart...71  
Chick, without Mantle, sings a novelty tune which fails to reach her batting average on previous disks. (Willow, ASCAP)

**VOICES OF WALTER SCHUMANN**  
**If I Had My Druthers**...76  
VICTOR 6618—The chorus has a good time with this whimsical novelty. Its arrangement and swingy, bouncy beat help drive home the humor and the fun. Good programmer for deejays. (Commander, ASCAP)

**And Then I Met Yvette**...69  
Here is a tune with a kind of perky charm and a cute "guy meets gal" story. (Jay, ASCAP)

**GUY LUYPAERTS ORK**  
**Alabama Bound**...75  
DECCA 30011—Smooth, dreamy stringed instrumental version of the rhythmic oldie by the European orkster. Both sides are from his LP, "Holiday in the South." Fine jockey wax. (Shapiro-Bernstein, ASCAP)

**Carolina in the Morning**...75  
Same comment. (Remick, ASCAP)

**EDDY HOWARD**  
**Never, Never, Never**...74  
MERCURY 70946—Singer is back with a pleasant ballad of modest appeal. Nicely delivered. (Lakeshore, ASCAP)

**Thank You, Lord**...74  
Gospel-type beat for good effect, with ork and chorus adding good backing. Moderate appeal. (George Pincus, ASCAP)

Unsurpassed in Quality at any Price

**Genuine 8" x 10" Glossy Photos**

**5 1/2¢** BACH  
in 5,000 lots

**6 1/2¢** in 1,000 lots  
**\$8.99 per 100**

Negatives, 8x10, \$1.50. Postcards, 90¢.

**3 & 24 HOUR SERVICE AVAILABLE**

A Division of JAMES J. KRIGSBALM  
Plaza 7-0233  
148 West 46th St.  
New York 19, N. Y.

**WE DELIVER WHAT WE ADVERTISE**

**MINSTREL COSTUMES AND ACCESSORIES**

**Circulars Free**

**DANCE & CLOWN COSTUMES**

For all other occasions  
Get in touch with  
**THE COSTUMER**  
233 State St. Schenectady, N. Y.

**YOUR PROFESSIONAL PUBLICITY PHOTOS**

DUPLICATED IN QUANTITY

Fan mail glossy publicity photos, post cards, blow-ups. Compare our prices and quality before ordering anywhere. Price list and free samples sent promptly on request. Write today. Satisfied customers from coast to coast since 1936. We are as close to you as your nearest mail-box.

**MULSON STUDIO**  
BOX 1941 • BRIDGEPORT, CONN.

**PERSONAL APPEARANCE FOR Don Reno & Red Smiley**

and the Tennessee Cutups

**CARLTON HANEY BOOKINGS**  
Box 948, Richmond, Va.  
Phone 59575 or 34633

**COMING TO FLORIDA This Winter?**

Can have immediate work at a live-wire Nile Club. Can use exotic, Hawaiian and strips. Season contract. Write

**HELEN POLKA JUNGLE CLUB**  
3690 N.W. 36th St. Miami, Fla.

**THE FOUR TUNES**  
**The Ballad of James Dean**...74  
JUBILEE 5255—Here's another attempt to cash in on the current fan cult mourning for the late movie star, James Dean. The group wraps up the moody theme (recorded several months ago by Dylan Todd on Victor), with effective pathos. (Goday, BMI)

**The Japanese Farewell Song (Sayonara)**...72  
The boys wrap up a poignant ballad (which has been around for a while) with sincerity and warmth. (Ranger, ASCAP)

**FINGERS FINNEGAN AND HIS BARROOM BOYS**  
**Show Me the Way to Go Home**...73  
REGENT 7504—Finnegan and his boys romp thru a rendition of this old fave with authentic back-room nickelodeon sound. A fine novelty and excellent fare for deejay spins. Oldsters will get a particular kick out of it. (Campbell, Connelly, ASCAP)

**Let Me Call You Sweetheart**...73  
Group similarly in the back-room groove with another and even more ancient fave. This is real Family Entrance stuff and carries same kick as the flip. (Shapiro - Bernstein, ASCAP)

**BOBBY MADERA ORK**  
**Mama, Teach Me to Dance**...73  
ABC-PARAMOUNT 9731—With a few side-swipes at Perez Prado in passing, Madera serves up Eydia Gorme's current hit in bright cha-cha-cha fashion. Makes a listenable, danceable instrumental. Commercially sound idea. (Roncom, ASCAP)

**Watch Your Step**...71  
Another colorfully arranged cha-cha-cha. This instrumental has both pop and L.-A. potential. (Adler, ASCAP)

**MATYS BROTHERS**  
**Tippin' In**...72  
DECCA 29997—The boys wrap up the swing era oldie with style and a catchy beat, while Jack Pleis provides tasteful backing. (Advanced, ASCAP)

**Spoke in the Wheel**...71  
Another swingy vocal job by the Matys Brothers on a bouncy rhythm ditty. (Amber, ASCAP)

**JILL COREY**  
**What Am I to Do?**...72  
COLUMBIA 40743—Miss Corey has been assigned a sophisticated blues, and she comes thru with flying colors. Not too strong commercially, but it'll make pleasant programming for deejays. (Dorsey, ASCAP)

**Let Him Know**...70  
The singer gives fellow females some good advice. "If you love him, let him know." She makes the pitch in a quiet, winsome way. (Bentley, BMI)

**ANTHONY PERKINS**  
**If You Were the Only Girl**...71  
ERIC 9181—Actor delivers an easy, breezy rendition of the oldie. His growing audience may deliver some coin. (Remick, ASCAP)

**Friendly Persuasion (The I Love)**...70  
Perkins acts in the flick of the same name, but the actual singing there was done by Pat Boone. His chances would appear slim in view of the heavy competition on the tune. (Fels, ASCAP)

**DON ESTES**  
**The Mountain**...69  
DECCA 30015—A sincere, deep-voiced vocal rendition of the solemn title theme from a forthcoming Spencer Tracy movie. (Famous, ASCAP)

**He Made You Mine**...69  
An okay vocal job on a slow-paced tune with a sacred lyric theme. (Norris and Copar, BMI)

**STERLING MOSSMAN**  
**The Luau Song**...68  
DECCA 29998—Hawaiian song about the big luau they're planning is pleasantly presented by Mossman with Hawaiian strumming in the background. (Criterion, ASCAP)

**Dig That Pol**...68  
Mossman has a humorous Hawaiian theme with similar backing. Market is limited, but there are still those who dig the idiom. (Criterion, ASCAP)

**CHUCK PAYNE**  
**I Hurt So Easy**...68  
ATLAS 1057—Warbler Payne, an Eck-styled bari, makes a big impression in his debut disk. Material and production fight him most of the way, however. May get some r.&b. sales. (Lamont, ASCAP)

**Escape**...60  
This is a real weirdy, with fem recitation and far-out melody. Most confusing. (Lamont, ASCAP)

**MIKE SARG**  
**Bobby Sox Baby**...67  
MERCURY 70945—Sarg gives a description of his teen-age heart-throb. Material is on the threadbare side, but has professional reading and the standard rock and roll beat. Not

# Reviews and Ratings of New Jazz Albums

Continued from page 30

**THE BAY CITY JAZZ BAND**...66 (1-12")  
**Good Time Jazz L 12017**  
This is the young Frisco band that inherited the arrangement of the Lu Watters Yerba Buena band, long since disbanded. There is plenty of Watters around on disks, but insatiable revivalist fans may want these too. Limited sales outside of the Bay City area.

**MODERN JAZZ WITH DIXIELAND ROOTS**...65  
Don Stratton, Trumpet (1-12")  
ABC-Paramount ABC 118  
One of the best covers of the season will draw attention to what is actually some pretty sticky jazz. Stratton, far from a modernist, is stiff and often downright corny. Phil Sunkel, a far better jazz trumpeter, is heard in just a few spots. Some of the tunes ("Black Bottom," "Charleston," etc.) would seem to convey the idea of the title. 'Tain't so.

# Reviews of New C&W Records

Continued from page 49

with relaxed style. It doesn't come up to the flip, however. (Western Artist, BMI)

**NEAL MERRITT**  
**Someday You'll Pay**...72  
STARDAY 260—Pleasant warbling of a pleasant moralizer. Should do okay in the Southwest. (Starrite, BMI)

**No One But You**...71  
Another pleasant bit, with a jaunty Western beat. (Starrite, BMI)

**AMOS COMO**  
**Heartbroken Lips**...71  
STARDAY 257—This is a slow rocker with a plaintive quality and heavy backbeat. Weeper theme has some appeal. (Starrite, BMI)

**Hole in the Wall**...68  
Rockabilly side faces tough competition from many quarters. (Starrite, BMI)

**BUCK RYAN**  
**Nightingale Waltz**...68  
MERCURY 70931—Pleasant string instrumental waxing of a pretty waltz theme. Good juke wax. (Alpine, BMI)

**Follow the Fiddle**...68  
A sprightly string instrumental wrap-up of a happy, bouncy tune. (Alpine, BMI)

**BOBBY RUTLEDGE**  
**Waltz in Line**...67  
ZIPP 11208—A humorous novelty in a stock reading by Rutledge, a talented balladeer who deserves "discovery." (Magnus, BMI)

**Put a Saddle on Daddy**...65  
This material also has a whimsical touch and is cute in spots. Many deejays might find an appropriate spot for this. Rutledge does a solid job. (Magnus, BMI)

**HOUSE BROTHERS QUARTET**  
**Arkansas Mountains**...62  
STATE CALLA 116—An old-fashioned but not unattractive tune full of sentiment and nostalgia. Not likely to be very strong commercially in today's market. (LeBam, BMI)

**Wond'ring 'Bout You**...60  
A fair harmony job on a slow tempo ballad. Material and production do not stand out. (LeBam, BMI)

a powerful commercial disk. (Pure, BMI)

**My Baby Done Left Me**...64  
Even more stereotyped—and not nearly so well done—this blues is a pale reflection of some of the hit efforts of others in this field. Not much to recommend here. (Pure, BMI)

**LILLIAN BROOKS**  
**Sweet, Sweet William**...66  
KING 4956—Brisk little waltz, which has been around, is given an inconsequential whir by the thrush. (Brandom, ASCAP)

**No Parkin'**...60  
A below-par rock and roller. (Brandom, ASCAP)

**FOUR SOUNDS AND A FURY**  
**Whistling Dixie Polka**...65  
COLONIAL 410—Southern group joins up in a moderately tuneful polka for only average results. Quintet performs adequately but needs more imagination and projection savvy to qualify for the big time. (Bentley, BMI)

**That's My Boy**...60  
Even less imagination has gone into this old-styled rhythm novelty. Lyric and sound are strictly run-of-the-mill. (Bentley, BMI)

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Webb Pierce played Roy Acuff's Dunbar Cave, Clarksville, Tenn., August 19, with Red Sovine and Eddie Hill, before taking off on a fortnight's vacation. Pierce has been busy recently making a series of pix for Flamingo Films in Nashville. . . . Dick Blake, Indianapolis promoter, is reportedly off to a good start with his Plantation Park bookings in the Hoosier capital, using "Grand Ole Opry" talent each Sunday as long as the warm weather holds on. Faron Young and His Country Deputies played a return engagement there August 12, drawing over 6,500 paid, with Hank Snow attracting similar business August 19.

Lou Epstein, of the Jimmie Skinner country music emporium in Cincinnati, hopped into Nashville last weekend, where Skinner cut a session for Mercury, and the Country Partners waxed for RCA Victor. Epstein has been vacationing in Miami Beach, Fla., and Havana. . . . Joe Taylor, the Cowboy Auctioneer of Station WGL, Fort Wayne, Ind., and his better half are lullabying a daughter, Paula Jo, born August 2. . . . The "Circle Theater Jamboree," Cleveland, has resumed for the fall and winter, with Tex Clark again looking after talent booking. Tex's phone number is SWEEtbriar 1-1216.

Eddie Marvin (4-Star) and WRVA's Lucky Wray (Starday) have joined Jim Wilson's Flying W Ranch Hands on WRVA's "Old Dominion Barn Dance," Richmond, Va., where Jim is sharing emcee chores with Sunshine Sue. . . . Don Reno and Red Smiley, of "Old Dominion Barn Dance," were in Cincinnati last Saturday (25) to cut a session for King Records. The lads are under the management of Carlton Haney, who is working closely on bookings with WRVA's "Old Dominion Barn Dance" and its bossman, Bert Repine.

Denver Duke and Jeffery Null played the Civic Center, Hammond, Ind., Sunday (26), along with Bonnie Sloan, the Cisco Kid, and the Danny Turner band. . . . Adam Timmons, Canadian country singer recently signed to a Columbia pact, has recorded Fred Stryker's and Henry Bove's new tune, "Repeat After Me." . . . Red Sovine has cut Jimmie Dale's new tune, "My Little Rat," on the Decca label. Lovely title, no? . . . Mary Lou Nell, of "Town Hall Party," Compton, Calif., has just had her second release on High-Time label. It's "You Can't Win for Losing" b.w. "Have You Reached the Fork in the Road?" She's backed on both by Texas Tiny's Western band, featuring Marian Hall on steel. Deejays may obtain a copy by writing to Texas Tiny at 5725 Oxholm, Long Beach, Calif. Tiny serves as a.c.r. man for High-Time in addition to handling his own network show on ABC radio each Friday night plus doing a daily show on XERB, San Diego, Calif., and KRKD, Los Angeles.

Lefty Frizzell, whose big one on Columbia at the moment is "Waltz of the Angeles," is being held over for an indefinite period at "Town Hall Party," Compton, Calif. Lefty, along with Freddie Hart, has just finished taping a series of station breaks and introductions for Station XERB, San Diego, Calif. . . . Wanda Jackson has been set

for a series of dates on the West Coast for American Corporation September 19-26. Mac Wiseman is currently on a West Coast trek for Americana.

Tex Carman (Sage & Sand) and Freddie Hart (Columbia) have been set by Texas Bill Strength for a week's stand in the Flame Room, Minneapolis, in early October. They will play their way to Minneapolis from the Coast beginning in late September. . . . Joanie Hall and the Frontiersmen (Sage & Sand) are still holding forth with their show and dance in Newhall, Calif., each Saturday night. . . . Maddox Brothers and Rose concluded an extended run with "Town Hall Party," Compton, Calif., last week to begin a jaunt thru the Eastern States.

"Old Dominion Barn Dance," originating from WRVA, Richmond, Va., celebrates its 10th anniversary September 15 with a series of events planned to celebrate the occasion. CBS will help by scheduling "Country Style" to originate from Richmond that night, and Eddy Arnold is tentatively set to be on deck for the celebration. Deejays and trade press reps are invited to attend.

Don Reno and Red Smiley and the Tennessee Cut-Ups will stage their annual five-string banjo contest at New River Ranch, Rising Sun, Md., Sunday, September 2. First prize is a Gibson Mastertone banjo. Contest held last Labor Day attracted 28 contestants from 14 States. Contestants need not enter ahead of time. Just report September 2. . . . Latest additions to the cast of "Town Hall Party," Compton, Calif., are Wynn Stewart and the Three Rays, along with Jimmy Wakely.

Big plans are getting under way at WSM, Nashville, for the fifth annual disk jockey festival to be held there November 9-10 to celebrate "Grand Ole Opry's" 31st anniversary. Attendance at these events has increased in leaps and bounds with each succeeding year, until this year some 2,000 are expected to attend. Thus, it is imperative that hotel reservations be made pronto. Registrations this year will be divided between the Andrew Jackson and the Hermitage hotels. Invitations will be mailed out by WSM late in September. Close on the heels will follow a pre-registration form. It is urgent that the pre-registration forms be returned immediately to WSM in order to avoid last-minute confusion.

Ann Raye, new on the Decca label, is back home in Biloxi, Miss., from a two-week tour which took her to Washington and New York. On August 9-10 she appeared on the "Town and Country" TV show in Washington with Jimmy Dean. While in New York, Miss Raye conferred with Paul Cohen, of Decca, and auditioned for a CBS network show. Ann is slated to cut her first Decca wax September 1. . . . George Jones (Starday) now permanently settled in Nashville as a regular with "Grand Ole Opry," begins a 21-day tour for A. V. Bamford September 16. Trek will take him along the West Coast and thru the Pacific Northwest. Jones, who also appears on the "Friday Night Frolic" over WSM radio each week, is set for the Prince Albert portion of "Grand Ole Opry" over the NBC radio net September 18.

## Rain Drenches Ill. State Fair On Closing Day

### Weather Cuts Deeply Into Gate, Sets Up Three Bargain Bills

SPRINGFIELD, Ill.—Heavy rains drenched the Illinois State Fair here Sunday (19), closing day of its 10-day run, and the scheduled afternoon motorcycle races were washed out and patronage on the midway was killed.

The motorcycle races, which normally are held to a turnaway crowd, were held over and run off the following afternoon to a sparse crowd. Earlier two afternoon programs of harness horse races had been rained out but the programs were run off the following days in bargain bill offerings.

The fair's attendance for the full run was down sharply because of the rains and also because the fair ran without its traditional two political days. These days—usually big ones—had been omitted because of the conflict with the national political conventions.

Midway business for the Olson Show was strong on the days when the fair was given weather. On such days, the ride and show grosses were up but these gains were wiped out by the rains and the show finished with a gross under that for last year.

## Ia. State Fair Attracts 41,000 On Opening Day

DES MOINES — The Iowa State Fair pulled a crowd of 41,000 persons Friday (24), opening day of its 10-day run.

A true comparison with last year's opening is not possible because the '55 fair opened on a Saturday and closed Labor Day night. This year, with its dates advanced one day, the fair will not operate Labor Day, closing instead Sunday, September 2.

The opening day's gate of 41,000 compares with 31,000 pulled last year on Labor Day, the day it actually replaced. Midway receipts of the Olson Shows on opening day, which also was kids' day, were more than double that of Labor Day last year, Lloyd Cunningham, fair secretary, said.

Auto races, staged by Al Sweeney, opening day afternoon were held before a good crowd. The night grandstand show—a Barnes-Carruthers revue headed by Olsen and Johnson—played to a crowd estimated at 6,000 persons. Cool night weather held down the turnout.

## Dembrosky Grosses Ahead of '55 Pace

WHITE HAVEN, Pa.—Business for the M.D. Amusement Shows would have been at a record pace if better weather had prevailed this season, Michael Dembrosky, owner-manager, announced last week.

A watered-down front end hurt at the recent Brancheville, N. J., Fair, but the Lehigh Valley Merchants' Fair at Bethlehem, Pa., was a winner despite a strike in the area.

## ONE A DAY Top Names Again Dot York Bill

YORK, Pa.—Olsen and Johnson in "Hellzapoppin'" antics will be featured on Wednesday (12) afternoon and evening at the York Interstate Fair. In keeping with its policy of daily program changes, the Vagabonds will be featured on Wednesday (13) and Ted Lewis and his All-Star Revue on Thursday (14).

Other features announced by Samuel S. Lewis, president, include the use of three area championship high school bands, two in the afternoon and one at night, on opening day, Tuesday (11). Irish Horan and his Lucky Hell Drivers are billed for closing Saturday (15) afternoon and night.

Show features, again booked thru Frank Wirth, New York, also include the High and Mighty Revue, featuring a 24-girl line; the Manhattan, Rockets, the Stuart Morgan Dancers, Chimes family and Eddie Michaels, vocalist.

Acts will include the Alberto Zoppe riders, with Cucciolo; Sonny Moore's Roustabouts, canine act; Bokara Troupe, teeterboard; Four Maxonis, comedy knockabout; Three Goeschis, unicycle, and Willie West and McGinty.

Reserved seats are priced at \$1.20, \$1.80 and \$2.40.

Recovering from surgery and anxious to hear from friends is George M. Lowe, formerly on the Ringling brigade. He is recuperating in Vassar Hospital, Poughkeepsie, N. Y., and had recently been with the Colonial Theater there.

## Auditorium Meeting Closes at El Paso

EL PASO, Tex.—Wind-up of the International Association of Auditorium Managers' convention here found the association setting up two studies, filling out its officer ranks and mulling problems of incorporating air conditioning costs in rentals.

While electing Emmett Race, of Houston, as president, IAAM also selected the following vice-presidents to head up the eight district organizations:

James F. Walsh, New York Coliseum; Winifred E. Corey, Kleinhans Music Hall, Buffalo, N. Y.; Atwood Olson, Municipal Auditorium, Minneapolis; Louis J. Gualdoni, Kiel Auditorium, St. Louis; Fred McCallum, Municipal Auditorium, Birmingham; Francis R. Deering, Sam Houston Coliseum, Houston; Lindsley Lueddeke, Oakland Auditorium, Oakland, Calif.; and Lawrence Wicklund, Civic Auditorium, Seattle, Wash.

Directors include the vice-presidents plus Race, Secretary Charles A. McElravy, Memphis; Claude Ritter, Municipal Auditorium, Miami Beach; H. H. Niebruegge, Municipal Auditorium, Atlanta; Elmer Krahn, Municipal Auditorium, Milwaukee; M. E. Thayer, International Amphitheater, Chicago; Clarence B. Hoff, Municipal Auditorium, Kansas City; C. W. Van Lopik, Masonic Temple Auditorium, Detroit, and Edward Furni, Municipal Auditorium, St. Paul.

Plan Survey Committee Acting on recommendations of

## REVAMPED WIS. STATE FAIR RACES TO PEAK PAID GATE

### Only Night Grandstand Business Fails To Rise; 20G Loss Looms for Revue

MILWAUKEE — The Wisconsin State Fair, sparked by sweeping changes effected by its youthful manager, Bill Masterson, was headed for a record paid attendance Saturday morning (25) as it went into the weekend wind-up of its nine-day run.

At the end of the first seven days attendance was 598,460, with two big days to go. Weather Saturday morning (25) was ideal and more of the same was forecast thru the Sunday night closing.

The peak attendance for the fair was 824,311, set in 1953. Then, however, the fair did not operate with an "everybody pays policy."

That policy was inaugurated last

year and the gate for the 1956 run was far outracing that of 1955 thru the first seven days. The seven-day count of 598,460 contrasted with the 432,248 for the corresponding period last year.

Virtually all segments of the 1956 run were racing ahead of last year. Outstanding exception was the night grandstand program, consisting of the Barnes-Carruthers No. 1 Revue plus fireworks. The revue again figured to drop about \$20,000 for the fair.

Cool weather marked most of the first seven nights, but this of itself was not responsible for the light business given the revue.

The fair's sturdy attendance was

chalked up despite rain opening day, Saturday (18), that washed out the scheduled motorcycle races and rain that hit Thursday afternoon (23) that caused the 200-mile stock car race to be halted at the end of the 108th mile. Twenty minutes after the race was halted, three members of pit crews on the race track were injured, one critically, when a pressurized gas tank exploded. One of the three injured suffered the loss of an arm as a result of the explosion.

Of the attractions, the most notable surprise was the business given the rodeo in the 3,300-capacity Coliseum. The rodeo played to turnaway business at most performances and to good to near capacity at all but one other, the opening day show. It was in for each night of the fair and one matinee. The Holmes Bros., of Madison, Wis., staged the rodeo.

Exhibitors Happy

Midway business was excellent during the first seven days, with the permanent park installation and the shows, rides and games concessions all reporting good to excellent patronage.

Commercial exhibitors, too, chimed in with reports of highly satisfactory results.

Many changes were noted on the grounds. New was a \$500,000 Youth Building, with large dormitories and a cafeteria which can feed 800 at one sitting.

The erection of the Youth Building, at the far end of the grounds farthest from the main entrance, together with other changes spread traffic thruout the grounds. The Coliseum heretofore had been used for a horse show, but the horse show this year was held in advance of the fair, thus freeing the Coliseum and horse barns for other uses.

One of the horse barns was pressed into use for a new feature, feed and fertilizer show; another nearby building was used for a new attraction, a veritable trade show of bulk dairy equipment, and still other buildings were given new and greater usage.

Promotion Beefed Up

The former Youth Building was (Continued on page 77)

## 'HOLIDAY ON ICE' HITS AT SEDALIA

### Missouri State Fair Gets Full Grandstand Crowds From Icer; Eyes 500,000 Gate

SEDALIA, Mo.—The Missouri State Fair Saturday morning (25) entered the final weekend of its eight-day run, with attendance down about 3 per cent from last year but with expectations that it would finish with a total attendance of about 500,000.

Rain hit the first Sunday, falling thru the morning and early afternoon and delaying the start of the big car races until about 4 p.m.

"Holiday on Ice" racked up excellent crowds as the night feature, tho' it started off on a weak note. The first night of the icer drew a

light turnout but the grandstand was filled to near capacity the following four nights.

Presentation of an icer in front of the grandstand constituted a first for the fair, which for many years had featured a traditional revue. The light opening night turnout was attributed to the fact that previously the fair had presented a small ice show under canvas, and that the bigger "Holiday on Ice" had to overcome that. This it did in short order.

E. W. Ritzenthaler, fair secretary, said: "We will make money on the ice show. Last year the traditional revue came close to breaking even."

Auto races pulled strong crowds the first Saturday and Sunday. Horse races, harness and runners, were presented to half grandstands three afternoons, and motorcycle races were run before a light grandstand thruout Monday. The auto races and motorcycle races were staged by Al Sweeney.

On the midway the Cetlin & Wilson Shows reported business for the first six days "about the same as last year."

## U. S. Cuts Taxes But Locals Don't

NEW YORK—Altho the federal admissions tax has been lifted now on all admissions ranging in price up to 90 cents, showmen in many parts of the country are still not free of taxation. Up-to-date surveys show that 22 of the 48 States impose their own gate taxes, as do at least 626 towns and cities.

It has not been unusual in the past for other governmental segments to step in with taxes upon the exit of the federal government. In fact, only 13 States have no admissions levies either on the commonwealth or local level.

These tax-free gates are in Idaho, Maine, Massachusetts, Michigan, Minnesota, Nebraska, Nevada, New Hampshire, North Carolina, South Carolina, Oregon, Vermont and Wisconsin.

In still another 13 States there is a State admissions tax but no duplication by towns or cities. These are Arkansas, Georgia, Indiana,

Iowa, Kansas, Mississippi, Montana, New Mexico, North Dakota, Oklahoma, South Dakota, Utah and Wyoming.

The highest State taxes are the 3 per cent charged by Alabama, Florida, Georgia and Mississippi. In general, State admission, sales or gross receipts taxes on tickets range from 1 to 3 per cent, except in Kentucky or Texas, which have a sliding scale on admissions above 50 and 80 cents, respectively.

States Cited

Greatest degree of tax impositions is in Pennsylvania, where no less than 331 communities have such levies. There are 77 communities in Washington, 59 in Ohio, 46 in West Virginia, 34 in Alabama and 33 in Tennessee, which have gate taxes. In contrast, only Atlantic City's 3 per cent mars the New Jersey picture. Only other State with one local tax

(Continued on page 77)

(Continued on page 59)

TELL YEAR'S BOOKINGS

# 30-Date Schedule For N. Y. Coliseum

NEW YORK—Theater owners and distributors from throughout the world will convene at the Motion Picture Industry International Trade Show to be held September 20-24, at the new Coliseum. Arthur Smadbeck, president of the Coliseum Exhibition Corporation, said the shows scheduled for the next 11 months include 16 public exhibitions and 14 trade shows, ranging in size from one to four floors.

Ten shows never held before will make their debuts at the Coliseum within the next nine months; two sizable trade shows in September are being held in New York for the first time, and three other shows scheduled are "repeat customers" whose initial Coliseum exhibitions were held during the first month of the building's operation.

Brand new shows are: Diamond Jubilee of Records, September 7-16; International Sanitation Maintenance Show, October 14-16; Brides Show, October 18-21; Fashionarama, October 27-Nov. 4; National Industrial Expo-

sition, November 12-16; International Travelrama, February 2-10; National Mobile Homes Show, March 4-10, and First United States World Trade Fair, April 14-27.

The 11th Annual International Instrument - Automation Conference and Exhibit, September 17-21, and the Motion Picture Industry International Trade Show, September 20-24, both are being held in New York for the first time.

First repeat performance since opening of the Coliseum will be the International Antiques Exhibition and Sale, October 13-21. That show held a post-season exhibit at the Coliseum late in May, and plans to return for a third exhibition and sale, March 30-April 7.

The National Photographic Show, one of the trio of opening events last April 28, will occupy the first exhibition floor again February 16-24, and a second International Home Building Exposition is scheduled for May 4-12.

Nine shows scheduled will occupy all four floors of the Coliseum; one will be a three-floor show; eleven will occupy two floors, and 10 will be one-floor events.

The bulk of fall shows open to the public will accent fashions in clothing, home furnishings and family equipment, with the final pre-Christmas event the four-floor National Automobile Show, December 8-16.

Vacation and travel will be the theme of public shows held January thru March, with such events as the four-floor National Motor Boat Show, January 19-27; Travelrama, New York Sports and Vacation Show, and Mobile Homes exhibit.

Superama, National Super Market Non-Food Exhibit; the 11th Annual International Instrument-Automation Conference and Exhibit, and Motion Picture Industry International Trade Show are scheduled for September. October trade events include the four-floor National Hardware Show, International Sanitation Maintenance Show and the National Business Show, and in November there will be the National Hotel Exposition, National Industrial Development Exposition and National Exposition Power and Mechanical Engineering.

## Herb Dotten — Readers Do the Work

GENE WHITMORE, well-known Lockhart, Tex., circus fan and for many years a top business publication editor took to his typewriter Thursday (23) at Minneapolis to write the following:

"After a magnificent performance before a rowdy audience of 'The Doll's House' by Ruth Gordon and a group of actors, Jed Harris said to me, 'There are times when you love actors. Tonight was one of them.'

"There are other times when you love troupers. For instance: Today at the Shrine Hospital for Crippled Children in Minneapolis, members of the Royal American Shrine Club gave a free performance, complete with toys, candy and other gifts for the crippled children.

"It was a hot day. A group of Negro gentlemen—and, I repeat, Negro gentlemen—sat in the broiling hot August sun, playing soothing music, with that peculiar rhythm which only Negroes produce. The man with Tiny Tim, Canada's only trained elephant act; the legless man, the Indian clay-modeler were there—all working for free, just to de-clap—forgetting for the moment their casts and other indicia of the halt and the lame.

"I stood there, proud of my trouper friends. Tears poured down over my camera as I hurried to load another slug of film and this thought occurred to me. Probably God was marking up reservations for all the performers, musicians and other entertainers and for the show personnel. Yes, I believed he marked up seats for the great celestial show which never ends, and I feel sure he marked them 'Front Row Center.'"



"BILLER'S DELIGHT"

light the children who yell, holler, their cruel steel braces, their huge bandages, their casts and other indicia of the halt and the lame.

"I stood there, proud of my trouper friends. Tears poured down over my camera as I hurried to load another slug of film and this thought occurred to me. Probably God was marking up reservations for all the performers, musicians and other entertainers and for the show personnel. Yes, I believed he marked up seats for the great celestial show which never ends, and I feel sure he marked them 'Front Row Center.'"

### Special Fair Sections Pour In

Bob Morse, secretary of the La Porte County Fair at La Porte, Ind., mailed in, with justifiable pride, an eight-page herald he used to advertise his fair. Bob thinks the tabloid a powerful advertising tool. Rightly, too, for the eight-pager is crammed with pictures of the fair's various attractions. Some 50,000 heralds were mailed out to rural routes, but Bob saved some copies and wrote that he'd be happy to send copies to any fairs who requested them. County fairs should be interested in seeing it.

Dave Friedman, motion picture press agent, whose father had been a Birmingham newspaperman and an investor in carnivals, always is on the prowl for interesting items about outdoor show business. His submission was the striking cover of the August 19 Des Moines Sunday Register magazine supplement which was given over to the main entrance of the Iowa State Fair. The cover brings out the color of the king-sized ears of corn mounted high on either side of the entrance and also the out-sized cut-outs of farm animals clustered at the bottom of each ear. The cover is a potent pitch for the fair and reflects the true agricultural nature of the expo.

Alex Irwin, former operator of a marionette show under canvas, came thru with the outstanding special tabloid sections put out Sunday (19) by The Milwaukee Journal and The Milwaukee Sentinel (a 24-page tabloid) on the Wisconsin State Fair. Both sections constitute a strong sales story. Each features a cover in color. The Journal used a surrealistic painting to depict the fair and to accent the fair's art show. The Sentinel held to a photo of a youngster washing a cow.

### Supplement on Du Quoin Is Tops

Most outstanding of the special supplements mailed in was the power-packed 12-page tabloid carried Sunday, August 12, by The St. Louis Post-Dispatch on the Du Quoin (Ill.) State Fair.

Printed on a coated stock, the supplement has an arresting multi-color cover that depicts all of the fair's major attractions, plus a map, also in color, which indicates how to get to Du Quoin, 85 miles from St. Louis. The back cover, also in color, features a photo of "Dancing Waters," used as the background for the fair's high-budgeted night show; the stars of that show; a diagram of the grandstand seats, the price scale, a mail-order ticket blank, and the fair's day-by-day program. The two-page center spread, also in color, is devoted to a vivid painting of the fairgrounds. Six of the black-and-white pages are devoted to the various special attractions, one to the history and scenes of past fairs and the other to a spread of pictures of the fair's many past headliners.

The mail also brought a smartly packaged, well-prepared press kit of the Ohio State Fair. The kit is bundled in a slotted folder and is printed on yellow stock, with a front cover that shows the sprawling Columbus fairgrounds and a back cover devoted to a map of the grounds. Printed inside is a day-by-day schedule of grandstand and coliseum attractions and the price scales and the fair's day-by-day program of the fair. Material includes nine columns of ready-print-stories, pictures, cartoon sketches and paid advertisements, an assortment of news releases, and information on facilities available on the grounds for the press.

From South Dakota, George C. Gallo, billposter-special agent of the William T. Collins Shows, mails in his contribution: A photo— which to use Gallo's words—is "a safe hot daub." It was, he adds, "strong-armed for the Wells County Free Fessenden Fair, Fessenden, N. D. It is on an old safe that was taken out of the bank, painted and put on a lot near the center of the town. It is really a biller's delight!"

## McGaw Subs For Horan In the East

NEW YORK—Bill McGaw's Motor Olympics showed at the Erie County Fair, Hamburg, last week as a substitute for the Irish Horan Lucky Hell Drivers. It was reported that McGaw's unit will continue as a Horan replacement at other Eastern fairs, including Reading and York, Pa.

Previous dates contracted by Horan were played recently by the Buddy Wagner Tournament of Thrills when the former did not field a show this season.

McGaw will return to his customary Far West and West Coast territory in late September. Out of Philadelphia and a former associate of Joie Chitwood, he has been active in the West and has played bit parts in Hollywood films.

**The TLT-A-WHIRL Ride**  
Standard Equipment Features for 1956

- ★ FLUORESCENT LIGHTING
- ★ Fiberglass Car Tops
- ★ Enclosed Reduction Gears
- ★ Steel Fence Rails

P. O. Box 306  
Phone: 4-6362

**SELLNER MFG. CO.** Faribault, Minnesota

**MINIATURE TRAINS**

5 models with capacities from 14 children to 240 adults

Write for FREE details  
**MINIATURE TRAIN CO.**  
Rensselaer 1, Indiana

ADVERTISING IN THE BILLBOARD SINCE 1904

**ROLL or FOLDED TICKETS** DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 100 10M \$15.80 - ADDITIONAL 10M'S SAME ORDER, \$2.80

STOCK ROLL TICKETS 1 ROLL \$1.75 EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

**ROGERS CONCESSION TOPS**

Manufacturers since 1898 of quality Ride, Show, Concession, Dramatic and Roller Rink Tops, Ball Game Hoods, Sidewalls and Show Canvas of all kinds. Write for prices.

**ROGERS TENT & AWNING CO.**  
234-250 E. FIRST ST. Phone: Park 1-1339 FREMONT, NEBR.

## Edmonton Run Termed Okay Despite \$ Dip

EDMONTON, Alta.—Altho the gross revenue of the 1956 Edmonton Exhibition was not as high as in past years, the event "was one of the best in history," directors were told by James Paul, manager.

Gross revenue for the six-day show totaled \$345,277, but all costs have not been compiled. Revenue from pari-mutuels was placed at \$139,519, altho purses and other expenses were yet to be calculated. Income from the week-long Hank Thompson country and western show in the Gardens put only \$2,688 in the fair's coffers.

A proposal that consideration be given to reducing the gate admission from 50 to 25 cents was heard with no action taken.

It was announced that plans are under way to install 1,200 new seats in the Gardens at a cost of \$6,615. A new type wire mesh, costing \$2,000, is to be installed at each end of the hockey rink.

**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.

**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, ERIE CO., NEW YORK

**WELLS COUNTY**

ROCK-O-PLANE  
ROLL-O-PLANE  
FLY-O-PLANE  
OCTOPUS  
MIDGE-O-RACER  
BULBY THE WHALE

**ILLINOIS FIREWORKS**

World's Largest Manufacturers and Exhibitors  
"Known Everywhere"  
Catalogue mailed upon request  
Write or Call  
Box 792, Danville, Ill. Phone 1716

**BIG PROFITS**  
with SOFT ICE CREAM



**Sani-Serv** DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION  
**GENERAL EQUIPMENT SALES, INC.**  
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

## Ronceverte Starts Wet, Ends Strong

Mid-Week Switch In Weather Aids All Fair Units

LEWISBURG, W. Va. — Mid-week favorable weather held good for the State Fair of West Virginia yesterday (24) and predictions were that a strong finish was a certainty.

Manager C. T. Sydenstricker said GAC-Hamid grandstand presentations have worked out satisfactory in all respects. The Midwestern Hayride unit, booked in for Monday (20), had a rained-out matinee and damp night show, but were lauded by the management for their persistence and spirit while working in the rain.

Also performing was the Ice Varieties unit, putting on double night shows while harness racing occupied the track in daytime. Racing drew packed house and the night shows did okay, it was reported.

Weather was rainy on Sunday and Monday, and a cold spell curbed business on Tuesday, but it was fair and mild from then on. Sharing in the mid-week pick-up were the Gold Medal Shows on the midway.

Grandstand admission was upped from 90 cents to \$1 with no noticeable effect, it was noted. Some units said spending on food was off. Agriculture in this area has not been as profitable as in some previous years, says Sydenstricker, but mining workers are in good financial shape.

## Calif. Fair Adds Sheldon

SACRAMENTO, Calif. — Gene Sheldon, pantomimist, is the latest addition to the grandstand show at the California State Fair & Exposition here. Annual is scheduled to open Wednesday (29) for a 12-day run.

Sheldon was added to the Eddie Fisher show for Sunday night (2) and also to appear with Dennis Day the following night. Jack Carson was set to headline the show the first four nights with Bob Crosby; his daughter, Cathy, and the Modernaires in for the final four nights. Show was booked thru Music Corporation of America.

## ARENAS & AUDITORIUMS

### Arena Execs Deserve Fees For Help to Survey Makers

By TOM PARKINSON

A SITUATION in which auditorium-arena managers contribute their time and knowledge time after time to survey groups which incorporate their words into reports that are sold to cities at high fees is disturbing numerous managers and their association.

The situation illustrates a great demand for technical knowledge about building construction and management, as was pointed out here last week. Creating the demand is the continued boom in arena-auditorium construction.

The International Association of Auditorium Managers now has named a committee to study the matter—and seek a definite solution to their problem. Scope of the puzzler was demonstrated by talks before the El Paso convention of IAAM by Francis Deering, of the Sam Houston Coliseum, Houston, and Lin Lueddeke, of the Oakland Auditorium and Exposition Hall, Oakland, Calif. After their talks other managers chimed in to tell their experiences.

COMMERCIAL SURVEY groups, along with delegations of city officials, civic leaders and designers and builders, descend upon many managers in droves. The time devoted to their questions—informed and otherwise—becomes a serious problem. Yet managers, both as public employees and as professional in their specialty, often have felt they could do nothing other than surrender the hours and information. Not infrequently, those hours added up to as much as three days at a time.

It has been particularly irritating to managers who have given up two or three days to visiting surveyors to learn later that these contributions, costly to them in time and experience, comprise the heart of a report for which the survey team may charge a fee of \$15,000 or \$20,000.

Lueddeke's talk pointed out that the especially high-priced survey made for a Los Angeles Civic Auditorium quoted 26 members of IAAM, that a Los Angeles Arena survey quoted seven association members, that 40 out of 52 managers who are quoted in a San Diego survey are members of IAAM. His point is that thru its members IAAM has information worth many thousand dollars. Delay in packaging this information and putting it to use, he says, leads to the conclusion that "we in show business seem to be the last to use show techniques."

LUEDDEKE'S PROPOSAL is that, since it is proved regularly that IAAM members are experts in the field, the association should gather up this specialized and technical information for publication. His suggestion is that it be turned over to a survey company for preparation and publication.

Deering suggests that the association gather its information on such varied phases as financing, selection of a site, booking, public relations, acoustics, box office operation, rental rates, and concession operations of what he terms "these multi-million-dollar warehouses of entertainment, education and culture." He would assign one member to write each chapter, and IAAM would print the results.

Each plan would call for IAAM's selling the resulting publication. Proponents say this would give them an answer when more survey groups appear at their doors. Buy the book, they would say, and retain the IAAM's New Buildings Consulting Board for additional advice and interpretation of each local situation.

Whether the association is to compile information and make it available at a fee now is to be determined by an IAAM committee. But behind it all is the basis that an auditorium-arena manager holds specialized experience and information as his stock in trade. Many people will say it is his to keep or to share as he sees fit and that if he disseminates it he probably is entitled to a substantial retaining fee.

## ARENA RECAP

### ICE ACT ROLLS FOR FAIR DATES

PUEBLO, Colo. — The Three Bruises, comedy act formerly with Hollywood Ice Revue, now is playing fairs for Barnes-Carruthers Agency. The trio is working on roller skates now.

### FRED WARING SET FOR LOUISVILLE

LOUISVILLE — Fred Waring will bring his 54-people show to the Kentucky Coliseum at the new State fairgrounds here on December 3. The booking was announced by Cass Franklin, representative of Lou Walters Enterprises, Inc.

### BALTIMORE MULLS CIVIC ARENA SITES

BALTIMORE — Sites being considered here for the proposed municipal arena include two in public parks, which are opposed by the park board, and one place which now is an amusement park. Latter is the Carlin Park, which is now in only partial operation.



The biggest profits come from the best rides

MERRY-GO-ROUND • BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE AND BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • GASOLINE SPORTS CARS • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS.

**ALLAN HERSHELL CO., INC.** • EST. 1880  
NORTH TONAWANDA, N. Y.  
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

### MERRY-GO-ROUNDS, TRAINS, KIDDIE RIDES

Complete line. Write for catalog and terms.  
**H. E. Ewart Company**  
707 East Greenleaf Street  
Compton, California

Get Business You Never Got Before!  
**MAKE BIG MONEY**  
on a Small Investment with FRENCH WAFFLE MOLDS!

Pay for yourself the first hour! Enthusiastic Operators Everywhere! 4" cast aluminum molds for commercial use in round, six-sided or scalloped shapes. Add to your present operation. Each mold complete with wooden handle and formulae.

Write for FREE 1956 Catalog



Also a complete line of Floss Machines, Popcorn Equipment and Supplies.

**Concession Supply Co.**  
3914 Secor Rd. Toledo 13, O.

**MAKE \$200 A DAY**  
On Candy Floss



Our NEW PERFECTION HAS EVERYTHING; write for literature.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
724 Benton Ave. Nashville 4, Tenn.

**CHAIRS • TABLES**  
IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD  
FOLDING • NON-FOLDING  
ON CHAIRS MINIMUM ORDER IS 4 DOZ.  
STATE QUANTITY NEEDED—ASK PRICES  
Dept. T-4  
**Adirondack Chair Co.**  
1140 BROADWAY (275) N.Y. • MU 3-4834

**ONE TENT**  
40-80, seats 500 people or more with beautiful stage. Will sell or open for any proposition, Auction Business, Bingo Business, Show Business. Will supply money.  
**Billie Fitzpatrick Jr.**  
282 No. Main Street, Waterbury, Conn.

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 1616

ASK FOR OUR LATEST CATALOG

POPCORN • FLOSS  
SNOWBALL • DRINKS  
CANDY APPLE • PEANUTS

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

**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

"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 Trot (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

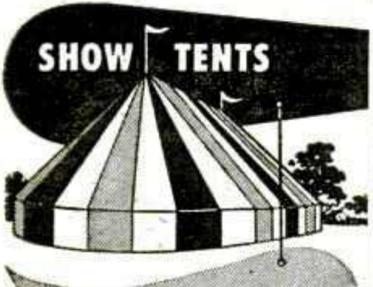
**NATIONAL AMUSEMENT DEVICE CO.**  
BOX 488, YAF Phone ME1rose 2646 DAYTON 7, OHIO

**WORLD'S FASTEST THRILL RIDE**  
THE SPINAROO



Sensational new adult ride requiring space 30x45, eight tubs 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**



**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 6, INDIANA



**SNOKONETTE**

Soundest value in Snow Machines today. Rugged cast aluminum construction will stand the gulf year after year. A cup dispenser and fluorescent light included. At full capacity you can make \$45.00 an hour. Gasoline engine models available.

Price \$135.00

Write for circular and complete catalog of concession equipment and supplies.

**GOLD MEDAL PRODUCTS CO.**  
818 E. Third St., Cincinnati 2, Ohio  
Phone: DU 1-1313

**Carnival Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Alamo Expo.: Salina, Kan., 28-Sept. 1; Norman, Okla., 4-8.  
All Valley: Smithville, Tex.  
Amusements of America: (Fair) Morris, N. Y.; (Fair) Leighton, Pa., 2-8.  
Babcock United: Gridley, Calif., Sept. 1-3.  
Badger State: Madison, Minn., Sept. 6-9.  
Baker United: Oblong, Ill., 27-31; Palestine Sept. 1-3.  
Barker, Al: Knox City, Mo.  
Beam's Attrs.: (Fair) Brunswick, Md.; (Fair) Goochland, Va., 3-8.  
Becht, Lee: (Alma & Chapel) Cincinnati 28-Sept. 3.  
Bee's Old Reliable: (Fair) Munfordville, Ky.; (Fair) Horse Cave 3-8.  
Belle City: (Fair) Shawano, Wis., 30-Sept. 3; (Fair) Weyauwega 6-9.  
Bernard & Barry: Kingston, Ont.  
B. & H. Am.: Lake City, S. C.  
Big City: Chesaning, Mich., 30-Sept. 3.  
Blue Grass: Clarksville, Tenn.; Trenton 3-8.  
Blue Valley: Appleton City, Mo., 27-29; Chilhowee 31-Sept. 1.  
Bogle, F. C.: Eureka, Kan.; Pittsburg 2-3; (Fair) Webb City, Mo., 4-8; (Fair) Wewoka, Okla., 10-13.  
Breeze, Nelson, Rides: Princeton, Ind., Sept. 1-3.  
Briggs, A. R.: Lodi, O.  
Brown's, Al: Tri-State: (Fair) Parker, S. D., 27-29; (Fair) Tripp 30-Sept. 1; (Fair) Wagner 2-3; (Fair) Wheaton, Minn., 6-9.  
Buck, O. C.: Plattburg, N. Y.  
Burke, Harry: Galliano, La., 27-Sept. 3.  
Burkhardt: Winfield, Kan.  
Byers Bros: Sibley, Ia., 27-29; Rolfe 30-31; Vinton Sept. 1-3.  
Capital City: (Fair) Greenville, Tenn.; (Fair) Dalton, Ga., 3-8.  
Carl, A. J.: Newago, Mich., 29-Sept. 3; Lowell 5-8.  
Carpenter Bros.: Pemberville, O., 29-Sept. 1; Albion, Ind., 6-8.  
Carr Am. Co.: (Fair) Woodland, Me., 31-Sept. 3.  
Carroll's Greater: (Fair) West Point, Neb., 27-30; Dayton, Ia., Sept. 1-3.  
Casey, E. J.: Sioux Lookout, Ont., 31-Sept. 1; Kenora 3.  
Cattlet Greater: Blue Rapids, Kan., 28-31; Louisburg Sept. 3.  
Central States: (Fair) Hastings, Neb., 27-30; Holsington Sept. 3; (Fair) Caldwell 5-8.  
Cetlin & Wilson: (Fair) Indianapolis, Ind., 29-Sept. 7; (Fair) Reading, Pa., 10-13.  
Chanos, Jimmie: Hoytville, O.  
Cherokee Am. Co.: Hillsboro, Kan., 27-31; Raiston, Okla., Sept. 2; Bixby 5-8.  
Coleman Bros.: Ballston Spa, N. Y.  
Collins, Wm. T.: Lincoln, Neb., 31-Sept. 7.  
Coastal Plain: Tarboro, N. C.  
Cote Am. Co.: Romeo, Mich., 30-Sept. 3.  
County Fair: St. Paul, Neb., 28-31; Berryville, Ark., Sept. 4-8.  
Crafts Expo.: San Rafael, Calif., 29-Sept. 2; Crafts 20 Big: Concord, Calif., 29-Sept. 3; S. San Francisco 5-9.  
Cumberland Valley: (Fair) Crossville, Tenn.; (Fair) Sparta 3-8.  
Davis Am. Co.: Lakeview, Ore., 29-Sept. 3; Klamath Falls 5-9.  
Del Flor Am.: Dellroy, O., 29-Sept. 1.  
Dickson United: (Fair) Binger, Okla., 30-Sept. 1; (Fair) Hinton 5-8; (Fair) Frederick 10-15.  
Dixie Amusements: Sheldon, Mo., 29-Sept. 1; Jay, Okla., 5-8.  
Douglas Greater: Monroe, Wash.; Alma 3-8.  
Down River Am. Co.: Monroe, Mich., 28-Sept. 3; (Fair) Chelsea 5-8.  
Drago, No. 1: (Fair) Denver, Ind.; Mishawaka 2-8.  
Drago, No. 2: (Fair) Mazon, Ill., 29-Sept. 3; Francesville, Ind., Sept. 5-8.  
Drew, James H.: (Fair) Clintwood, Va.; (Fair) Pennington Gap 3-8.

Dudley, D. S.: (Fair) Dodge City, Kan., 27-30; (Fair) Liberal 31-Sept. 3; (Fair) Beaver 5-8.  
Dumont, (Fair) Gunterville, Ala.  
Dyer's Greater: Mineral Point, Wis., 31-Sept. 3; Lancaster 6-9.  
Eastern Am. Co.: (Fair) Windsor, Me.  
Eddie's Expo.: Stoneboro, Pa., 27-Sept. 2; Knox 3-8.  
Evans United: St. Francis, Kan., 28-31.  
Fair Time: (Fair) Bishop, Calif., 31-Sept. 3.  
Fidler: Bradford, Ill.  
Fitzsimmons: Horton, Kan., 28-31.  
Foley & Burk: Sacramento, Calif., 31-Sept. 9.  
Frame's Greater: (Fair) Tionesta, Pa., 28-Sept. 3; (Fair) Youngsville 5-8.  
Franklin Don: Coffeyville, Kan., 29-Sept. 2; (Fair) Tyler, Tex., 7-15.  
Frontier: Duchesne, Utah; American Fork 3; Hotchkiss, Colo., 4-7.  
Fun Fair: Camden, Mich., 27-29; Lewisburg, O., Sept. 1-3.  
G. & B.: (Fair) Terra Alta, W. Va., 28-Sept. 3.  
Gem City: (Fair) Du Quoin, Ill., 27-Sept. 3; (Fair) Clarksville, Tenn., 5-8.  
Gentsch, J. A.: Quitman, Miss.; (Fair) Louisville 3-8.  
Georgia Am. Co.: Galesville, Ga.  
Glades Am. Co.: Madison, Va.; Lovington 3-8.  
Gladstone Expo.: Hohenwold, Tenn.; (Fair) Centerville 3-8.  
Gold Bond: Plymouth, Wis., 28-Sept. 3.  
Gold Coast: (Fair) Carthage, Miss., Sept. 5-8.  
Gold Medal: Christiansburg, Va.  
Gooding Am. Co., No. 1: (Fair) Columbus, O.  
Gooding Am. Co., No. 2: (Fair) Jackson, Mich.  
Gooding Am. Co., No. 3: (Fair) Kingsport, Tenn.  
Gooding Am. Co., No. 4: Uhrichsville, O.  
Gooding Am. Co., No. 5: (Fair) Charlotte, Mich.  
Gooding Am. Co., No. 6: (Fair) Columbus, O.  
Gooding Am. Co., No. 7: Mansfield, O.  
Gooding Am. Co., No. 8: (Fair) Canfield, O.  
Gooding Am. Co., No. 9: Nelsonville, O.  
Grand American: Plymouth, Ill.; (Fair) Unionville, Mo., 3-8; (Fair) Audubon, Ia., 10-15.  
Greater Dixieland Expo.: (Fair) Shelbina, Mo.; (Fair) Palmyra 3-8.  
Griggs Bros.: Tintown, Ky., 29-Sept. 8.  
Hale's Shows of Tomorrow: (Fair) Kearney, Neb., 27-31.  
Hames, Bill: (Fair) Gainesville, Tex.; (Fair) Marshall 3-8.  
Hammond, Bob: Vernon, Tex.; Cleburne 3-8.  
Hannah's Amusements: (Fair) Wadestown, W. Va.; Cokeburg, Pa., 3-8.  
Hannum, Morris: (Fair) Meyersdale, Pa.; (Fair) Ebersburg 3-8.  
Happy Attrs.: Moundsville, W. Va.; McConnellsville 5-8.  
Happyland: (Fair) Traverse City, Mich.  
Hartslock, Ray: Payson, Ill., 30.  
Heth, L. J.: (Fair) Lebanon, Tenn.; (Fair) Winder, Ga., 3-8.  
Hill's Greater: (Fair) Valley City, N. D.; (Fair) Forman 3-5.  
Hoard & Mullis Am.: (Fair) Gordon, Ga., 10-15.  
Holiday Am. Co.: (Fair) Gardner, Kan., 28-Sept. 1; Chapman 2-4; (Fair) Washington 5-8.  
Holly Bros.: (Fair) Ellijay, Ga.  
Hottle, Buff, No. 1: (Fair) Paducah, Ky.; (Fair) Newton, Ill., 2-8.  
Hottle, Buff, No. 2: Jackson, Mo.; (Fair) Shawneetown, Ill., 3-8.  
Howard Bros.: Caldwell, O.; Marietta 2-8.  
Hugo's Novelty Expo.: (Fair) Tonganoxie, Kan., 29-31.  
Ideal Rides: (Fair) Odell, Ill., 28-30; Ash-kum Sept. 1-3.  
Imperial: (Fair) Mendota, Ill., 28-Sept. 3; (Fair) Monmouth 5-8.  
Inland Empire: Kamiah, Idaho, 31-Sept. 3; (Fair) Moses Lake, Wash., 7-9.  
Jack's United: LeRoy, Ill., 29-Sept. 1; El Paso 5-8.  
Johnny's United: (Fair) Huntingdon, Tenn.  
Ken-Penn: Pittsburgh, Pa., 27-Sept. 3; Murfreesboro, N. C., 5-8.  
Key City: Henry, Ill., 27-31; Depue, Sept. 1-3.  
Kile, Floyd, O.: (Fair) Vandalia, Mo.  
Klein Am. Co.: Salem, S. D., 28-29; Corsica 31-Sept. 1; Lake Preston, Minn., 2-3.  
Lagasse Am. Co., No. 1: Contoocook, N. H.; 27-Sept. 8.  
Lagasse Am. Co., No. 2: New Bedford, Mass.; Northampton 3-8.  
Lagasse Am. Co., No. 3: Dover, N. H.; Portsmouth 3-8.  
Lagasse Am. Co., No. 4: Northfield, Vt., Sept. 7-8.  
Lane, Leo: Boykins, Va.; Victoria 3-8.  
Lee Amusements: Albertville, Ala.  
Lee United: Ithaca, Mich., 28-Sept. 1; Farwell 2-3.  
Lone Star: Lebanon, Ind., Sept. 1-3.  
McKenna's Rides & Am.: Chilton, Wis., 28-Sept. 4; Crandon 5-10.  
Majestic Greater: (Fair) Oneida, Tenn.  
Manning, Ross: (Fair) Woodstock, Va.; (Fair) Warsaw 3-8.  
Marks, John H.: (Fair) Roanoke, Va.; (Fair) Burlington, N. C., 3-8.  
Marvel: Table Grove, Ill., 28-30; Kingston Mines Sept. 1-3.  
M. D. Am.: (Fair) Gilbert, Pa., 27-29; (Fair) Bridgeton, N. J., Sept. 3-8.  
Meekers: Ellensburg, Wash., 27-Sept. 3.  
Merriam's Midway: Columbus, Neb., 28-31; Schuyler Sept. 1-3; Merville, Ia., 5-8.  
Midway of Mirth: Windsor, Ill.  
Midwest: Evanston, Wyo., 30-Sept. 3.  
Mighty Hoosier State: (Fair) Kentland, Ind.; (Fair) Bremen 3-8.  
Mighty Interstate: (Fair) Gray Station, Tenn.; (Fair) Roanoke, Ala., 3-8.  
Mo-Ark: Ellington, Mo.  
Monarch Expo.: (Fair) Geneseo, Ill.; Rock Falls 3-8.  
Moore's Modern: (Fair) Syracuse, Kan., 27-Sept. 2; (Fair) Ulysses 3-9.  
Motor State: Kalida, O., 29-Sept. 1; (Fair) Wauseon 2-6; Water Valley, Miss., 10-15.  
Mound City: Granite City, Ill.; (Fair) St. Charles, Mo., 5-9.  
Mound City, No. 2: Benld, Ill., 27-Sept. 3; Salem, Mo., 6-8.  
Mullins Royal Pine: (Fair) Springfield, Me.  
Myers, Sonny, No. 1: (Fair) Pawnee City, Neb., 28-31; (Fair) Clay Center, Kan., Sept. 5-8.  
Myers, Sonny, No. 3: Beloit, Kan., 28-31.  
Nelson, Geo. W.: Walthill, Neb., 30-Sept. 1; Graettinger, Ia., 3; (Fair) Marcus 4-6; Emerson 7-8; (Fair) Dunlap 11-13.  
Northern Expo.: Sidney, Mont., 30-Sept. 1.  
Norton's Rides: (Fair) Fort Benton, Mont., 30-Sept. 1.  
Noian Am. Co.: Terrysville, O.  
Oil Capitol of the World: (Fair) Wellston, Okla.; (Fair) Davenport 3-5; (Fair) Troy 6-8.  
Olson: (Fair) Des Moines, Ia., 27-Sept. 2.

Page Bros. No. 1: (Fair) Camden, Tenn.; (Fair) Waverly 3-8.  
Page Bros. No. 2: Dover, Tenn.; Paris 2-8.  
Page Combined: Little Valley, N. Y.  
Palmetto Expo.: Rockingham, N. C.  
Pan American: Fordyce, Ark.; Benton 3-9.  
Penn Premier: Mechanicsburg, Pa.; (Fair) Staunton Va., 3-8.  
Peppers All-State: Hazelhurst, Ga.  
Port City Rides: Washington, Ill., Sept. 1-3; Tanica 7-8; Muscatine, Ia., 15.  
Powelson Greater: Pennsboro, W. Va.; Empire, O., 3-8.  
Prell's Broadway: (Fair) Fairfax, Va., 28-Sept. 6; Goldsboro, N. C., 10-15.  
Raines Amusements: (Fair) Iola, Kan., 27-31; (Fair) Mena, Ark., 3-8.  
Rainier: Salem, Ore., Sept. 1-9.  
Raley Bros. Expo.: (Fair) Troy, N. C.; (Fair) Morganton 3-8.  
Reid, King: (Fair) Rutland, Vt., 3-8.  
Rock City: Chenoa, Ill., 27-29; Postville, Ia., 31-Sept. 3.  
Rocky Mountain Empire: Fort Lupton, Colo., 27-30; Casper, Wyo., Sept. 1-3; Arvada, Colo., 7-8.  
Rogers Bros.: (Fair) Two Harbors, Minn., 28-31; Bovey Sept. 3; (Fair) Sauk Centre 6-9.  
Rohr's Modern Midway: Abingdon, Ill., 27-29; Hoopston 31-Sept. 3.  
Rose City Rides: Ste. Genevieve, Mo., 31-Sept. 1.  
Royal American: (Fair) St. Paul, Minn., 27-Sept. 3; (Fair) Topeka, Kan., 8-13.  
Royal, Jack: Metter, Ga.; Claxton 3-8.  
Royal United: Allerton, Ia., 27-28; Mystic 29-30; Nauvoo, Ill., 31-Sept. 2; Colchester 3; Bushnell 4-6; Matherville 7-9.  
Rumble Greater: Madisonville, Ky.; Zeigler, Ill., 3-8.  
Schafer's Just for Fun: Hannibal, Mo.; Keokuk, Ia., 3-8.  
Shop-O-Rama: Hooker, Okla., 27-29; Lawrence 30-Sept. 1; Canton 3-5.  
Siebrand: Boise, Idaho.  
Silk City Combined: (Fair) Leaksville-Spray, N. C.  
Sitten, Curtis: Waxahachie, Tex., 30-Sept. 1; Lancaster 6-8.  
Skerbeck: (Fair) Petoskey, Mich., 27-31.  
Smith, George Clyde: Keysville, Va.; Rocky Mount 3-8.  
Snapp Greater: Oshkosh, Wis., 27-31.  
Southland Amusements: Wewahatchka, Fla.  
Standard: Thermopolis, Wyo., 29-Sept. 3.  
Star Am. Co.: Ripley, Tenn.  
Stephens, C. A.: Erwin, Tenn.; (Fair) Rutledge 3-8.  
Stephens, Otto: Mercer, Mo., Sept. 1-3; Blakesburg, Ia., 6-8.  
Strates, James E.: (Fair) Syracuse, N. Y., Sept. 1-8; York, Pa., 10-15.  
Strong's Amusement: Franklin, Neb., 27-29; Brainard Sept. 1-2.  
Sunny, A. J.: Paulding, O.  
Sunset Am. Co.: (Fair) Belleville, Kan., 27-31; (Fair) Bethany, Mo., Sept. 2-4; (Fair) Osceola 6-8.  
Tatham Bros.: Toluca, Ill., 29-Sept. 3; Mount Pulaski 5-8.  
Tennessee Valley Am.: (Fair) Spencer, Tenn.; (Fair) Cookeville 3-8.  
(Continued on page 72)

10; Marion 11; Metropolis 12; Castro 13; Sikeston, Mo., 14.  
Leonard Bros.: Carrollton, Ill., 27; Jerseyville 28; Mascoutah 29; Marlissa 30; Crystal City, Mo., Sept. 1.  
Merchant's Free Circus: Jenkins, Ky., 27; Neon 28; Whitesburg 29; Cumberland 30; Harlan 31-Sept. 1; Harrison, Tenn., 2; Englewood 4; Fairmount, Ga., 5; Homer 6.  
Mills Bros.: Richmond, Ind., 27; Muncie 28; Elwood 29; Peru 30; Wabash 31; South Bend Sept. 1; Adrian, Mich., 3; Wayne 4; Royal Oak 5; Flint 6; Owosso 7; Ionia 8.  
Polack Bros. Eastern: Enid, Okla., 28-29; Fort Chaffe, Ark., 31-Sept. 1; Pine Bluff 4; Mobile, Ala., 10-12; Jacksonville, Fla., 17-19.  
Polack Bros. Western: Vancouver, B. C., thru Sept. 3; Kennewick, Wash., 7-9; Seattle 12-16; Salem, Ore., 19-20.  
Ring Bros.: Greenville, Ky., 27; Morgantown 28; Scottsville 29; Smiths Grove 30; Cave City 31; Columbia Sept. 1; Russell Springs 3.  
Strong, John A.: (Fair) Gridley, Calif., 31-Sept. 3.  
Von Bros.: Ellicott City, Md., 27; Wheaton 28; Frederick 29; Rockville 30-31; Silver Spring, Sept. 1; Lexington 3.

**Miscellaneous**

Brunk's Comedians: Cortez, Colo.; Monte Vista 2-8.  
Burke's Wild Cargo: (Fair) Jackson, Mich., 27-31; (Fair) Kingsport, Tenn., Sept. 3-8.  
Hitler's Armored Car: (Fair) Jackson, Mich., 27-31; (Fair) Kingsport, Tenn., Sept. 3-8.  
O'Day, Marie, Palace Car: Cairo, Ill., 29-30; Charleston, Mo., 31; East Prairie Sept. 1.  
Religious City, Matchstick Exhibit: (Fair) Lincoln, Neb., Sept. 1-7.  
Schaffner Players: LaPlata, Mo., 27-Sept. 2; Macon 3-9.

**FOLLOW THE LEADER!**  
If you want personal service—HOP ON THE LENZ BANDWAGON—join the thousands of Showmen who insure with an Agency that offers only the best.

**CHARLES A. LENZ**  
"The Showman's Insurance Man"

1492 Fourth St., North  
St. Petersburg, Fla.  
Phones: 5-3121-7, 5-914

**CIRCUS ROUTES**

Beatty, Clyde: Las Cruces, N. M., 30; Albuquerque 31-Sept. 1; Fort Sumner (mat.) 2; Clovis 3; Amarillo, Tex., 4; Plainview 5; Lubbock 6; Sweetwater 7; San Angelo 8; Brownwood 9; Lampasas 10; Temple 11; Dallas 13-16; Corsicana 17; Bryan 18; Austin 19; San Antonio 20.  
Beers & Barnes: War, W. Va., 27; Bradshaw 28; Haysi, Va., 30; St. Paul 31; Coeburn Sept. 1; Saltville 3.  
Carson, Tex.: Wood Lake, Neb., 28; Valentine 29; Cody 30; Martin, S. D., 31; Rushville, Neb., Sept. 1; Hemingford 2.  
Cole, Geo. W.: Mapleton, Minn., 27; St. James 28; Fulda 29; Adrain 30; Jasper 31; Tyler Sept. 1.  
Cristiani Bros.: Roanoke Rapids, N. C., 27; Rocky Mount 28; Henderson 29; Reidsville 30; Danville, Va., 31; Martinsville Sept. 1; Winston-Salem, N. C., 3.  
Gould, Jay: Akron, Ia., 27-28; Denison 30-Sept. 3.  
Hagen Bros.: Tecumseh, Mich., 27; Sturgis 28; Nappanee, Ind., 29; Knox 30; Warsaw 31; Rensselaer Sept. 1; Danville, Ill., 3; Decatur 4; Normal 5; East Peoria 6; Kewanee 7; Dixon 8.  
Hunt Bros. Three-Ring: Halboro, Pa., 27; Upper Dublin 28; Coatesville 29; Phoenixville 30; Berwyn 31; Claymont, Del., Sept. 1; Chesterton, Md., 3.  
Kelly-Miller: Urbana, O., 27; Piqua 28; Eaton 29; Miamiburg 30; Lebanon 31; Lawrenceburg, Ind., Sept. 1; North Vernon 2; Seymour 3; Bedford 4; Petersburg 5; Mount Carmel, Ill., 6; Mount Vernon 7; Carmi 8; McLeanboro 9; Harrisburg

**It's ACE for TENTS**  
Concessions • Cookhouse  
Merry-Go-Round  
Caterpillar Tops • Big Tops  
and all Canvas Products  
All colors All sizes Flashy trimmings  
Quick Service  
Guaranteed Workmanship

**ACE CANVAS CORP.**  
103 Greene St. Jersey City 2, N. J.  
DElaware 2-5893

**UNITED STATES TENT AND AWNING CO. Established 1870.**  
Over 85 Years of Specialized Experience.  
"SID" T. JESSOP Chairman  
GEO. W. JOHNSON President

Circus—Any Size—Concession  
Carnival—Any Type—Exposition  
Phone Brunswick 8-4340

2315-21 W. Huron St. Chicago 12, Ill.

**POWERS TENTS**

Tents well reinforced. 12.63 oz. army duck. Vivotex treated. Sewed with heavy soil thread.

Largest manufacturer of show tents in the East. Write for prices

**Powers & Co.** 5929 Woodland Ave. Philadelphia, Pa.

SEND US YOUR SIZES

AMERICA'S FINEST SHOW TENTS

**O. Henry Tent & Awning Co.**

• CONCESSION TOPS • SHOW TENTS  
• RIDE CANVAS  
BERNIE MENDELSON

4862 N. CLARK ST. Phone: ARmore 1-1300 CHICAGO 40, ILL.

**TICKETS**

ROLL OR MACHINE FOLDED. PAD STRIP AND RESERVED SEAT TICKETS ALSO COUPON BOOKS. WAITER CHECKS, PARKING & LAUNDERETTE TAGS AND ALL FORMS OF TRANSPORTATION TICKETS.

**ELLIOTT TICKET CO.**  
409 Lafayette St., N. Y. C. — 92 W. Washington St., Chicago — 1015 Chestnut St., Phila.

**INSURANCE**

IDA E. COHEN  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**The Most Beautiful MINIATURE GOLF Courses**

Built in America are constructed by **ARLAND**  
444 Brooklyn Ave.  
New Hyde Park, N. Y.  
In 43 States, the Caribbean and Overseas.

**Shooting Galleries**

And supplies for Eastern and Western Type Galleries. Write for new catalog.

**H. W. TERPENING**  
137-139 Marine St., Ocean Park, Calif.

**SHOW TENTS CENTRAL Canvas Company**

516-518 East 18th St.  
Kansas City 6, Missouri  
Phone: Harrison 3026  
HARRY SOMMERVILLE

**OPEN A DRIVE-IN THEATRE AT LOW COST**

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

**INSURANCE SAM SOLOMON**

"The Showfolks' Insurance Man"

1000 Argyle St. Chicago 40, Illinois  
Phone: LOngbeach 1-5576  
Write for new low rates

**FOR SALE**

50-FT. STEEL PARACHUTE JUMP and Slides, operating at REVERE BEACH in first-class condition, two years old. Wonderful park attraction. Selling due to ill health.

**Hurley's Amusements**  
1777 North Shore Blvd., Revere, Mass.

# Colo. State Fair Up Despite Obstacles

PUEBLO, Colo.—The Colorado State Fair, despite economic and agricultural drawbacks in the area, last week was racing to match its

'55 attendance figure of 238,820 and at midweek was doing a good job. Obstacles were drought conditions and the fact that the steel mills here had been strikebound for a six-week period.

# Lucky Dogs Click at Ind., Ohio Fairs

PATERSON, N. J.—Grandstand marks were reported set by Jack Kochman's Lucky Dogs, a greyhound racing attraction, at the recent La Porte, Ind., and Zanesville, O., fairs. On the strength of the showing, both events contracted the show feature for 1957.

Kochman headquarters thru Don J. Beebe, unit manager, reported the show well ahead of last year at this time in terms of attendance and gross. The new portable track, which provides for all of the action to take place in front of the seated audience, instead of being spread out over a straightaway, is credited with heightening interest in the presentation.

The Emanuel Zacchinis announce the engagement of their daughter, Delia, to Belmonte Cristiani.

Attraction-wise, Manager Bill Kittle deviated from the usual grandstand bill this year. For the first time, a revue, produced by Barnes-Carruthers and handled by Fred H. Kressmann, was brought in for the first three nights and did strong business. The stands were 75 per cent filled the first night and all seats were occupied the next two evenings.

The Gene Autry rodeo, featuring Autry, Annie Oakley and the Cass County Boys opened its three-day stand backed by an advance sale that almost assured sellouts at all six performances. The Canadian Daredevils, in for matinees the first three days; failed to match last year's takes when another stunt unit played here.

Brodbeck & Schrader Shows were on the midway for the fifth straight year and early run grosses were reported on a par with those of last year. The Sky Kings, high act, was the free attraction. Sam Howard's water show was also featured on the midway doing four-a-day.

# 11 Countries To Exhibit In CNE Bldg.

TORONTO—A number of the countries that formerly displayed at the International Trade Fair, now discontinued, will display at the Canadian National Exhibition. To meet this demand, the CNE has turned the long-established British Government Building into the Governments Building, with 11 nations showing their wares: United Kingdom, Australia, India, Germany, Belgium, Denmark, Holland, Japan, Poland, Spain and the United States.

There will be only order-taking in the building, said CNE space manager I. M. Brodie. Actual selling has decreased each year. Last year over-the-counter trade was permitted in two buildings only. This year it will be restricted to the Food Products building, with some also in the Women's building. "No deposit order-taking, however, is freely permitted," Brodie said.

The number of exhibitors this year will be slightly in excess of 2,200, with the percentage of renewals "extremely high."

On the promotion front, CNE advertising is to remain much the same as last year, and will be concentrated into a three-week pre-CNE period in a coverage area within a 150-mile radius of Toronto.

Feature writers in the Toronto papers will contribute to an ad series, while Ontario radio station will carry messages taped by Gordon Sinclair, and TV stations will show film shorts of CNE scenes.

Publicist Bert Powell is introducing wall hanger-type posters with full-color drawings of CNE events. There are also 24-sheet and three-sheet posters scheduled.

# Ten-Day Run Attracts 101,561 at Costa Mesa

COSTA MESA, Calif.—A strong entertainment program, which included musical headliners in television, helped the Orange County Fair chalk up a total attendance of 101,561 during its first 10-day run which ended here Sunday (19). Last year the fair ran six days and was attended by 67,395 people.

Opening Friday (10) Spade Cooley and his show with Kay Cee Jones, Anita Aros and Mel Ryan appeared in the Amphitheater. The Hoosier Hot Shots were on the second day with Doye O'Dell and His Western Varieties, including the Twin Tones, Gail Mosher and Eddie Cleto taking over for two nights, Sunday and Monday (12-13).

Lawrence Welk and his entertainers, Alice Lon, Harry Hooper, Jim Roberts, Dick Dale and Myron Floren held the stage Tuesday night. The Sportsmen, singing group from the Jack Benny program, followed for three nights,

closing Friday (17). The shows were booked for the fifth year by Jo and Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency.

Four performances of World Championship Rodeo, afternoon and night, the closing Saturday and Sunday (18-19) were reported to have drawn a total of 20,000 people by Thomas McCann, who handled the publicity this year for the first time. Midget auto races were weekend attractions.

R. M. C. Fullenwider, secretary-manager, said that the paid attendance was up this year over 1955. The average paid per day was 3,139. The first Saturday and Sunday total attendances were 15,630 and 15,080 respectively. Welk pulled a strong crowd of nearly 14,000 on Tuesday.

Ten horse show performances were given. Seven were in the afternoon and three at night. On August 11-12 the Hoosier Hot Shots were intermission entertainers in the afternoon. The Sportsmen appeared during intermissions of the three night performances during their run.

Jack McAfee, veteran circus performer, worked the independent midway as "Bo-Bo," the clown.

For the current run the front-gate admission was cut from \$1 to 60 cents for adults, with 25 cents for children from 6 to 12 years of age.

Prior to the opening of the event on Friday (10) the grounds were cleared of some of the remaining barracks used during World War II, McCann said. A new main entrance was erected at a cost of over \$10,000.

The Frank W. Babcock United Shows, managed by F. M. (Pete) Sutton, played the midway with 22 rides, 3 shows and 40 concessions.

# THE FINAL CURTAIN

ALLEN—Jack J., 71, veteran concessionaire, of a heart attack August 15 in Hemingway, S. C. Survived by his widow, May; three sisters and a brother. Burial in Oklahoma City August 19.

CAMPBELL—Minnie W., 83, mother of Clayton Campbell, of the King Reid Shows, August 17 at a Glens Falls, N. Y., hospital.

JONES—R. B. (Cootie), 33, veteran concessionaire on the Gem City Shows, August 19 in Alton, Ill., of injuries sustained in a truck wreck. Burial in Augusta, Ga.

McCLEAN—Maurice D. (Bill), 57, widely known horse breeder

and trainer, August 19 in Quincy, Ill. A breeder and trainer of trotting horses, he was for many years a prominent figure around Midwest State and county fairs. Survived by his widow, two brothers and three sisters.

RUSS—Clayton E. (Gabe), circus musician, August 20 in Long Beach, Calif., after a two weeks' illness. He was a veteran of World War I and tromped with Hagenbeck-Wallace, Shipp & Feltus in South America, Al C. Barnes and Ringling circuses and the Sousa, Pryor and Kryl bands. For the past 12 years he was assistant librarian of the Long Beach Municipal Band. Surviving are his widow, Rita; a sister, Mrs. Clara Johnson, Canton, O., and a brother, Jess Russ, of Florida. Burial August 24 at Long Beach.

TWINING—Mrs. Margaret Fay, wife of R. A. (A. dy) Twining, former electrician on Alamo Exposition Shows, recently in Bishop, Tex. In addition to her husband she is survived by a son, Clarence K. Fox; a daughter, Mrs. Betty Darlene Albrecht, and her parents, Mr. and Mrs. G. W. Davies. Burial in Bishop.

# BIRTHS

HALL—A daughter to Mr. and Mrs. Philip Hall August 15 in Sarasota Memorial Hospital, Sarasota, Fla. Parents, for many years, were with Ringling Bros. and Barnum & Bailey Circus.

# PROFIT HIKED

# Shorter Run Ups Profit at Cedar Rapids

CEDAR RAPIDS, Ia.—The All-Iowa Fair, which Sunday (19) closed its six-day, seven-night run, returned a bigger profit than the '55 edition which ran eight days and as many nights.

Despite rain two forenoons, paid attendance totaled 148,900. This compared with the 160,000 total last year when the event ran one night and two days longer.

Midway receipts of the William T. Collins Show was \$36,500, Andy Hanson, fair secretary, said. The ride and show gross in '55 was \$44,000.

A new all-time single day's gate mark was set on closing day when 28,900 went thru the outside gates. A new record one-day grandstand crowd also was registered the same day, with more than 11,000 paying to see the stock car races staged by Frank Winkley. Previous one-day highs for gate and grandstand had been set in 1949.

On the other days of the fair, higher gate totals were turned in than on the corresponding days last year. Day-by-day grandstand business, both afternoon and night, also was up. Paid night attractions included three performances of an Ernie Young Revue, two performances of a rodeo staged by Bob Barnes, of Cherokee, Ia., and one by the Hendricks' Horsecapades.

# Fair Dates

Copyright 1956 The Billboard Pub. Co. The complete list of Fair Dates was published in the issue dated June 30. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

# Maine

Cherryfield—Cherryfield Fair, Sept. 25-27. Orland—Orland Fair, Aug. 23-25. Pembroke—Pembroke Fair, Sept. 6-8. Springfield—Springfield Fair, Aug. 31-Sept. 3.

# 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

# WAR EXHIBIT FOR SALE

CONTAINS authentic One-Man Jap Suicide Submarine, Authentic Two-Man Italian Frogman Submarine, Authentic Italian Underwater Suicide Submarine (cutaway) with War Head used on nose of same, Authentic Nazi Suicide Buzz Bomb with Wings, German Screaming Meemie Nose Bomb, All from World War II. Numerous blowups of leading personalities of World War II, both Nazi and Jap. Conceptions also of H Bomb (cutaway showing mechanism), Russian Suicide Atomic Rocket, Many relics of World War I, including German Weasel Tank (Doodlebug). NOW IN USE AND CAN BE SEEN AT

OCEAN VIEW AMUSEMENT PARK NORFOLK, VA.

# KEEP POSTED

on the AUD-ARENA FIELD and all other phases of SHOW BUSINESS

READ THE BILLBOARD EVERY WEEK

Subscribe Now



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 .....

**THE FAMILY Of the late MRS. ANNA DOOLAN**  
Wish to thank their many friends for their kind words of condolence and beautiful floral offerings tendered during the loss of our beloved Wife and Mother.  
MICHAEL J. DOOLAN & FAMILY

In Loving Memory of our sister **ETHEL D. GREMSELL**  
who God of all grace called to her eternal life on **SEPTEMBER 2, 1952.**  
May she sleep in peace.  
ANN AND JACK

IN LOVING MEMORY OF MY WIFE **EDNA C. RILEY**  
Who passed away September 1, 1955  
LOU RILEY

## Disneyland Drawing Top NAAPPB Crowd

Anaheim Summer Session Will Set New Record; 150 Reservations In

ANAHEIM, Calif.—Plans for the summer session of the National Association of Amusement Parks, Pools and Beaches to be at Disneyland here starting September 18 are in final shape.

From Chicago, the NAAPPB headquarters reported that reservations have topped 150 and it became certain that the attendance will exceed the record 154 set at Denver a few seasons ago.

Activities at Disneyland will be September 18 and 19. On the next day (20) the group will see more of Disneyland and then visit Knott's

Beery Farm, unusual park, and the Long Beach amusement park area. Final phase of the session will be a side trip to San Francisco, where members will be guests of Whitney's Playland-at-the-Beach.

In Chicago, Paul H. Huedepohl, secretary of NAAPPB, said that those planning to make the tour should arrange for reservations very shortly in order to be assured of space at the Disneyland Hotel.

The schedule starts with arrival at Disneyland on September 18, and a party at the hotel that evening. On September 19, the group will register at Disneyland City Hall, have luncheon at the Plantation House, see the Golden Horseshoe Revue, tour other Disneyland areas, have a social hour and dinner at the Gourmet's Private Lounge and follow up with an evening's tour of the funspot.

After the tour of Long Beach and of Knott's Berry Farm on September 20, the group will have a day without planned activities (21). The San Francisco visitation will be September 22.

## Detroit Funspot Off; New Owner Plans Expansion

DETROIT — Business is off about 20 per cent in the first season for Sam Raynovich at Wonderland Amusement Park in down-river Ecorse Township, but it is still considered good, in view of the combination of unfavorable weather, unemployment in auto plants, and the steel strike.

Raynovich is a newcomer this season, having formerly operated a drive-in restaurant, a beer store, and a dairy outlet, as well as working in steel mills. He bought the park, established about five years ago, from John Quinn. Quinn, who was owner of the World of Pleasure Shows before turning to park operation, is retiring.

Wonderland Park embraces about five acres, and now contains 10 rides and nine concessions. Two adjacent operations, a midget golf course and a golf driving range, are operated by John Orlicki. No new attractions were added this year, but an extensive maintenance program was undertaken. This included reconstruction work following a tornado early in the season which knocked down the Ferris Wheel and seriously damaged the Merry-Go-Round.

Planned for next year, according to Raynovich, are the addition of a number of both adult and kiddie rides, and some changes in park layout. A change of the park name is under consideration, partially dependent upon the proposed incorporation of the area as the new city of Southgate.

## Kiddie Acts For Dorney

ALLENTOWN, Pa. — Kiddie attractions have boosted the attendance during July and August at Bob Plarr's Dorney Park, it is reported.

Appearances have been made by WRCE-TV's (Philadelphia) Pete Boyle, Bob (Looney Balloons) Rollins and Bertie the Bunyap puppet, Captain Video, Zippy the Chimp, the Magic Clown, Seneca Indians, Howard's elephant and ponies (from Clyde Bros. Circus), Sally Starr and Ranger Joe, and Mr. Rivets, mechanical man from WRCA-TV, Philadelphia.

Acts are booked in by Abe I. Feinberg of New York.

## 'DIVE-INS' AID NIGHT TURNOUT FOR SWIMMING

EAST POINT, Ga. — "Dive-In" movies are being offered here as a stimulant to night swimming pool business. Roy Grayson, park director, shows 16-mm. short subjects on a rubberized screen mounted at one end of the pool. He mixes a variety of subjects, such as cartoons, features, and Red Cross instructional films, and says an attendance gain of 60 per cent has resulted. A permanent projection booth and boost in power to provide louder sound are planned for 1957.

## Herschell Ups Rides Prices 5-8 Per Cent

NORTH TONAWANDA, N. Y. — The Allan Herschell Company will increase prices of its rides from 5 to 8 per cent effective November 1 of this year, President Lyndon Wilson announced last week.

In a statement issued last week Wilson said: "In the last year, the costs of labor, steel, drive equipment and other production items have increased from 8 to 15 per cent."

Because of these increased production costs, Allan Herschell finds it necessary to increase ride prices from 5 to 8 per cent, he said. The increased rates will apply to rides and equipment shipped on and after November 1, 1956, he added.

## Fire Razes R. I. Rink

PORTSMOUTH, R. I. — Fire destroyed the skating rink building at Island Park here Tuesday (21). The wooden building was leveled despite a steady rain and the efforts of 75 firefighters. The cause was undetermined.

In recent years the structure had been used for gatherings, dances and bazaars.

## TAIL-END WEATHER OK FOR NEW ENGLANDERS

BOSTON—A note of optimism is evident among New England park and beach operators, blessed with the third good weekend in a row after a wet and cold July.

Inland spots like Norumbega, Lincoln, White City and Whalom all reported a spurt in business. With a break in the weather there was every expectation that the season would work out okay despite a weak start caused by poor weather.

Schaefer Beer fireworks displays were serving to hold crowds late at Revere and Nantasket. Larry Stone, at the latter beach's Paragon Park, has been profiting from free acts, bargain and kids days. The new Holmes Cook miniature golf reportedly has caught on nicely. Revere Beach has suspended its free acts but business has not suffered.

## On-Off Attitude Hits Arrested Jersey Ops

NEW YORK — Annoyance, aggravation and downright disgust have been prevalent emotions among some of the New Jersey shore concession operators over this summer's legal developments. A rash of arrests this week hit many who thought they were operating within the framework of the law, but the difficulty is: What is the law?

A fluctuating games control policy has been in effect at several places, and operators scarcely know where they stand from one week to the next. Many gave up the ghost a month ago and wrote the season off as a dismal failure. The ones who have been attempting to get in a few days here and there, have had scores of difficulties.

Original trouble stemmed from the State Supreme Court's decision that skill is no longer an element in the legalization of games. Altho it specified mechanical or electrically operated units, where prizes were offered, various interpretations have been applied on the local level. So even non-mechanical games, like ball games, pitches, dart games, etc., have been shuttered.

Five operators of bingo-styled games were arrested in Atlantic City this week, with the games labeled variously as Playo, Skillo, Thrillo, and Skill Bango. Some had sought to take advantage of a

later decision by a State Superior Court judge that Fascination-type games are within the law.

Also arrested were 19 operators in North Wildwood, Wildwood, and Sea Isle City, with Skillo and Fascination named as the offenses. The arrests were made despite a written opinion by the North Wildwood city solicitor that the games are legal. All defendants denied the charges of gambling or maintaining gambling establishments.

Weather has turned favorable in the season's closing weeks and all affected operators were missing out on their best grossing period. The trouble started the week prior to July Fourth, before concessionaires had a chance to get even on their expenses.

## Frontier Town Units Include Rodeo, Circus

NEW YORK—A 500,000-gate season is in the making for Frontier Town, the Western-type attraction in North Hudson. One of the Adirondack Mountains' leading operations, it sprawls over 100 acres and offers a myriad of entertainment elements.

Outside gate price is \$1.25 for everyone over age 10, a quarter for younger ones. Special shows within go for a quarter. This year they have included twice-daily rodeos, and circus presentations by the Poodles Hanneford performing family.

Numerous frontier buildings house stores, which are operated by the seven corporations comprising the attraction's management, Mac Anderson reports. Rides include a stagecoach unit and steam train pulling five coaches over a half-mile of track. Both have interruptions by mock holdup men. Spot reportedly has a 200-person payroll.

## Ontario Beach Names Queen

STAYNER, Ont.—Dixie Pavilion at Wasaga Beach near here has staged a successful promotion to select a Miss Rock and Roll, according to Manager Frank C. Meyers.

He said that preliminary winners were selected nightly for 10 days and the finals were conducted on a Saturday. Included was an auto caravan in which participants appeared.

The winner was a 14-year-old. The affair got publicity for the beach and pavilion in Toronto papers and others. At the time of the finals, the pavilion was packed and turned-away couples danced on the beach near by. Spot gets 50 cents nights and 25 cents for afternoon sessions.

## Carlin Rides Closed Down

BALTIMORE — Carlin Park here is in only partial operation. The swimming pool and skating rink are open, but the midway rides and stands are closed down.

Site of the park is one of several spots being proposed here as the location of a new municipal arena.

## West Asheville Plans Dropped

WEST ASHEVILLE, N. C.—Plans for a West Asheville Amusement Park are "washed up—and out," backers of the development said.

Rex Smathers Jr., president of the corporation, was quoted as saying the enterprise had been abandoned partially because of a flash flood that damaged equipment and facilities last month.

Smathers added that the 21-acre site the firm leased has been returned to the owner. Earlier plans for spending \$100,000 to develop the park never materialized.

The park opened in mid-June with a few amusements. These were damaged by a sudden summer flood in July that closed the park.

# Roller Rink Folk Gather in Richmond

**Audrey Payton Named Queen; Re-Elected Boydston RSROA Prexy; 3,675 Register**

RICHMOND, Va.—An official attendance of 3,675 persons was registered for the 1956 American Amateur Roller Skating Championships and convention of the Roller Skating Rink Operators' Association of America (RSROA) held here July 25-August 3. Daily attendance at the Arena, where the championship skating events were held, ran 2,000

higher thru admissions and reserved-seat holders.

During the opening night ceremonies, exhibitions were presented by winners of the 1955 championships held at Toledo. The invocation of championships was given by Claude W. Robinson, a member of the RSROA board of control.

**Audrey Payton Queen**

Seven regional RSROA winners entered the Skating Queen Contest, with the final award going to Audrey Payton, of the Merryland Dance and Figure-Skating Club, Glasgow, Del.

**Re-Elected Boydston**

Thomas S. Boydston was re-elected president of the Roller Skating Rink Operators' Association. Other officers elected were: John W. Sawyer (re-elected), Arthur Russell (re-elected), Ralph Fox and J. T. Strickland, vice-president; Ken Robertson, sergeant at arms, and Jack Dalton, Victor Caille and Arthur Litzenberger, board of control for a three-year term.

**Convention Speakers**

Speakers at the convention, in

addition to Victor J. Brown, RSROA advisory chairman, and President Boydston, included Welles A. Gray, assistant manager of the Taxation and Finance Department, U. S. Chamber of Commerce; Charles M. Taylor, Richmond, York Refrigeration Company representative; M. S. Crankle, vice-president, Hastings Air Control Corporation; Hon. John Montgomery, judge of Juvenile and Domestic Relations Court; George S. Bright, president, New Zealand Roller Skating Association, Inc., and representatives of the various firms that exhibited in the trade show.

The championships and convention details were well handled, with the RSROA Dress and Conduct Committee maintaining high standards at all times. Favorable reports were common in press and on radio. Col. O. D. Garton, Chief of Police, was on the premises thru-out the championships and acted as one of the judges in the Queen Contest.

**Good Press**

Coverage of the meet and convention was exceptionally thorough and favorable. Several pages in all were devoted to the events by The Richmond Times-Dispatch and The Richmond News Leader, with the latter carrying three separate stories in all editions on a single day. Pictorial coverage was also generous.

The RSROA gatherings averaged three daily appearances on local radio and television stations, including WRNL, WMBG and WTVR. Press relations were handled by George Russell, of St. Petersburg, Fla.

A resolution of friendly greetings was passed by the RSROA and directed to George S. Bright, president of the New Zealand Roller Skating Association, Inc., and Mrs. Bright, who was chaperone of the delegation from the Antipodes, and to the individual skaters from the amateur skating team, Ron Collier, Eleanor Masterman, Ian McPhee, William Muford, Adrienne Creber, Marjorie Daverne and Ian Gordon.

**Commercial Exhibitors**

Commercial exhibitors at the RSROA trade show included J. P. Shevelson and M. Hansen, Chicago Roller Skate Company, Chicago; R. Phillips and Sam Assad, Cleveland Skate Company, Cleveland; Paul E. Cottrell and R. A. Pedoloff, Cottrell, Inc., Derby, Conn.; Bernard and Phyllis Balaban, Club Skate Case Company, Council Bluffs, Ia.; Glenn Gardner, William Lenox, Clyde and Shirley Weaver and Mrs. Charles Snyder, Douglas Snyder Skate Company, Dayton, O.; Eli Fackler, Fackler Enterprises, Clinton, Mich.; Cecil Davis and Vernon Fowlkes, Fo-Mac Enterprises, Tulsa, Okla.; Max C. Hyde and Max L. Lubin, Hyde Athletic Shoe Company, Cambridge, Mass.; Jack Adams, Frank DiAmello, Jack Goldstein, Mrs. N. Totani, James Adams, Mrs. Ida Franchina and Eta Bury, Jack Adams & Son, Inc., Bronx, New York; Ira Hirsch, Harry Portugal and Milton Aronson, Johnny Jones Jr., Pittsburgh; Jerome W. Brush Jr., Vincent P. Devitt and Gerald K. Nista, Raybestos Division of Raybestos-Manhattan, Inc., Bridgeport, Conn.; Paul Riedell and Fred Wichlacz, Riedell Shoes, Inc., Red Wing, Minn.; Mrs. Nadine Van Bergen and Mrs. Beverly Kiser, Skating Specialties, Los Angeles; Lewis Armbauster, Gene Gens, Mrs. V. Skelly and Mrs. William Skelly, Skelly's, Detroit; C. J. Robertson, H. E. Crum and E. W. Ramsey, Southeastern Skate Supply, Roanoke, Va.; and H. C. Ball, Sure-Grip Skate Wheel Company, Lynwood, Calif.

# Auditorium Meeting Closes at El Paso

Continued from page 53

heim, Brazil, Ankara, England, Iran, Holland and Lisbon.

J. E. Plewis, acting manager of the new building under construction at Edmonton, Alta., told about the structure, which will have 2,700 seats, 7,000 square feet of exhibit space and several meeting rooms. The same blueprints are being used to build an identical auditorium at Calgary. Both are being paid for out of profits made from oil rights held by the Province of Alberta. A. R. Patrick, minister of the department in charge, also attended the IAAM convention.

**Charge for Cooling?**

At the request of William Stark, manager of the Syracuse, N. Y., building, managers told how they handle charges for air conditioning. Most buildings incorporate the fees in their regular rental, but some find it necessary to make separate charges to those who require air conditioning. Still others make no alteration in rentals, pointing out that they get enough extra bookings because of air conditioning to more than make up for its costs.

A poll showed representatives at hand included 26 from air-conditioned buildings; five of them made extra charges for it. Importance of the question and how it differs from whether to charge for heat or lights was shown when Stark pointed out that part of the building's electric bill is determined by the peak amount of current used. An event on a hot summer night, with air conditioning, might comprise the greatest demand for power at a building, and electric bills for the next year are based on that peak. This may amount to an expense of several hundred dollars monthly, it was said. Where extra charges are made, they involve not only show time but also about four hours for pre-cooling.

Al Grant, of Holiday on Ice, Inc., was honored by the association and thanked for hosting the group at a dinner.

**Hear Reeves, Walsh**

Managers of two large plants were invited to describe their operations. One, Clyde Reeves, manager of the Arena and other facilities at the new Kentucky State Fairgrounds, Louisville, pointed out that the \$16,500,000 buildings put 23 acres under roof, that the Arena will have seating capacities of

from 12,280 to 18,000 for various types of events, that he also will have 280,000 square feet in an exhibit hall, 190,000 square feet in livestock buildings and 21,840 seats in a stadium. The project is to be completed September 6, with the fair opening the next day.

The other was James F. Walsh, who told about the New York Coliseum. Since the city would not undertake its financing, this building was authorized by the State and built by the Triborough Tunnel Authority, which does not have taxing power. He is an officer of the company which leases the Coliseum from the authority. The Coliseum accounts for \$22,000,000 of the \$35,000,000 project, he said. Features include 300,000 feet of exhibit space, 25 box offices, lobby standing space for 6,000, and show space on four floors. Walsh sold \$1,000,000 worth of leases before the Coliseum was built.

**WE BUY AND SELL USED ROLLER SKATES**

1000 pr. Used Clamp Skates \$3.50 pr.  
Brownie Precision Wheels. . . 1.50 Set  
Economy Precision Kit.  
Cottrell Wheels. . . . . 9.50 Set

Bonny's Hug-Me-Tights. \$10.50 dz.  
Bonny's New "Princess"  
Line Skating Skirts. . . 24.00 dz. up

Write for price list. \$3 down, bal. C.O.D.  
Authorized Distributor for  
**"CHICAGO" ROLLER SKATE CO.**

**JACK ADAMS & SON, INC.**  
723 MORRIS PARK AVENUE  
BRONX 62, NEW YORK  
SYcamore 2-1110, 1111

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY - GLAMOUR - SHOWMANSHIP  
GET THE NEW REVOLVING  
**HOLLYWOOD SPOTS-LITE**  
BETTER IN A CRYSTAL BALL  
NO MIRRORS TO BREAK  
WASH OR POLISH  
GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RIDES, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.  
Write For Complete Free Details  
**HOLLYWOOD SPOTS-LITE Co.**  
Dept. B 3612 No. 16th St. Omaha 10, Nebraska

**SKATING RINK TENTS**  
42 x 102 IN STOCK  
53 x 122 AT ALL TIMES  
**NEW SHOW TENTS MADE TO ORDER**  
**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

**CURVECREST RINK-COTE**  
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.  
**PERRY B GILES Pres.**  
Curvecrest, Inc. Muskegon Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

**PORTABLES ARE THE ANSWER**  
**Porto-Bilt**  
TENT COVERED SKATING RINKS  
Write  
**W. T. SHACKELFORD**  
Box 425, Smyrna, Ga. Phone 5-5778  
Phone: 8-2183, Marietta, Ga.

**We BUY AND SELL NEW and USED RINK ROLLER SKATES**  
Lowest prices  
Write for quotations—1 day service  
**JOHNNY JONES, JR.**  
CHICAGO ROLLER SKATE CO.  
51 CHATHAM ST., PITTSBURGH 19, PA.

**WANTED ROLLER SKATING INSTRUCTOR**  
Write, giving qualifications and experience.  
**ROLLERLAND**  
2347 W. Thomas Rd. Phoenix, Arizona

**Rental Shoe Skates**  
**Pay Extra Dividends for You**  
Ladies' White No. 314  
Man's Black No. 315  
mounted on 10-degree  
**"CHICAGO" Skates**  
and your choice of wheels  
**Order a few pair NOW you will need MORE later**  
**CHICAGO ROLLER SKATE CO.**  
4427 W. LAKE ST. EStebrook 9-3800 CHICAGO 24, ILLINOIS



**KIDDIE CAR RAILROADS**  
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 103 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

**SELL, LEASE OR BOOK**  
In Park or Beach in Florida—36 foot 3-abreast Allan Herschell Merry-Go-Round, No. 12 El Ferris Wheel and my beautiful German Band Organ. All in A-1 operating condition.  
P. O. BOX 302 or Phone 40-2422, Gibsonton, Florida. MABEL K. REID.

**KIDDIE PARK FOR SALE**  
**SEVEN RIDES**  
3201 Emmons Ave., Sheepshead Bay, Brooklyn, N. Y.

**FOR SALE!**  
**Making room for new rides!**  
● MOON ROCKET  
● SEA CRUISE  
● 24-CAR CATERPILLAR  
● ADULT WHIP  
Excellent 1st Class Condition.  
Equipment now in full operation at  
**GWYNN OAK PARK**  
Baltimore, Maryland

**FOR SALE**  
**AMUSEMENT PARK LOCATED IN MID-WEST CITY**  
Old established PARK with large Coaster and 12 other first-class Rides, including the land and many buildings. Write **BOX D-236, c/o The Billboard** Cincinnati 22, Ohio

**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 \$10. (Foreign rate, one year, \$20) 935  
Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

## Beatty Set to Go; Plan Sarasota WQ; Seeks Havana Date

**Staff, Performers in Deming Quarters; Train Moves Tuesday; Rehearsals Start**

DEMING, N. M.—The new Clyde Beatty Circus will move out of quarters here Tuesday (28) and rehearse an extra day at Las Cruces, N. M., before opening there on Thursday (30).

The big top was up here Friday (24) and rehearsals were under way. Vic Robbins has been signed to head up the union band. Fred Jones has the Side Show. Two twenty-four men are Karl Knudsen and Elvin Walsh. Fourteen promotion men are handling advance

work along the contracted route. It was confirmed here that the show will tour until November 20, when it will close in Florida and move to winter quarters at Sarasota.

Word also came here that plans are being finalized for the Beatty show to play the Sports Palace in Havana, Cuba, during the holidays period. This day has been played in the past by the Ringling-Barnum show.

### Beatty on Hand

Clyde Beatty has arrived in quarters and is taking part in preparations. Edna Antes is expected from Sarasota on Saturday (25). Eddie Howe and Howard Y. Bary are working press. Roland Butler is public relations consultant and has done the show's art work for newspaper ads and other material. He also has advised the show on publicity matters.

The Beatty show will be heavily billed, it was said, using dates from Enquirer Show Print and pictorials from Majestic and Neal Walters Posters Corporation, as well as postal heralds from Central Show Print.

## Mills Business Holding Strong In Ohio Towns

BAINBRIDGE CENTER, O.—Mills Bros.' Circus has been scoring some good attendance as it moves westward across Ohio.

At Howland, O. (16), the show had half and three-quarter houses with Legion auspices, good weather and a far-out lot.

The sponsoring fire department at Barberton, O., reported a half house for the afternoon and a straw house at night. Weather continued good.

In Bainbridge Center, outside Chagrin Falls, the fire department made \$650 with total attendance for the two performances at 2,580.

The circus will go into Indiana and will play the Chicago area in late September. Plans call for the show to end its season at Louisville October 15.

## Emmett Kelly Returns Home

HOUSTON, Mo.—Emmett Kelly played his home town three days. The clown, who had not been back here for 36 years, was on hand for the Old Settlers' Reunion.

The reunion grounds have been renamed Emmett Kelly Park, and he was presented with a key to the city. He was accompanied by his wife and their infant daughter. The Kellys visited his sister and brother-in-law, the Clem Smiths, of Houston. Kelly visited the farm house that was his family's and found where he had carved his name on a barn well. The Springfield, Mo., News-Leader carried a page of photographs of his visit.

Kelly's first show job was at the Old Settlers' Reunion 36 years ago.

## Ohio Town Does Okay by Millers

FREMONT, O.—Al C. Kelly & Miller Bros.' Circus drew top-grade business here Thursday (16). Afternoon house was near capacity, and the night show pulled a straw house.

Weather was good and town was fresh.

Show is said to be using advertising copy which reads, "Last of the big circuses. See it now or miss it forever."

## Maley Starts Strong; Loses Next 3 Stands

STROUDSBURG, Pa.—The Maley Three-Ring Circus opened here Saturday (18) to good business. But the show lost its second day and there were reports that it also blew stands Tuesday (21) and Wednesday (22).

The opening performance had the Alberto Zoppe Family and Cuciola, Marion Seifert, Bert Pettus and family, Harry Rooks, and others. Ora O. Parks was handling press. Show is equipped with a new 100-foot round top with three 40-foot middles.

In Stroudsburg the show had a strong afternoon and better night house. No concession department was in operation because necessary equipment was accidentally included in the stuff that was taken to Peru, Ind., as that claimed by Paul Kelly. Concession manager Tom Kennedy went to Peru to reclaim the equipment.

Altho the show had an easy jump to Burlington, N. J., for Monday (20), only a house trailer, stake driver and big top canvas truck had reached the lot there by 2 p.m. A shortage of drivers to move the show was said to be the reason. Maley remained in Stroudsburg Monday and expected to go to Hammonton, N. J., the Tuesday stand. But later reports were that it, too, was lost.

## Michael Burke Leaves Ringling-Barnum Post

SARASOTA, Fla.—Departure of Michael Bailey Burke from Ringling Bros. and Barnum and Bailey Circus was reliably reported this week, but Ringling chieftains could not be contacted here for confirmation.

Burke has been executive director since prior to the 1955 season. He has been away from the circus since about the time of its closing in mid-July, but returned here a few days ago. That is when the separation is understood to have taken place.

In charge at quarters is Rudy Bundy, but he was unavailable Friday (24).

Other sources said that there has been no activity at quarters except that some performers work Sunday shows. While they work without

## Sunbrock Track Uses Giveaways

ORLANDO, Fla.—The Sunbrock Speedway, operated weekly by Larry Sunbrock for stock car racing here on the Old Winter Garden Road, has been making use of elaborate give-away promotions as an attendance builder. Typical is the award of a complete set of furnishings for an entire house to a fortunate ticket-holder.

Track goes in heavily for TV and radio commercials plus extensive newspaper publicity. To woo the family trade, children are admitted free.

Virginia and Al Hustrei, sway pole, were featured during August at Grona Lund Tivoli Park in Stockholm, while Liseberg Park in Gothenburg offered Gautier's "Excess Baggage" in the Cabaret Hall show.

pay, according to best information, the arrangement permits them to stable and feed their animals at quarters.

Noyelles Burkhart has resigned as legal adjuster and will vacation in Kentucky and Indiana for the present. Steward John Staley is among those still at quarters, and he is feeding the small work force.

## 4 Mexican Shows Doing Well Near Border; Seek Animals

REYNOSA, Mexico.—Four out of five circuses which have been playing near the border have been winning good business and give four or five performances each on Sundays to handle the big turn-outs.

Aremenio Osaria, partner in the Osario circus, reportedly was mauled recently by cats in his 12-lion act. Business for the show has been good.

Circo Union, at Rio Bravo, was playing to capacity. Owner Jesus Fuente was in Mexico City for permits to make an 800-mile jump. Most of the show was to be moved on railroad flat cars, but elephants and people would go overland.

Circo Vasquez, at Remariz, was doing good business. It was dealing for animals and a new tent in the United States.

Circo National had big crowds at Reynosa. It is ordering elephants, rosinbacks, a zebra and a camel in the U. S.

Muerte Business Off Only show in the area which apparently was not doing top business was Circo Muerte. It was at Camargo, while its lion and bear acts were booked into the bull ring at Reynosa.

## Hamid-Morton Sets Boston Shrine Date

**Will Work Eight Shows on Two Weekends; Move Out for Games; Skip Week Days**

MIAMI—Signing of an unusual split-run stand at Boston for the Aleppo Shrine was announced here Friday (24) by Robert Morton, of the Hamid-Morton Circus.

The show will play Boston Garden, and the stand will mark its return to the city after a five-year absence, he said. Earlier, the circus played 10 annual stands in Boston.

New contract provides that the show will open with a night show on Friday, November 16. The Saturday schedule calls for a morning show, an afternoon show, but no night show. Latter is out because the building is to be used for a hockey game at that time. The show will strike ground equipment after the Saturday afternoon show, but aerial rigging will stay in place.

On Sunday, November 18, the show will have an afternoon show only. At night the arena will be given over to a basketball game. Show equipment will remain in the building, but the circus will be idle on Monday, Tuesday, Wednesday and Thursday of that week.

On the second weekend, the

same schedule will be repeated. There will be one show on Friday night, two on Saturday but none Saturday night, and one on Sunday afternoon.

Morton recalled that Boston was the scene of a disrupted Ringling stand and the AGVA efforts at circus production this spring. He said he believed this would tend to have the city in a frame of mind to see a circus this fall.

Boston Garden, managed by Walter Brown, seats 16,000.

Morton said the season for Hamid-Morton will start October 1 at Toronto. The show will be playing the city for its 24th year and will appear at the Maple Leaf Gardens.

Meanwhile, Morton is scheduled to go to New York in September to confer with Hans Lederer about European importations from which Hamid-Morton will select acts for the coming season.

### UTOPIA?

## Hunt Views Circus Fund Of Millions

NEW YORK — Harry Hunt's plan to protect and prolong the circus industry may be a Utopian one, he admits, but he doesn't mind telling newspapers and friends about it. If the idea becomes a reality, it would result in a couple of million dollars being subscribed to a fund.

Hunt says this: If only 25,000,000 people would contribute a quarter apiece to a properly managed foundation, the benefits to circusdom would be profound. The money would permit gala children's days thruout the country with tickets provided by the foundation, for example. Shows would exchange the tickets with the foundation, for money. Stranded acts would be helped, and struggling shows would get subsidies to help them thru difficulties.

The money could also be used to take care of circus folk who retire or have an accident. "There is no security in the business today," Hunt notes. "We have no pension plan, no old age home."

There are loopholes and problems galore, Hunt admits, but says the only way to work the thing out is to present the basic idea and see what the reaction is, before proceeding. He hopes to interest national fraternal organizations in establishing the foundation.

## Five Show Horses Perish in Blaze

BUFFALO—Five show horses owned by John (Little John) Nicolaio were destroyed in a stable fire here Thursday (9).

Nicolaio's four-horse Liberty act perished in the blaze along with his dancing horse. The animals were valued at \$7,500. Two other horses also died in the fire and damage to the barn housing the animals was put at \$10,000.

Nicolaio announced that he had canceled several fair dates originally booked.

## Leonard Turns South; Crowds Fair in Illinois

MATTOON, Ill.—Leonard Bros.' Circus did fair business in Central Illinois, with Eureka among the better stands and Macon among the weaker.

Show's advance now includes Bob Bullock and Vera Hines. George Cole completed his scheduled stay. Phil Presson is handling banners and other promotion back on the show.

The Leonard show, managed by Arthur (Hardtimes) Leonard, made Mattoon (20), Nokomis (21), Mount Olive (22) and Virden (24) this week.

# UNDER THE MARQUEE

Since opening January 9 in Florida, B. C. Davenport's Free Circus has been playing to satisfactory business thru Georgia, Alabama, Louisiana, Mississippi, Tennessee, Kentucky, Ohio, Indiana and Illinois. It is now moving back into Kentucky, headed for the Carolina tobacco markets. The tour will take the show into Texas for a late closing at Gonzales winter quarters.

Jim Conley, of the Riding Conleys and an owner of Wonderland Park, Batavia, O., recently underwent surgery in a Cincinnati hospital. He expects to be laid up for the next six weeks at his home in Batavia.

Howard Y. Bary was exhibiting an elephant for several days after the Ringling show closed. Earlier, while ahead of R-B, he had visited Allen Lester and William J. Lester, former Ringling advance men, at Roseville, O.

Joe Basile, bandmaster with Hamid grandstand shows and the Hamid-Morton Circus, is working Olympic Park in New Jersey with a 35-man band for the season. He hops out to key fairs on occasion. Charles Basile is taking another unit to a long string of fairs. Joe also continues as bandmaster on "Big Top" TV show. . . . J. W. Hartigan Jr. caught Beers-Barnes in West Virginia.

From Tom Packs Western, Don Rey writes that Jeff Murphree had a blowout which overturned his trailer. The Dukes' trailer also was overturned when Beverly Duke had an accident and went off the road. No one was injured. . . . Dick and Jenny Wallenda Faughman had auto trouble and missed a stand. . . . The C. W. Hoebers and son returned to the show after a four-day visit to Las Vegas and Los Angeles. He is manager of the show. . . . Because of high wind in several stands, Willie Robbin, of the Flying Hartzells, had taken some falls. . . . Karl Wallenda blacked out during an afternoon performance in hot sun and Gunther Wallenda came across the high wire to assist him.

James E. Douglass reports from Von Bros.' Circus. He writes that his act, jugglers and clowns, joined just after completing the season with Clyde Bros. . . . Von Bros. is awaiting delivery on new marquee and Side Show canvas. . . . The new baby elephant, Dixie, is creating much interest on the lot. . . . Show returned to Long Island last week. For a stand at Leavittown, N. Y., they added Mickey Sullivan's band, Winnie Colleano and Slim Collins. . . . Visitors included the Joe Meyers family, Eunice Goun-dry and her mother, the Bill Val-

entines, Howard Suesz and Hi-Brown Bobby Burns.

Viola McLeod and Nellie Vaughan visited Polack Eastern at Peoria. . . . Bloomington visitors were China and Dorothy Durbin, Chuck and Evelyn Simpson, Eldon and Joanne Day, Don and Ed Raycraft, Bert and Agnes Doss, the Fred Larrys and Grandmother Larry, Harold Ramage, and Loraine and Sherry Valentine. . . . E. Philip Schandein, owner of the Pabst brewery, entertained Polack Eastern people at Bloomington. . . . Mrs. Jeanne Meyer, daughter of the Rex Ronstroms, and her daughter, Jeri Jean, visited. . . . Members of the Henry Kyes CFA Top visited Henry Kyes at Bloomington. . . . Happy Hunt entertained the Harold Voises. Mr. McElwee entertained the Voises, Mrs. Bessie Polack and Ray Oyseth in Peoria. . . . Arden Kreisich and Gene Randow have new station wagons. . . . Visitors to Polack Eastern included Ed Knoblauch, Raymond Duke, Russ Palmer, Bob Allen, Johnny Farwell, Cliff Reddy, Nina Holmberg, Nettie Kelly, Helen and Si Baer, Larry Chapin and Bill Roerig.

Ralph Rothrock came on from Hollywood to join the Clyde Beatty billing crew. . . . Gil Gray Circus was in Liberal, Kan., last week. . . . Roland Butler is working on material for Robert Lewis Taylor, who will publish it in the New Yorker next spring. Taylor also is to publish a book made up of the circus biographical pieces he has had in the New Yorker.

Frank and Thelma Pahlman, San Antonio CFA's, visited the Beatty quarters and Disneyland. . . . The Ralph Hartmans and Jerry Braa, CFA's, caught the Circo Union in Mexico recently. . . . Clyde Beatty talked with Tom Scaperlanda in San Antonio while on his way to Deming recently.

Ben Davenport and Charlie Campbell were on the Silas Green lot in Paducah, Ky., recently and conferred with the show owners. Campbell also visited the Rabbit Foot Minstrels recently, when his Marie O'Day Palace Car day-and-dated that show. He visited with Wingy Sanders and others.

CFA Roger Brown caught Jay Gould Circus in Alcester, N. D., and saw the show do four overflow houses. . . . The Al Bedell-Tanya Troupe played Willow Park, Philadelphia, recently. . . . The Montes DeOca played Ocean View Park, Norfolk. . . . Otto Zange caught Mills Bros.' Circus.

Bill Naylor is back as press chief with Polack Eastern.

Among those passing thru Chicago last week were F. Beverly Kelly on his way to the new Lunt and Fontaine show, Charles V. Turner on his way to the billposters' convention, Howard Y. Bary on his way to Kansas City and Deming, N. M.; Noel Van Tilburg in the city for a confab about his boat show, Clif Wilson on his usual Midwestern swing, and Florence Stancliffe, Houston CFA, and her husband.

Pinito Del Oro has joined Polack Western for the Vancouver, B. C., engagement. Later she has other special dates and next season is to be with a Scandinavian circus.

Duke Patterson winds up three weeks of clowning at Rollman's, one of Cincinnati's leading downtown department stores, September 1.

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

# CONSOLIDATED ENTERPRISES

NATION'S CLEANEST DEALS

15 Yrs. operating on STRONG, IDENTIFIED Labor Deals for POWERFUL SPONSORS, mostly repeat deals, now expanding, need reliable PHONE MEN who prefer steady, continuous work at TOP EARNINGS.

**OMAHA, NEBR.**

This unit can absorb 2 experienced ADV. MEN to work LABOR HALL, DIRECTORY SIGN BOARDS. Starting Sept. 5 on renewals, 4th year. This deal grosses \$20,000 in 5 weeks. No P.O.P. 4 sales per day earns you \$40. From here booked in Pueblo on Labor Temple Building Fund Drive. Then into Denver for 5th Annual New Year Show. ALL TOPS, FAST.

**OAKLAND, CAL.**

Starting September 3 on 3rd year repeat LABOR TEMPLE DIRECTORY SIGN BOARDS, \$40,000 GROSS with 3 months' work. Earn \$150.00 or better per week. Can use 4 good Producers. Write or come in. Murray Ross, Labor Temple, 2315 Valdez, Oakland, Calif. Now in Labor Temple Annex, 161 S. 2nd, East, Salt Lake City, Utah Phone: Elgin 5-9536

WRITE, COME IN OR PHONE J. BANKENDORF, SALES DIRECTOR Who will be at LABOR TEMPLE, 2222 CALIFORNIA, OMAHA, NEBR., HARNEY 6888, STARTING SEPT. 5, or Home Office until Sept. 5, 43 4th Ave., Denver, Colo. Phone Race 2-4368. ALSO TOP DEALS IN FRESNO, CALIF.; SANTA ANA, LONG BEACH. Earn \$500 and Transportation Repaid. (If working now clip this out & contact us later for placement). Stevenson & Buckley, contact us—you know these top scores.

## MIDGET for TELEVISION STAFF

Progressive, expanding Midwestern television station would like Male Midget for permanent staff. Performer would appear in costume on live shows and make personal appearances with other station personalities. We need a clean, likable man with a good reputation which he can back up with excellent references. Age not important as long as he is agile and peppy. Excellent opportunity for man to make a dignified and comfortable living in small but cosmopolitan city in Michigan's famous resort country. Appearances will also take him to other Michigan cities. Rush details, photo, references to:

**Daryl Sebastian**  
Station WWTW, Cadillac, Mich.

## PHONEMEN

STARTING SEPT. 10TH  
LU LU TEMPLE  
POLACK BROS.' SHRINE CIRCUS  
PHILADELPHIA, PA.  
Personal Direction  
**JAMES RISON**  
CIRCUS OFFICE LU LU TEMPLE, 313 S. BROAD ST.  
NO COLLECT CALLS, PLEASE.

## 3 PHONEMEN 3

Want 3 good Men who can write \$200.00 or more per day. Starting new Deal. \$10,000.00 in Tops, Book and Tickets. 25% paid daily. Drunks and limbers, stay away.  
**Call Hampton, Virginia, 3-0781 or 3-0782**

## CLARK'S BEARS

Bicycles, Roller Skates and a few more interesting tricks.

**NOW BOOKING FALL DATES**

General Delivery or Western Union,  
Columbia, Tennessee, Sept. 10-12;  
Athens, Alabama, Sept. 13-15.

## CIRCUS MUSICIANS WANTED

On account of enlarging Band can place a few good Men on all instruments, Snare, also Bass Drummer and Calliope Player. Union men. Meals and Sleeper Berth furnished. Season ends November 20.

Wire **VIC ROBBINS, BAND LEADER, CLYDE BEATTY CIRCUS**  
Albuquerque, N. M., Aug. 20-Sept. 1; Fort Sumner (mat.), 2; Clovis, 3; Amarillo, Tex., 4; Plainview, 5; Lubbock, 6; Sweetwater, 7; San Angelo, 8; Brownwood, 9; Lampasas, 10; Temple, 11.

**ROBERT E. (BOBBY) MILLER**  
**\$100.00 CASH REWARD**

For location of Miller (wife, Mertl). May be advance man for Ring Bros.' Circus. Supposedly just left Clyde Beatty Circus and prior to that with King Bros. For reward call collect.

**George Turner**  
PHONE: VICTOR 3-9888 OKLAHOMA CITY, OKLA.

**PHONEMEN**  
Strong Civic Club ticket deal starts Tuesday, Sept. 4.  
25% daily pay.  
**BUD SPENCE**  
408 T&P Bldg. Ft. Worth, Tex.

**WANTED—WANTED—WANTED**  
**VON BROS.' CIRCUS**  
Phonemen, phones ready; Family Acts, Candy Butchers, Workmen in all departments who drive. Contact  
**HENRY VONDERHEID**  
Wheaton, Maryland, August 28; Fred Erick, 27; Rockville, 30-31; Silver Springs September 1; Lexington, 3.

**FRANCO RICHARDS**  
Or anyone else with Ring Bros.' Circus, please call me collect.  
**GEORGE TURNER**  
Phone Victor 3-9888  
Oklahoma City, Okla.

**6—PHONEMEN—6**  
For all year's work on strong deals under Jaycee, Police, Fire and Shrine sponsorship. Two deals just starting. 25% on book, banners, tickets. Tony Ross, Lloyd Hackler, Al White, Sam McClure, Al Parker and others who know me. call. No collects, please.  
**MICKEY MARTIN**  
Spartanburg (S. C.) Phone 3-2982, day only.  
P.S.: Tony Jim Burke here.

**3 PHONEMEN**  
Mills Bros.' Circus, Rotary Club sponsored. Crippled Children's Benefit. If you can sell clean and stay sober you will have work with top sponsors remainder of season. Usual commission paid daily.  
**RALPH BRODWIN**  
Phone 132, Ottawa, Illinois.

**High Caliber Advertising Salesman**  
For work on "THE OMAHA STORY." Top backing from C. of C. and other top industry and organizations.  
**Chas. Jacobsen**  
STERLING-DE VILLE, LTD.  
306 Merchants National Bank Bldg  
Omaha, Neb.  
Harney 9477 or Regent 9175

**2—PHONEMEN—2**  
Have year-round work for 2 good Men. Start Aug 27 on National Sports Event for Loyal Order of Moose. Went over big last year. This is a fast deal—5 weeks in Nashville, Tenn. A. F. of L. Labor Paper starts Oct. 1 in Memphis; this will run through Christmas. Please —no collect calls. R. A. (BOB) MAL-LORY, AL 4-0723—7 to 9 a.m.—6 to 8 p.m.—Nashville, Tenn.

**PHONE MEN & WOMEN**  
3 phones open. Elks Tickets, Charity Ball, J.C.C. Tickets, Purple Heart, national or local.  
**G. E. FEENEY**  
1340 Ingraham St., N.W.  
Washington, D. C.

**CALLIOPE FOR SALE**  
See it at the S.E. Shrine Convention, Memphis, Tenn., August 29-30-31-September 1-2.  
**H. T. HUTCHINSON**  
Gayoso Hotel Memphis, Tenn.

**PROMOTER WITH CREW**  
2 Phonemen, inside show, year round. Towns booked and ready to go in Wyoming and Colorado.  
**C. A. TALIAFERRO**  
Jackson 4-8067 Oklahoma City, Okla.

**CAN USE AT ONCE 3 RELIABLE PHONEMEN**  
Only Men desiring steady work and sober need apply. 25%—Program and Tickets. Working now in Davenport, Ia.; Elgin, Ill.; Madison, Wis.; Maywood, Ill. Opening Sept. 1 in South Bend and also La Porte, Ind. Phone Sherwood 1-0491, Elgin Ill.

**2 PHONEMEN 2**  
Need two good Men. Year 'round work. Have top sponsor. Office opens Tuesday, August 28. Tickets, Program and Banners. Contact  
**BILL FREW**  
25 E. Antietam, Hagerstown, Maryland. Phone 4634.

**PHONEMEN**  
Tickets, Banners, UPC's. Optimist Club, in boom town, Flint, Mich.  
All General Motors 1957 cars in full production. 25% pay daily. Phone  
**FRANK MATHEWS**  
Cedar 5-1247, Flint, Mich.

**ENOCH BRADFORD**  
King Bros. - Benson Bros. Canvasman, please phone or wire me collect.  
**JOHNNY CANOLE**  
3000 Third Ave. Altoona, Pa. Phone 9347

**RING BROS.' CIRCUS**  
Wants Bullman, S. L. Little, come on. Mechanic who can weld. Harvey Boucher, contact. Electrician for Diesel Plant. Greenville, Ky., Aug. 27; Morgantown, 28; Scottsville, 29; Smiths Grove, 30; Cave City, 31; Columbia, Sept. 1; Russell Springs, 3.

**TELEPHONE SALES PEOPLE**  
Animal Acts for October  
**H. W. (Jake) Jacobsen**  
Hotel Appleton, Appleton, Wis.

## Rain Stubs Ottawa Bid for 500,000; Grandstand Clicks

81,974 Sets One-Day Gate Mark; Names Set Grandstand Records

OTTAWA—A sure-fire attendance record appeared in the making for the Central Canada Exhibition until it ran head-on into rain Wednesday night (22), which continued steadily thru Thursday (23).

Thru Wednesday (21) the event had attracted 197,976 in three days. This was 15,587 more than the total for the same period a year ago and a whopping 41,526 more than for the same three days in 1954. The fair opened on Saturday (18). All segments are closed on Sunday.

While Tuesday was some 5,000 under last year with an attendance of 57,159, the loss was hardly noticed after Monday's all-time record one-day turnout of 81,974—some 13,000 more than last year. Top single-day figures for the 69-year-old event in the past had ranged short of the 80,000 mark.

### Grandstand Big

Aiding and sharing in the bonanza, according to fair officials, were the GAC-Hamid presentations in front of the grandstand. J. K. Clarke, assistant manager directing the fair's efforts in the absence of H. H. McElroy, manager, who is hospitalized, said the Kiddie Kapers presentation broke all existing afternoon grandstand records on Monday, Tuesday and Wednesday.

The Mariners, first name talent slated for this event, backed by the GAC-Hamid International Revue, broke all grandstand records Monday night—a formidable accomplishment in view of the fact that the 10,000-seater has been jammed on numerous occasions in the past.

The show clicked again on Tuesday night, drawing a capacity house even though the weather was cold. Two performances, Wednesday and Thursday, were presented in the rain, with the Thursday showing staged in a steady downpour. This effort was highly praised by the public and fair officials.

### Kochman in Rain

A fair crowd saw the Jack Kochman Hell Drivers in the rain on Thursday afternoon. At night a surprisingly large crowd turned out to view the Hell Drivers in a downpour.

Once again the fair resorted to the giveaway of a new automobile each night. The drawing was coupled with numbered admission tickets.

An added drawing covered a \$25,000 completely furnished

## North Battleford Gate Count Dips

NORTH BATTLEFORD, Sask.—Attendance at the three-day North Battleford exhibition was 19,177, down 242 from last year. An all-time second-day record was set when 10,426 entered the grounds. The first-day gate was 4,471 and the third-day total was 4,280.

Grandstand turnout for the three days was 11,483, down 1,142. Parimutuel play was \$11,574 for an increase of \$1,104. Some 4,817 cars entered the grounds, a decrease of 337. Weather was good all the way.

"dream house" on display at the grounds. Tickets for this drawing cost \$1 each and were sold independently.

The other major entertainment feature, the World of Mirth Shows on the midway, also sailed along at a record-breaking pace until the rains came. Thru Wednesday the show earnings were several thousand dollars ahead of the same period a year ago. Thursday's all-day rain trimmed this advance and more, however. Still, officials said, there was a chance that the midway organization would at least equal last year's earnings with favorable weather on Friday and closing Saturday.

## St. Paul Opener Gets Big Crowd, Weather

ST. PAUL—The 10-day Minnesota State Fair, which last year set an all-time attendance record of 1,007,101, opened Saturday (25) in beautiful weather and to bright promises.

At noon, the gate count was placed at slightly ahead of last year at the same point. The 1955 opener finished with an attendance of 89,436,000, a new high.

Advance ticket sales for grandstand attractions were up between 10 and 15 per cent. The number of such tickets not only was up but the price scale also was higher. Unreserved seats were priced at \$1.50, as against \$1 last year, whereas reserved seats, previously sold at \$1.50 and \$2, were pegged at \$2 and \$2.50.

The afternoon grandstand program embraces nine days of auto racing, all to be staged by Frank Winkley, and one performance of Aut Swenson's Thrillcade, while the night schedule calls for nine performances by the Barnes-Carruthers No. 1 Revue and one by the Thrillcade.

Entries in various livestock classifications were so high that there were record turnaways, and the

## Sports Mag Runs Feature On Du Quoin

NEW YORK—The current (August 27) issue of Sports Illustrated devotes its cover, four pages of color photographs and two pages of text to the Du Quoin (Ill.) Fair.

The fact that the famed Hameltonian harness classic will be switched to Du Quoin from Goshen, N. Y., the caliber of the fair's horse show and the racing interests of the fair owners, brothers Gene and Don Hayes, provide the reasons for the attention given the fair by the national sports magazine.

The timing is advantageous to the fair which runs August 26-September 3.

## 150 CHICKENS BAKED IN PIE

SYRACUSE — The New York State Fair, which last year helped promote the State's poultry industry with fried chicken prepared in a 15-foot frying pan, this year will show its patrons the "world's largest chicken pie." The pie, which will be displayed in the Poultry Building, was made from 150 chickens and baked in a pan over 15 feet wide. The huge piece of baked goods will be a feature of the Eggland section of the building which has been visited by over 400,000 people since it was first put on exhibition three years ago.

## Clinton, N. C., Moves To New Fairgrounds

CLINTON, N. C.—The Sampson County Fair this year will be held at its new grounds two miles west of this city on Highway 24. Dates are September 17-22, with Vivona Bros. Shows as the midway attraction.

cattle and swine show was split, with the first six days to be for open classes, the other four for 4-H and FFA classes.

The fair picked up some additional money Friday (24) when it held time trials for Saturday's auto races to trim the starting field from 52 cars to 32 and charged 50 cents to those who wanted to see the trials. About 2,500 paid.

The Royal American Shows Friday night (24) repeated the prevue night instituted last year, opening up from 6 to 11 p.m., and bagged more money than last year.

## Elmira Soars 20% As Names Build Crowds

ELMIRA, N. Y. — The Chemung County Fair closed out the most successful run in its history Saturday (18). Robert S. Turner, general secretary, reported business a full 20 per cent ahead of 1955.

Show features, particularly those offered by the GAC-Hamid talent firm, were given a large share of the credit for the banner run. The night feature, International Revue, featuring the Mariners, and Kiddie Kapers, special afternoon feature with Lassie the wonder dog and Superman, both played to turnaway audiences. TV Discoveries, on opening Sunday (12), also played to big audiences.

Kiddie Kappers turned away several hundred on Tuesday afternoon and again at the Wednesday matinee performance. Two shows were necessary to accommodate the crowds at the Thursday and Friday night performances of the International Revue. Turnaways were registered by the same show on Wednesday and Saturday nights.

### Kochman Sets Record

Other show units did equally well. Jack Kochman's Hell Drivers played to a record crowd, fair officials said, on Saturday. The O. C. Buck Shows, on the midway, set a new fun zone gross record.

Turner heaped praise on GAC-Hamid for their "timely presenta-

## 100,000 Gate Seen Possible At Altamont

ALTAMONT, N. Y. — An attendance of 100,000 or more seemed likely as the Altamont Fair entered its final sessions Saturday (25). Attendance a year ago was reported at slightly more than 70,000.

The fair has been building interest with a straight \$1 gate for adults with a free grandstand. Attractions for the latter are furnished by the Al Martin Agency.

In addition to the free show some 50 prizes are awarded free each night. In the afternoon a total of 20 prizes, including two bicycles, are awarded to youngsters. On three of the operating days youths were admitted free.

Attendance was hurt by rain on Tuesday (21). In spite of this the Coleman Bros. Shows reported midway earnings up 25 per cent.

## Gastonia, N. C., Adds Seating

GASTONIA, N. C.—The Spindle-Center Fair has increased its grandstand capacity by the addition of 3,100 seats, Howard Robbins, general manager, announces.

The additional seats will be added to care for the expected turnout to see Bill Haley and His Comets, recording TV performers, who will be featured three days of the run.

Other fair week attractions include Jack Kochman's Thrill Show, AMA motorcycle races, fireworks by Spencer Fireworks and the John Marks Shows on the midway.

tion of star attractions, which are sure to help all fairs."

Elmira, like many other fairs this year, had headline talent for the first time. The combination of the Mariners, Lassie and Superman, plus a strong line-up of variety talent and the principal GAC-Hamid revue, paid off handsomely, according to Turner.

## Greenville Shrugs Off Rain, Matches '55 Gate

GREENVILLE, O.—The Drake County Fair shrugged off the effect of bad weather and went into the final day of its centennial run Friday (24), almost matching its big run of '55. Gilbert A. Lease, manager, said Friday afternoon that he expected total attendance to be just a few thousand under last year's gate of 260,000.

Biggest day of the week and a new one-day record was Tuesday (21), when the birthday was celebrated. Upwards of 85,000 people packed the fairgrounds to see the big parade and pageant staged by the Antioch Shrine of Dayton, O.

Major night and afternoon attraction during the rest of the week was harness racing with pari-

## WIS. STATE CONTROLS POLS

MILWAUKEE—The Wisconsin State Fair last week renewed its stand on political campaigning by stopping Wisconsin U. S. Senator Alexander Wiley from passing out literature at the fair. Wiley, who was handing out cards in the Agriculture Building, was stopped by park police on orders of Don McDowell, State director of agriculture. The Senator was surprised but promised to co-operate and respect the wishes of the fair. The fair restricts political campaigning to the concession area.

## Topsfield to Include New Civic Meets

TOPSFIELD, Mass.—A good advance sale for reserved seats to the grandstand show featuring Eydie Gorme in the "Fair Frolics of 1956" has been received by the Topsfield Fair, according to Paul M. Corson, general manager. The event, September 2-8, has also reserved more space than in any previous year for its livestock show. The exhibit of beef cattle has to date 500 entries, a new peak.

The grandstand show, booked by GAC-Hamid, will cost \$1 for general admission and will also have "Dancing Waters." The Budweiser horses will be another attraction. Corson reports that commercial space for industrial exhibits has been sold out, and Dean & Flynn, who will handle the midway, are almost solidly booked up with concessions.

A new feature will be the Miss Essex County beauty contest, with 30 beauties already entered. The fair will open Sunday with a horse show and famed "Mutt Derby" on the greyhound track, when moppets bring their pets to race the rabbit.

A big promotion this year will be joint district meetings of Rotary, Lions and Kiwanis clubs. These events are expected to draw at least 500 members to each group meeting.

## Rain Washes Out Run

ST. PAUL, Alta. — Heavy rain washed out St. Paul's annual two-day fair.

mutuels, which drew strong turnouts. Rain washed out the Thursday night (23) program of trotters, but the heats were doubled up Friday with a big bargain program.

The Sunday night (19) attraction was an American Legion drum and bugle corps competition, which proved popular. The Joie Chitwood thrill show was scheduled for two performance Friday night to close the fair.

The Gooding Amusement Company, bolstered by a Dancing Waters unit, was hurt somewhat by the weather but still topped last year's gross figures.

The fair opened its new 3,300-seat Coliseum, which was finished this year. The building measures 90 by 200 feet.

# Added Days Aid, Rain Hinders Hamburg Aim

HAMBURG, N. Y.—Two added days shot the Hamburg Fair toward a new attendance mark, but the old equalizer, rain, caught up and put the brakes on the record pace Thursday (23). Even so, a storming of the gates on Saturday (25) could easily lead to a record since the five-day total thru Wednesday (22) was announced at 201,129. Last year, when the fair opened on a Monday and closed on Saturday, the attendance was 291,467.

Big turnouts were assured, in good weather, for the popular firemen's parade on Friday night and the veterans' parade on Saturday. Some of the crowd lost to Thursday's rain is expected to be picked up.

# Tyler, Tex., Adds Talent For 8-Day Run

TYLER, Tex.—The East Texas Fair has increased its attraction program as a result of the addition of two days to its run this year. Annual will open September 8 for an eight-day run.

A Grand Ole Opry unit with Minnie Pearl, Jimmy Davis and his troupe, and Jimmy Dickens and His Country Boys will each give two performances during the fair. The Hunt-McCafferty icer, "Stars Over Ice," will take over the Mayfair Auditorium for the final four days with two performances scheduled for each evening.

Free attractions will be Polgar, hypnotist, who will perform twice nightly on the bandstand, and John Fiorella, organ grinder, who will move about the grounds. Don Franklin Shows will provide the midway attractions.

On the midway the James E. Strates Shows reported earnings about even with last year despite the loss of working hours to rain. The grandstand, which featured a program of GAC-Hamid acts beginning Monday, did well. Kiddie Kapers, featured on opening Saturday afternoon, and TV Discoveries, with Lillian Briggs and Pat Boone that night, drew good audiences with the moppet specialty credited with a near-capacity turnout.

### Thrill Shows Score

Jack Kochman's Hell Drivers drew capacity audiences on Monday and Tuesday. Bill McGaw's Motor Olympics, substituting for the Irish Horan Lucky Hell Drivers, was rained out Thursday but came back strong on Friday and was set to go again on Saturday. The McGaw unit, it was reported here, will fill in other Horan dates.

Officials Arthur Fries, president; George Sipprell, treasurer, and Frank Slade expressed satisfaction with the results. The added days, which this year provided a measure of rain insurance, will probably be continued. They were credited with establishing a nice balance of rural and urban appeal at the event.

Promotionally the fair again was in high gear with publicist Dick Allen reporting two Buffalo radio stations maintaining studios on the grounds. Considerable television film was shot for airing throughout the week over area stations. Additionally, two Buffalo TV stations conducted femme contests, one for beauty and the other for "farm maids." Emphasis of the later was on homemaking.

The industry show, in its second year, was reported enlarged. Exhibits, on the whole, were said to be up 15 per cent over last year.

Attendance was again bolstered by the admission free each day of all children under 16.

# Okay Weather Draws 147,509 To Weymouth

SOUTH WEYMOUTH, Mass.—Weymouth Fair wound up its seven-day run Saturday (18) with its second biggest total turnout. The 147,509 figure was just under the 1946 record. New manager Tom Lucet pointed out that last year a hurricane closed the plant down after two and one-half days.

Perfect weather made it possible for mutuals for the six-day thoroughbred horse racing to reach a total handle of \$483,338. The previous high figure was in 1954, when the total was \$412,000.

For the first time in the fair's history, it was reported, the night grandstand show, booked by Adams & Soper of Boston, brought in a profit. Also a feature was a big firemen's muster.

The fair, with a free Children's Day on Tuesday, was a banner one as well for the Lagasse Amusement Company of Haverhill.

The fair was under direction of a new group, with Lucet serving his first year as manager and Daniel Reidy as president. Also new was the publicity director, Boston public relations man Floyd Bell.

# Sioux Falls Heads For New Gate Mark

SIoux FALLS, S. D.—The Sioux Empire Fair Saturday (25) was well on its way to a new all-time attendance record.

The gate count thru Friday (24), fifth day of the seven-day event, stood at 78,000, only 3,000 under the previous attendance record for the full seven-day run.

All segments of the fair, excepting the night grandstand show, were up in the first five days. Howard B. Manners, fair secretary, said the receipts for the night show, a revue booked in by GAC-Hamid, were down about \$6,300 from last year at the end of the first five nights. Manners described the show as a good one and ascribed the drop in receipts to unusually cool night weather. The revue was in for seven nights.

### Rodeo Goes Big

Daytime weather was ideal, and matinee grandstand attendance was strong. A rodeo, staged by Butler Bros., of Elk City, Okla., played to capacity grandstands three afternoons beginning Tuesday (22). "Grand Ole Opry," in Friday afternoon, also played to an excellent grandstand turnout.

Modified stock cars were skedded for Saturday afternoon (25) and new stocks were to be raced

Sunday (25). A local group was to present the Saturday speed bill, with Frank Winkley to stage the Sunday racing program.

On the midway, the William T. Collins Shows racked up a considerably higher gross in the first five days than was registered in the corresponding period last year. Greater earning power and the fair's bigger attendance were responsible for the fatter gross.

The 16-year-old fair opened in the wake of considerable plant improvements. These included two new combination toilet and restroom buildings costing \$25,000, a new industrial building, 60 by 200 feet, and four new livestock buildings.

A horse barn and two swine buildings leveled by a tornado a week and a half before the fair's opening were rebuilt in time for the opener.

**Unique THE MILODEES**  
Hand balancing by the Heavyweights available for Fairs, Circuses, Parks, Celebrations, Night Clubs.  
Southern & Midwest Committees, contact:  
**CHARLES ZEMATER AGENCY**  
32 W. Randolph St. Chicago, Ill.  
New England Committees, contact  
**AL MARTIN AGENCY**  
Bradford Hotel Boston, Mass.  
**THE THREE MILOS**  
America's Outstanding Aerial Act also available with above act.

For Your Fair...Park...Celebration Book  
**THE MALKO TROUPE**  
Flying Trapeze Artists  
**MIKE MALKO** P. O. Box 322  
Bloomington, Ill.

**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 Jacksonville, Ill.  
Phone R-4913 or 1351

**NEED GOOD CLEAN CARNIVAL**  
To play the  
**GOLIAD COUNTY FAIR**  
October 11-12-13.  
Contact  
**HARVEY HOERMANN**  
or WARNER BEGO  
Golliad, Texas

# Escanaba Pans Out OK Despite Early Rains

ESCANABA, Mich.—The Upper Michigan State Fair caught rain the first two days of its six-day run which opened Tuesday (21). It partly offset those losses in the next two days and went into the closing weekend with the strong possibility that it would finish close to or even ahead of its past peak attendance.

Rains were sufficiently heavy Wednesday (23) to wash out the afternoon harness horse races and the night grandstand show. The night show, booked in by the Val Campbell Agency, Detroit, had different headliners for each of the first three nights—the Pompoff Thedy Family, Peg-leg Bates and the Ink Spots, and they drew well.

### Chitwood Ups Crowds

Joie Chitwood's Thrill Show, in both night and afternoon Friday, played to good crowds, both better than the thrill show turnouts of last year.

Wednesday's rained-out harness horse races were added to Thursday's regularly scheduled sulky racing program and accounted for a good crowd.

Midget auto races were scheduled for Saturday, and stock car races were to be presented closing day afternoon. Eddie Dean was to head the country-western program Saturday night, and Merv Shiner

was to do the same closing night.

Despite rain the first two days and the resultant attendance drop, the W. G. Wade Shows were given excellent business on the midway. At the end of the first four days the midway gross was 40 per cent higher than for the comparable period last year.

The Wade show unfolded much earning power. The Dowis Sky Wheel was in the line-up, marking the first time that spectacular ride had operated in the Escanaba area. A Scrambler also worked, and it marked the first appearance of that ride in Michigan's North Country.

Sales of space was at an all-time high, according to Ray La Porte, fair secretary. The principal plant improvement was a new addition to the 4-H dormitories.

# Stockton, Calif., Tops '55 Despite High Temperatures

STOCKTON, Calif.—The San Joaquin County Fair, which started out strong but was slowed by hot weather, last week was moving ahead of 1955 figures. On Tuesday (21), fifth day of the 10-day run, the event was reported to have chalked up 2,200 more paid visitors than last year, and R. E. (Dick) Walker, serving his first year as secretary-manager, expected to show additional attendance increases.

Opening day, Friday (10), showed 6,299 paid, with Saturday and Sunday hitting 18,183 and 14,106 respectively. Monday and Tuesday pulled 8,630 and 9,228 for a total of 56,435. The total at-

tendance in 1955 for the full run was an estimated 180,000.

While no comparative figures were available on the pari-mutuel handle, the wickets were said to be handling \$15,000 per day more than last year. Eight days of racing were skedded.

Walker moved into the managerial spot here early this year to succeed E. G. Vollmann, who had managed the fair for more than a quarter of a century.

Walker gave the event a sound send-off with Larry (Bozo the Clown) Valli appearing at events Tuesday and Wednesday (14-15) prior to the fair's opening. He returned Monday (20) to play the remainder of the fair. Also used in advance of the opening was Hal deGarro, stilt-walker. They were booked as were Shaftons Puppets; Boxley and Marie, magic and illusions, and John A. Strong's Circus by Isabelle Whali, of Fun Unlimited, San Francisco.

The grandstand show was also produced by Miss Whali and featured on Wednesday and Thursday (22-23). The line-up included the Hilo Hattie Show with Carlyle Nelson's Hawaiian orchestra, Johnny Ukelele, Hawaiian Dancers line, and Chief TiaLiu. Others on the show were Johnny Matson, emcee and comic; Wayne Roland, ventriloquist; Duke Art, clay modeling; Martez and Company, acrobats, and Ford and Harris, comedy dancers.

The midway contract was again filled by Foley & Burk Combined Shows, headed by L. G. Chapman.

# Medicine Hat, Alta., Racks Up 13G Net

MEDICINE HAT, Alta.—The Medicine Hat Exhibition and Stampede Company cleared \$13,239 this year, with \$10,997 of the amount coming from the recent three day show.

Finance chairman Don Hawthorne reported that receipts for the exhibition and stampede totaled \$53,404 with expenditures of \$42,407. Biggest item in the receipts was the sale of tickets which brought in \$31,117. Royal Canadian Shows were on the midway and KBD Enterprises provided the grandstand show. Medicine Hat is in a loop with Lethbridge, Moose Jaw and Swift Current.

**WANT CARNIVAL**  
for  
ANNUAL 4-H COLORED FAIR,  
LOUISVILLE, MISS.  
Sept. 23-29.  
Contact  
**JOE T. DOCKINS**  
P. O. Box 254 Louisville, Miss.

**West Alexander Fair**  
SEPTEMBER 12-15  
Independent Midway. Contact  
**JOHN McMURRAY**  
Privilege Man  
West Alexander, Penna.

**CARNIVAL WANTED**  
for  
**HENDERSON COUNTY COLORED FAIR**  
Lexington, Tennessee  
Week of October 1 to 4  
Call **Professor C. C. Bond**  
Woodland 8-2712—Day  
Woodland 8-3578—Night

\*\*\* AVAILABLE AFTER SEPTEMBER 8 \*\*\*  
**FEARLESS STARS**  
High Contortion Trapeze Act for Southern dates or balance of season with reliable Carnival. Contact as per route.  
Address **JERRY D. MARTIN, Mgr.**  
Week August 27, Free Act, Fairgrounds, Hemlock, N. Y.; week September 2-8, Free Act, Firemen's Fair, Salfordville, Pa.  
P.S.: This act is available for entire outdoor season 1957.

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) \$12

Name .....

Address .....

City..... Zone..... State.....

Occupation .....



## 10 More Pullmans Increase Strates' Size to 50 Cars

### Steel, Air-Conditioned Units Purchased as Show Improvement

HAMBURG, N. Y.—Ten all-steel air-conditioned Pullman cars were delivered to the James E. Strates Shows here Friday (24). Their immediate addition to the show train for the move to the New York State Fair, Syracuse, on Sunday (26) will permanently increase the size of the show train to 50 cars, Strates said. The make-up will include six additional sleepers in use thruout this season for a total of 16. The remaining 34 are flats.

The cars, purchased directly from the Pullman Company and, in itself, an unusual arrangement for the acquisition of show railroad equipment, were acquired, Strates said, primarily as a major show improvement. In addition, he said, the cars, all but one of which are composed of rooms and compartments, will serve to create better road living conditions for his show personnel. Before the purchase the show had available a maximum of 60 rooms and the demand for such accommodations far exceeded the availability, he said.

The cars are described as exceptionally fine. Several were used as recently as last year for presidential cross-country trips. The oldest is said to have been built about 23 years ago. Most are not more than 20 years old. All were said to have been in regular service as little as a week or two prior to being delivered to Strates so that there has been no chance of deterioration.

The replacement value is estimated at well over \$100,000 per unit today. While no figure was released, it is believed that the

cost to the show ranged around \$60,000.

The one car, equipped thruout with berths, may be turned into a combination dining-recreation car, Strates said.

#### Show Owns 68 Cars

Strates now owns a total of 68 railroad cars, including 18 on his own siding at his Orlando, Fla., winter quarters. Of the 18 stored in Orlando, three are sleepers. Strates indicated that he now planned to sell some, if not all, of these units.

The addition of so many cars in the compact short-jump Eastern

territory is surprising, since the tendency in recent years by Eastern railroads has been to cut down on sleeping units as more and more of their personnel turned to trailer living.

Negotiations for the cars was begun in June. Strates said they were made available only when the Pullman Company began turning out light, stainless steel cars as replacements.

A decisive factor in increasing the train size to 50 cars is the belief that the railroad cost for transportation of that number is no greater than the cost for 40.

## Rain Slows Record WOM Ottawa Pace

### Business Good But Elements Slow Drive on \$175,000 Handle

OTTAWA—A record pace set by the World of Mirth Shows on the midway of the Central Canada Exhibition was diluted somewhat on Wednesday night (22), and by a downpour all day Thursday (23). Prior to the coming of the rains the show was running several thousand dollars ahead of its best previous effort and the outlook was for show and ride earnings to top the \$175,000 mark during the seven-day event.

The weather cleared Friday (24) and altho the day is one of the least fruitful, show owner Frank Bergen voiced the opinion that the dollar count might yet equal that of last year before the Saturday (24) closing.

Bolstering the take was a record one-day attendance of more than 81,000 on Monday. The fair opened on Saturday. Operations were suspended as usual on Sunday.

The show topped all of its previous single day records here on Monday, Children's Day, despite the fact that ducats were pegged at 10 cents until 6 p.m. It was recalled that the announced gross on this day a year ago was around \$40,000.

#### Twister Succeeds

A new Allan Herschell Twister was added here and resulted in considerable newspaper publicity. The ride was reported to have out-

grossed other new units presented here in the past.

As is its custom, the show expended every effort to present its best possible line-up here. A unit of Dancing Waters was added for the run. About \$11,000 worth of new canvas, secured thru the O. Henry Tent & Awning Company, was put in use here for the first time. All of Bernard (Bucky) Allen's concession units sported new tops.

About \$1,900 was spent in rebuilding the entrance to the midway, constructed especially for this event and stored here. On the en-

*(Continued on page 68)*

## HAS 'EM BEAMING

## Milw'kee Business Good for Everyone

MILWAUKEE — There were smiles aplenty on the midway of the Wisconsin State Fair were Saturday (25) as the nine-day Wisconsin State Fair entered its final weekend. All segments of the midway operation reported good to excellent business during the first seven days of operation.

A whopping Sunday's (19) play sparked the strong business. For Charlie Rose, operator of the permanent park installation, Sunday yielded the biggest single day's gross in his many years of operation here.

#### Thumping Sunday

In the Fun-on-the-Farm sector, all units reported thumping Sunday business. Hank Shelby, manager of the games, said it was the best day in four years. Ralph Ammon and Archie Gayer, who jointly head up the show and food-and-drink operation in Fun on the Farm, beamed broadly over the day's business.

At the end of the first seven days they were still smiling. The fair's gate was up sharply from last year. The weather, however, had been anything but perfect. Rain pelted the first Saturday and hit again Thursday afternoon and most of the nights during the first seven days were cool.

grandstand was \$7,000 below 1955. The big 14-day event opened in the wake of a lashing rain Thursday (23) that started at 11 a.m. and continued until 11:30 p.m. The rain precluded a final dress rehearsal of the exhibition's big night grandstand show and slowed make-ready thruout the grounds. Except for minor touches, however, the Conklin midway was in readiness for the opening Friday morning (24).

Archie McAskill's Illusion Show *(Continued on page 68)*

## SECOND

## Buck Party Nets \$1,250 For Clubs

MALONE, N. Y.—The second jamboree staged on the O. C. Buck Shows netted a reported \$1,250 bringing the season's total to nearly \$2,700. Joe Marciano Jr., Betty and Curley Hutton, George Gordon, Danny and Macy Dorso and Stach Grey formed the committee in charge.

Box lunches were auctioned. Eight bidders were Mickey McBride, Romeo Bushard, Larry Marcassio, Sid Goodwalt, Raymond Gibson and George Gordon. Oscar C. Buck was master of ceremonies with George A. Hamid Sr. a guest and principal speaker.

Entertainers included Happy Linquist, Ava Carroll, Mrs. Joseph (Ruby) Marciano Jr., girls from the grandstand revue, and Lee Barton Evans, GAC-Hamid company manager.

Marty Weiss, executive secretary of the Miami Showmen's Association, was a visitor. He reported signing 42 new members.

## Marks Changes In Lynchburg

LYNCHBURG, Va.—The Lynchburg Agricultural Fair was not played this year by the John Marks Shows, as recently reported, but by the Gold Medal Shows.

Marks, who had shown at the fair for nine years, switched to a different spot on Timberlake Road. Repeaters on the Marks lot this year include the Harry Weiss bingo.

## Olson Shows Hit Stepped-Up Gait At Des Moines

### Springfield, Ill., Gross Off Little, Final Count Shows

DES MOINES — The Olson Shows got off to a flying start at the Iowa State Fair here Friday (24), opening day of the 10-day event.

Ride and show receipts were more than double those for last year's Labor Day, the day that Friday (24) actually replaced, inasmuch as the fair advanced its dates by one day to eliminate Labor Day operation this year.

The Friday opener (24) also was Kids' Day and this played a big part in the huge gross on the midway.

The Skooter garnered top money in the ride division and Gene Vaughan's revue was the No. 1 money-getter among the shows.

The Olson Shows came in here from the Illinois State Fair, Springfield, where their ride and show grosses were off only a few percentage points from last year, tho the fair suffered a sharp drop in attendance, largely because of much rain.

## L. I. Thomas Biz Close to 1955 At Crown Point

CROWN POINT, Ind. — The L. I. Thomas Shows experienced good business at the Lake County Fair here thru Friday (24), sixth day of the eight-day event.

The ride and show grosses were slightly under those of last year, and the small dip in receipts was ascribed to tighter spending resulting from the recent steel strike. Nights were cool but weather otherwise was good.

Top money-getter here was the show-owned 12-car Skooter. A Twister, booked in by Earl Ingalls, registered excellent patronage. Concessionaires reported spotty business.

The Thomas Shows move from here to Charleston, W. Va., where they are slated to open Friday (31) at the fair there. Fair dates played thus far have held to the usual past good level for the show. Spring dates were marred by considerable bad weather.

## Train Hits Vernon Truck

SALEM, Ind.—C. A. (Curley) Vernon's United Exposition Shows had double trouble on its move here from Belvidere, Ill.

The truck and trailer hauling the cookhouse was demolished when it stalled on a railroad crossing near Greenwood, Ind., and was struck by a train. In addition, the semi carrying the Tilt-a-Whirl cars turned over in a ditch at another location and caught fire. The blaze was extinguished but not until the driver was painfully burned.

Mrs. Vernon, wife of the owner, rejoined the show here after spending several days in a hospital.

## NEW CNE MARK?

## Conklins Aim for 600G at Toronto

TORONTO — Opening day's ride and show business for the Conklin Shows here Friday (24) at the Canadian National Exhibition was 25 per cent higher than in 1954 but down \$4,000 from last year, when patronage had been upped by the appearance of some 10,000 Boy Scouts in Canada for an international jamboree. The Scouts accounted for an estimated \$9,000 in midway spending last year.

The CNE's opening day's attendance was down 5,000 from last year and its receipts from the

## SHOWS IN 2 UNIONS

## Coleman, Buck Sign Teamsters' Union Pacts

ALTAMONT, N. Y.—Contracts have been signed with the Carnival and Allied Workers Union (AFL), Local 447, St. Louis, an affiliate of the Teamster's Union, by Coleman Bros. Shows and the O. C. Buck Shows, both sizable truck operations which confine their activities to the East.

The acceptance of the pacts, arranged by organizer Harry Karsch, followed several weeks of uneventful negotiations. The agreements are the first held by either show

with any union and are the first achieved by Karsch in the East.

Two other Eastern shows, the James E. Strates Shows and the World of Mirth Shows, and one intersectional operation, the Cetlin & Wilson Shows, hold contracts with the Retail Clerks' Union, New York local. The Royal American Shows, first to sign a union contract, is also affiliated with the Karsch organization.

According to Coleman, the con- *(Continued on page 68)*

# MIDWAY CONFAB

Cliff Wilson, veteran midway show operator, spent a couple of days in Chicago last week. Wilson's on his annual tour of fairs and after visiting the Springfield, Ill., event was headed for annuals in Milwaukee, St. Paul, Detroit, Louisville, Toronto, Indianapolis and Columbus, O. . . . C. F. (Doc) Zeiger, retired owner of the show bearing his name, recently left Los Angeles to visit New York, Toronto and Niagara Falls. He'll spend a few days with his brother in the last-named spot.

Mrs. Dixie Kopley, with Royal Exposition Shows the past 30 years, is in Central Florida Tuberculosis Sanitarium, Orlando, for observation. Mrs. Kopley's address is P. O. Box 3513, Room 260, Ward B. . . . Gean Nadreau, of the Carrell Animal Circus, is confined to a Springfield, O., hospital following a slight heart attack. His wife, Gay, is at his side.

Mrs. C. A. Stephens and Mrs. Kelly Renfrew were recently feted by the ladies of C. A. Stephens' Shows at a joint birthday party. Among the gifts was a camera presented Mrs. Stephens by her husband, and a parakeet presented Mrs. Renfrew by her spouse. . . . Rachel Lilly has moved her palmistry location to the outskirts of Mobile, Ala. . . . Audrey Lee Parkoo, gal stunter, recently joined Wild Bill Forkup's thrill unit.

Mr. and Mrs. Earl Purtle held a birthday party for one of their ride foremen on Cetlin & Wilson Shows at Seladia, Mo. Guests included Ray Garrison, Jimmie Brewer, Amos Steel, Ole J. Knutson, Mike Warner, D. Hamby, Cliff Druber, William Case, Ralph Atkinson, Gilbert Roland and Mr. and Mrs. G. Edgbert. . . . Mrs. John B. Davis, wife of the owner of Southern States Shows, is back at Panama City, Fla., after a prolonged trip to Detroit where she visited her two brothers and sister. Mrs. Davis and her brother-in-law and sister, Mr. and Mrs. J. O. Fox, drove to Indianapolis, St. Louis and Batesville, Ark.

Recent visitors at the Detroit scene were Forrest Freeland, Jack O'Dare and Al Sheehan.

Paul Godfarb worked novelties at the fair in Rhinebeck, N. Y. The three Monica Daye shows on the King Reid midway are all mounted on semis, usually features sequined evening gowns on the bally, and have been doing okay business thus far, it is reported.

Johnny Canole and Joe Prell visited the Amusements of America in Huntingdon, Pa. On that week Claudia Crown's fourth birthday was observed at a party attended by Mr. and Mrs. Al Schmid, Mr. and Mrs. Bob Negus, Mr and Mrs. Phil DeMalio, Bobby and Rickie DeMalio, Lynn and Wayne Crown, Louis Riski, Sandra and Johnny Miller, Patty, Anita and Danny Matter, Gary Michael Grosso, Jimmy and Bobby Sears, Mr. and Mrs. Ralph Ryan, Mr. and Mrs. Joe Grosso, Mr. and Mrs. Pete Hendrix, Barbara Williams, Bingo Red, Mr. and Mrs. Cism, Clarence Lauther, Mack, Peggy Wilson, Mr. and Mrs. Danny Dell, Mr. and Mrs. Lou Dell, and members of the Vivona family, Claudia is the daughter of Don and Mary Crown.

Joe Sharp closed with Byers Bros. and has his rides and concessions on Fitzsimmons Shows,

where he's also general manager. . . . Turner Scott will shutter his Daytona Beach, Fla., ride operation Labor Day. . . . Charles Norman is confined in the North Carolina Sanitarium, Ward 2, McCain, N. C., and would appreciate mail.

Tommy Lane, of World of Pleasure Shows, was guest of honor at a surprise birthday party at Hastings, Mich. His wife, Joyce, organized the event and guests included Louis and Estelle Bell, Rod and Rita Link, Gregory and Jocile Link; Eph and Kitty Glosser and son, Danny; George Mitchell family, Al Gerand, Charles and Grace Swain, Kellis and Patti Hamilton, Bill (Semi) Estep, Alyce Forrester, Albert Deguer, Ronnie Webster, Dick Hallock, Walter and Betty Johnson, Jerry and Sherry Baker, Leon Robinson, Harold Risch and James and Lois Glass. Kitty Glosser's sister, Molly, visited from Chicago and also attended.

Johnny Kinsey wound up as advertising agent for Continental Shows and joined Amusements of America to operate the Funhouse. En route to Rochester, N. Y., he visited the Coleman midway at Afton, N. Y. . . . Joe and Vie Shirkey are back at their Walker, La., home after vacationing in Virginia and Washington where they visited their son, Harold, and other relatives. . . . Joseph Lehr reports he visited Joe Ross and Leo LaSalle, who are on the front end of the Hannum organization after spending most of the season in a park.

Bertie LaPage is managing the annex on the Alfredo Side Show on the Hottle No. 1. John Starkey joined recently with tattooing and Albert Preston, alligator boy, came on several weeks ago from Shreveport. While the show was at Springfield, Mo., the Alfredos entertained the local Lions Club with their mental turn.

Mr. and Mrs. Don Franklin, owners of the show bearing that name, were serenaded by the Austin, Minn., Shrine Oriental Band, while playing the fair there. After a concert in front of the Franklin's house trailer, they marched down the midway under the direction of John Loring.

Bill Wingert, who with his wife retired from show business, nine years ago, entered Jewish Hospital, Cincinnati, Sunday (26) for observation and possibly surgery. Since quitting the business, the Wingerts have been operating a large apartment house in downtown Cincinnati. Jewish Hospital is located at 3200 Burnet Avenue, Cincinnati 29. Wingert is registered as Henry (Billy) Wingert.

Visitors to the O. C. Buck Shows included James A. Carey, of the New York State Department of Agriculture and Margets, and J. Victor Faucett, secretary of the Steuben County Fair, Bath, N. Y. . . . Jim Quinn, Buck general agent, plans to spend the winter in California.

One of the best publicity getters for the World of Mirth Shows is turning out to be Georgia Sollenberger, 22-month-old daughter of Mr. and Mrs. George Sollenberger. A three-column story and picture in The Ottawa Citizen described her life and actions while the show was playing the Central Canada Exhibition, Ottawa. The youngster's father is show secretary. Her mother, the niece of Mrs. Frank Bergen, operates several concessions.

Veteran William C. (Doc) Crosby also garnered considerable publicity in Ottawa. The life and times of Doc and some of his cohorts were described at length in The Ottawa Citizen.

# ★ ★ ★ ★ ★ CONEY ISLAND ROAD SHOWS ★ ★ ★ ★ ★

## 25 WEEKS WINTER BOOKING IN CUBA, NOVEMBER 3, 1956 THRU APRIL 15, 1957

We pay transportation on equipment to Cuba and back. Camaguey Feria (last year's attendance, 200,000), Commercial Feria Santa Clara, Holguin Fair, Feria Sancti Spiritus, Havana Police Benefit. WANT: Organized Thrill Show for Fair dates; send photos and literature.

<b>WANT</b>	<b>WANT</b>	<b>WANT</b>
<b>SHOWS</b> Outstanding Glass House, Illusion Show, Motor-drome, Monkey Speedway or any Grind Shows. Liberal deals.	<b>ACTS</b> Five sensational Free Acts. Send photos and brochures.	<b>RIDES</b> Sensational Thrill Rides and novelty Kiddie Rides. Liberal deals.
<b>All contact: GENE BEECHER General Manager</b> Box #1123 South Miami 43, Florida		



WANT for WANT

### MINEOLA FAIR

Sept. 8-16 inclusive

RIDES THAT DO NOT CONFLICT. KIDDIE RIDES ESPECIALLY. CAN USE ONE OR TWO GOOD SHOWS. MUST BE NEW AND NOVEL. NO SIDESHOW -ALREADY BOOKED. CONCESSIONS WANTED-MUST BE HANKY PANKS. Only legitimate concessions will be given consideration.

Write or wire PHIL ISSER, Gen. Mgr.  
1916 Avenue K, Brooklyn, N. Y.  
Phone: Cloverdale 2-2796, call before noon or after midnight.

## ★ M. D. AMUSEMENT SHOWS ★

"Cleanest Midway on Earth"

CAN PLACE for CUMBERLAND COUNTY FAIR, Bridgeton, N. J., starting Labor Day, Sept. 3, to 8; WARREN COUNTY FAIR, Honesdale, Pa., Sept. 11 to 15.

SHOWS—Wildlife, Motordrome, Funhouse, Ten-in-One, Monkey Show, etc.

CONCESSIONS—Cookhouse, Grab, French Fries, Pizza, Sausage, Juice Stands, etc. Any Game that does not show numbers will operate at this fair.

RIDE HELP—For Twin Wheels, Tilt, Rock-o-Plane, Roll-o-Plane, Scooter, Merry-Go-Round and Five Ride Kiddieland.

All replies Michael Dembrosky, 302 E. Diamond Ave., Hazleton, Pa. West End Farmers' Fair, Gilberts, Pa. (near Stroudsburg), Aug. 27-28-29; Warren County Fair, Honesdale, Pa., Sept. 11-15

**WANTED**  
**OCTOPUS FOREMAN**  
to join immediately. Also can use Second Man.  
**TOP SALARY**  
**LONG SEASON**  
No drunks.  
Address:  
**Gooding Amusement Co.**  
1300 Norton Ave. Columbus, Ohio

## ANCHOR TENTS

The Showman's Choice  
Finest Materials—40 Yrs. Experience.  
**NEW NYLON Tent Fabric**  
Red—Yellow—Blue—White

Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops

Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints—Rustproof

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

### DIXIE AMUSEMENTS

Want for Sheldon, Mo., Old Settlers' Picnic, Aug. 29-Sept. 1. 4 Fairs to follow: Jay, Okla., Sept. 5-8; Sallisaw, Okla., Sept. 10-15; Mulberry, Ark., Sept. 17-22; Foreman, Ark., Sept. 26-29. Want Grab Stand, Photos, String Game, Bumper, Coke Bottles, Roman Targets, Popcorn, Candy Apples, others not conflicting.  
Address **CLIFFORD DAVIS**  
Per Route

**C.C. (SPECKS) GROSURTH PRESENTS**  
**BLUE GRASS SHOWS**  
 FEATURING THOROUGHBRED ENTERTAINMENT

WANT FOR GIBSON COUNTY FAIR, TRENTON, TENN., SEPT. 3-8; FOLLOWED BY SOUTHEASTERN MISSOURI DISTRICT FAIR, CAPE GIRARDEAU, MO., SEPT. 10-15; COLUMBUS, MISSISSIPPI, FAIR & DAIRY SHOW, SEPT. 17-22; THEN THE GREAT LAUREL, MISS., FAIR, SEPT. 24-29; AND A CONTINUOUS ROUTE OF BONA FIDE SOUTHERN FAIRS UNTIL ARMISTICE WEEK, WITH FAIRS ALL WINTER IN FLORIDA.

- CONCESSIONS** Hanky Pank and Prize-Every-Time Games of all kinds, African Dip, Ball Games, Jewelry, Name-on-Hats, Age and Scales, Basketball, Grab, Auction Sales, Custard, Ice Cream-on-a-Stick, etc.
- SHOWS** Monkey, Motordrome, Unborn, Funhouse or any good Grind or Bally Show with own equipment that caters to women and children.
- RIDES** Will book one or two Major Rides for Laurel, Miss., Fair week of Sept. 24, such as Caterpillar, Fly-a-Plane, Flying Scooter, Spitfire, Twister, Scrambler, Spinaroo, Dark Ride or what have you. Liberal percentage.
- HELP** Foremen and Second Men for Major Rides. Must be licensed semi drivers.

All wire

**C. C. Groscurth, BLUE GRASS SHOWS**  
 Clarksville, Tenn., all this week; then Trenton, Tenn.

**JOHNNY T. TINSLEY SHOWS**  
 "America's Most Modern Midway"

WANT FOR TENN.-CAROLINA FAIR, NEWPORT, TENN., SEPT. 3 TO 8; WITH 12 GEORGIA AND FLORIDA FAIRS TO FOLLOW, SUCH AS ELBERTON, MOULTRIE, LAWRENCEVILLE, BLAKELY, HAWKINSVILLE, ETC. ALL FAIRS UNTIL DECEMBER

- RIDES** Place Live Pony, Dark Ride, Scooter or Dodgem, Coaster, Swings, Round-Up, Rotowhir, Spinaroo, Boat Ride, Twister.
- SHOWS** Place Fun or Glass House, Motor or Monkey Drome, 5-in-1 or 10-in-1, Monkey, Wildlife, Freak, Illusion, Fat, Midget, Posing or Revue or any money maker with own equipment.
- CONCESSIONS** Arcade, Age and Weight, Hats, Novelties, Snow Cones, Bear and Parakeet Pitches, Center Hoop-La, Custard, Ice Cream, High Striker, all Eating Stands.
- HELP** Foreman for Twin Wheels, also Merry-Go-Round Foreman—must drive semi. General Ride Help. Relief Caller and Countermen for Bingo.

George Johnson can place for Nu-Orleans Minstrel Revue two Comedians, 3 Chorus Girls, 3 Musicians. To enlarge for Fairs—best treatment, payday weekly.

Call, Write or Wire

**JOHNNY T. TINSLEY—OWNER or TED WOODWARD—GEN. MGR.**  
**JOHNNY T. TINSLEY SHOWS**  
 HOT SPRINGS, N. C. (DOWNTOWN) NOW; THEN THE NEWPORT, TENN.-CAROLINA FAIRGROUNDS

**AMUSEMENTS of AMERICA**  
 A STAR SPANGLED MIDWAY

CAN PLACE FOR GREAT LEHIGHTON FAIR, LEHIGHTON, PA., SEPT. 3-8;

Tri-City Fair, Leaksville, N. C., Sept. 10-15 and a long route of Bona Fide Fairs closing Charleston, S. C., Nov. 10.

- CONCESSIONS** Eating and Drinking Stands, Popcorn and Apples, Short Range, Hats, Jewelry, Basketball, Hi-Striker, Rat and Pan Game, Buckets, Cat Rack and Hankies of all kinds. Glass Pitch, Bear Pitch and French Fries.
- SHOWS** Piano Player, Performers, Musicians and Chorus Girls for Jig Show, Girls for Dancing Show. One more Girl Show with own equipment. Must have at least two Dancers, Motordrome, Fat Show, Midget Show, Monkey Show, Acts for Side Show and Grind Shows.
- HELP** Chairplane Foreman and Second Men on all Rides, Ticket Sellers. Danny Dell needs Grind Store Agents. **JOE CAMPI, CONTACT DANNY DELL AT ONCE.**

**John Vivona will be on Leighton, Pa., Fairgrounds starting August 30.**  
 Address Morris, New York, this week

**J. A. GENTSCH SHOWS**

WANT FOR NINE OF MISSISSIPPI'S BEST BONA FIDE FAIRS STARTING SEPT. 3 AT LOUISVILLE, MISS. THE BIGGEST COTTON CROP IN YEARS.

Want Bingo, Diggers, Custard, Pronto Pups, Hanky Panks of all kinds. Will book for committee not any worth-while Shows.  
 Want Rides, Octopus, Rolloplane, Dark Ride, Dodgem and Scrambler or any Ride not conflicting. Want Live Pony Ride; Frenchie, answer. Want Foremen for Ferris Wheel and Spitfire. Harrol Thomson, contact me. Also want Second Men. Sammy Cradin and C. W. Willis want Agents. Also want set of Merry-Go-Round Horses in good shape.

J. A. Gentsch Shows, Quitman, Miss., this week

**FOR SALE OR TRADE**

Lord's Last Supper life walk thru exhibit — complete unit, tractor, trailer, sound, etc.

**BOX D-239**  
 c/o The Billboard,  
 Cincinnati 22, O.

**Stumbo Tri-State Shows**

Want the following: Photos, String Game, Fish Pond, Lead Gallery, Coke, Bottles, Jewelry and any Hanky not conflicting. Thayer, Kans., Fair, Sept. 5-7; Clinton, Ark., Fair, Sept. 13-14-15; Huntsville, Ark., Fair, Sept. 17-22, and then as per route.  
 P.S.: Walker Osbourne wants Hanky Pank Agents.

**BIG TRI-COUNTY LABOR DAY WEEK**

Ziegler, Illinois, City Park, Sept. 3-8.

Can place Stock Concessions, Shows and Straight Sales.

**D. P. RUMBLE**

Madisonville, Ky., Fairgrounds this week.

**Paved Midway Greets RAS at St. Paul Fair**

**Shrine Club Parties Crippled Children; Organ Impresses**

ST. PAUL—The Royal American Shows teed off at the Minnesota State Fair here Thursday night (23) with personnel enthused over the fair's new all-paved midway.

Thursday night's operation, a five-hour prevue, yielded a nice increase over the comparable operation last year. The fair formerly opened its 10-day run Saturday morning (25) in ideal weather and with more of the same promised for the full weekend.

Twin City newspapermen, present at a press party, did nip-ups over the restored band organ now in operation in the Royal American line-up, and several newspapers planned to take color photographs of the instrument.

The Royal American Shrine Club holds its 10th annual party at the Shriners' Crippled Children's Hospital in Minneapolis Thursday (23). Talent which participated included the "Harlem in Havana" band, Alberta Slim's donkey, elephant and dog and pony acts, and several acts from Dick Best's Side Show. In addition to the show, the Shriners gifted the crippled patients with toys, candy and refreshments.

**Coast Mesa Fails to Up Babcock \$\$**

LOS ANGELES—The four days added to the former six-day run of the Orange County Fair, which closed in Costa Mesa Sunday (19), failed to bring the expected revenue increase for Babcock United Shows, which played the date, Frank W. Babcock, owner, disclosed.

Midway business from the start of the exposition Friday (10) thru Wednesday (15), sixth day, was reported slightly ahead of a full run a year ago. They were not, however, comparative days. At the time the fair had an attendance of 68,971, which was said to be about 2,000 over the complete 1955 stand.

The fair's attendance for the 10 days was approximately 101,000. In 1954 the event pulled an estimated 100,564 and last year, also for six days, about 67,000 people.

Babcock's manager, F. M. (Pete) Sutton, had a pretentious layout for the fair with 12 major and 10 kid rides, three shows and 40 concessions. This was 40 per cent fewer concessions than were on the lot in 1955.

Babcock pointed out that while the total ride revenue was "fair," fewer stores reduced the gross. In addition to this, he added, the run covered two weeks.

To make the showing, the organization used four extra pieces of equipment that were not on the lot last year.

**FOR SALE**

Popcorn Outfit complete, A-1 condition, priced right. Will book on show remainder of season. Want Electrician to join immediately for 10 weeks of Fairs. Good proposition.

**BEN WOLFE**

WOLFE AMUSEMENT CO., Mebane, N. C., this week; Martinsville, Va., next week.

**PARAKEETS**

CHROME CAGES, 50c ea.  
 Shipped Daily. F.O.B. Los Angeles.  
 Minimum Order, 48 Birds.  
 —Call or Wire—  
**24-HOUR SERVICE**  
**Durkee's Bird Farm**  
 8967 E. Cajalatin Rd., Pico, California  
 Phone: OXFord 9-5210

**HARTFORD CITY, INDIANA MERCHANTS' FALL FESTIVAL**

ON THE STREETS, SEPT. 11-15  
 WANT: Merchandise Concessions, Bear Pitch, Parakeet, Lamp, Short Range, Novelties, Hats, Balloon-Dart, Ball Games, or any that we can use. Can place Cook House or Grab. Have openings for Concessions the following week in Indianapolis.

All Replies to

**TOM L. BAKER**

2257 Madison Ave., Indianapolis, Ind.  
 Phone: STate 4-4584

**ROD LINK WANTS**

Hanky Panky Agent for Fremont, Ohio; Norwalk, Ohio, then long season south. I have exclusive in Fremont, only one game of a kind and only 12 concessions. Fremont opens Sept. 2d. Tex Holly and Harry Crimmins, call Jackson, Michigan, this week.

**WANT**

Strips and Hulas, salary from \$100.00 and up. Want Feature Dancer; transportation furnished. Want Talker for Girl Show. Good Canvas Man who can sell tickets. All former Help, contact me. Drunks and agitators, save your time and mine. Contact

**FRANK TEZANO**

c/o Prell Broadway Shows, Fairfax, Va., Aug. 28-Sept. 6; then Goldsboro, N. C.

**WANT HELP**

Candy Floss Operator and Helper; experienced Ticket Sellers, men or women; Man to operate Tampa Train.

Contact

**EARL PURTLE**

Catlin & Wilson Shows  
 Indianapolis, Indiana

**RALPH R. MILLER**

Can place Concessions, Ride Men, Help in all departments. Opening in Baton Rouge, La., week Sept. 10; Kentwood, La., Colored Fair, week Sept. 17; Prairieville, La., week Sept. 24 (Colored Fair). Celebrations and Fairs until Fur Festival, Cameron, La., in December. Need Foremen for Little Beauty Merry-Go-Round, No. 3 Wheel, Kiddie Auto and Train. Help on Concessions. All replies to **RALPH R. MILLER, Route 1, Baton Rouge, La. Phone: Walnut 15068.**

**MERRIAM'S MIDWAY SHOWS WANT SHOWS AND CONCESSIONS**

For the following fall route: Columbus, Neb., now; Schuyler, Sept. 1-2-3; Merville, Iowa, Sept. 5-8; Milford, Neb., Sept. 10-11; Cozad, Neb., Sept. 13-14; Curtis, Neb., Sept. 15-16; Gothenburg, Neb., Sept. 18-20, and closing with the Greenfield, Iowa, Centennial, Sept. 22-24. These are all good Fairs and Street Celebrations.

**THANK YOU Nell & Eddie (Red) Adams**

Cookhouse Owners Morris Hannum Shows for your new Buick Roadmaster purchase.  
**"Save Money With Johnny" JOHNNY CANOLE**  
 3000 Third Ave., Altoona, Pa.  
 Phones 9347 or 3-0003

**FOR SALE—RIDES**

1 used 7-Car Seiner Tilt-A-Whirl, \$3,000.00  
 1 No. 5 Eli Wheel, 1946 Model, new condition, \$4,750.00  
**WEST COAST NOVELTY CO.**  
 728 1/2 Bellaire, North Hollywood, Calif.  
 Telephone: POPlar 5-5320

# Bernard-Barry Party Nets 1G

ROBERVAL, Que.—The Tampa and Miami showmen's clubs benefited to the tune of \$1,000 from a jamboree held on Bernard & Barry Shows here Friday (17). Bernie Arent and William (Bill) Baker, co-owners of the shows, supervised the event which was held in Charles Taylor's Cotton Club top. Assisting them were Mrs. Phyllis Baker, Mrs. Evelyn Bonder and Mrs. Sis Campi. Jerry Bonder and John (Fingers) Campi were in charge of the fund raising.

# Alamo Rides, Shows Up 20%

COLUMBUS, Kan.—Jack Ruback's Alamo Exposition Shows trucked a long 335 miles here last week after a good stand at the Sidney, Ia., Rodeo. Rides and shows received the bulk of the attention at the rodeo and as a result were 20 per cent ahead of last year, Ruback reported. Concessions, however, took a slight drop. Before leaving Sidney, Ruback pocketed the contract for next year, when the event will run August 13-17.

# DON FRANKLIN Shows

## WANT FOR EAST TEXAS DISTRICT FAIR, Tyler, September 8-15

Eight full days and nights, including two Saturdays — and for the Texarkana Four States Fair, Texarkana, Tex., September 17-22 — and long route of proven Texas Fairs:

### SHOWS

Non-conflicting Shows. Committee money only. Can place Monkey or Chimp Show, Mechanical, Mickey Mouse, Illusion, Monkey Motordrome, Big Dog, Little Horse. Bill Dusin, can place you. Any Shows of merit, no Girl Shows. Want Operator for office-owned Midget Cattle Show. Side Show Help: A-1 Front Man, Fire Eater, Sword Swallower, Knife Thrower, other Acts, Freak to feature; Ticket Seller, Working Men. Salary tops and sure. Join at once. Frankie Doran, Side Show Manager.

### RIDES

Can place Ride Help for 18 office-owned Rides. Must be licensed semi drivers. Especially need Man for Allan Herschell Looper just purchased. Bill Howry, phone me collect if available. Kid Ride Help starts at \$50 weekly plus bonus. Need some for Rockplane, Scrambler, Round-Up, Scooter, Tilt, Roller Coaster, Twin Wheels and Looper. Can use Wives on Tickets or Concessions.

### CONCESSIONS

Can place Glass and China Pitch for balance of season. Matt Armstrong, Ralph Wagner and Lefty Block can use Hanky Pank Agents due to the added Concessions for Southern Fairs.

We hold the contract for the Charro Days Celebration, Brownsville, Tex., February 23 through March 3, 1957.

All Replies To:

**Don Franklin or Ralph Wagner**

Coffeyville, Kan., Fair thru Sunday, September 2. Will be on fairgrounds at Tyler, Tex., Tuesday, September 4.

### FOR SALE:

Rides for sale at close of season: Large 30-passenger Round-Up, like new, used 1 season; terms to responsible person. One 12-car Scooter Building, used 3 years; no cars or transportation included as we are building a new, larger building for next season.

# THOMAS SHOWS

THE NORTHWEST'S GREATEST SHOW

CAN PLACE THE FOLLOWING FOR THE BALANCE OF THE SEASON FOR THE BEST COUNTY FAIRS IN THE MIDDLE WEST

RIDES—Spitfire, Tilt-a-Whirl, Scooter, Rockplane, Live Ponies, Coaster, Round-Up, Dark Ride.

SHOWS—Girl Show for Waterloo, Nebr.; Snake, Wildlife, Illusion, Mechanical, Crime, Fun House, Motor or Monkey Drome.

CONCESSIONS—Photo, Novelties, Hats, Duck Pond, Bird Pitch, Hoopla, Roman Target, Watch-La, Short Range, Candy Apple, Fish Pond, Ball Games, Balloon Dart, Bear Pitch, Bumper, Scales, Coke Bottles, Cat Rack, Slum Spindle, Pitch-Tilt-You-Win, Ice Cream, Jewelry, Custard.

Winner, S. D., Labor Day, Sept. 2-3; Redwood Falls, Minn., Fair, Sept. 6-9; Waterloo, Nebr., Fair, Sept. 12-15; and many others, closing Mitchell, So. Dak., Corn Palace, Sept. 24-29.

P.S.: Want to buy good Tilt-a-Whirl with transportation for cash.

## WILLIAMS AMUSEMENT CO. WANT WANT

For Bland County Fair, Bland, Va., Sept. 3-8; Craig County Fair, New Castle, Va., Sept. 10-15; Carroll County Fair, Hillsville, Va., Sept. 17-22; Patrick County Fair, Stuart, Va., Sept. 24-29.

HANKY PANK CONCESSIONS OF ALL KINDS.  
Fish Pond, Duck Pond, Dart Game, Scales & Age, Jewelry, Hoop-La and others.  
All replies to  
**TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO., PEARISBURG, VA.**

## STAR AMUSEMENT CO. WANTS

SAVE THIS AD FOR THE BEST IN ARKANSAS, THEY ARE PICKING NOW

Stock Concessions of all kinds except Nickel Pitches. Shows—Don Friend, call at once. Ray no longer here, need you Labor Day at Rector, Ark. Jack Cook can place Hanky and Pitch Agents starting Sept. 5. Route of the best—Lake City Fair, week Aug. 27, Ripley, Tenn.; Labor Day only, Earle, Ark.; 4 days starting Sept. 5. Star City Fair; week Sept. 10, Eudora, and Marion Fair, week Sept. 17; the big Desha County Fair, McGehee, week Sept. 24; Clarendon, week Oct. 1; big Cotton Town, week Oct. 8; then the big Festival at England, week Oct. 15.  
Call, write or wire—do it now—as per route.  
**B. E. MILLER**

## LINDSEY — PUGH — MURPHY WANT FOR TEXAS STATE FAIR

2 Lemonade Shake-Up Stands. Must be well flashed and in keeping with standards of this Fair. Choice locations. Roy Petty, Joe Miller, Davis who worked here last year, get in touch.) Can also place good capable High-Striker Agent for new Evans High Striker. Must know what it is all about.  
**CONTACT: JOE MURPHY, FAIR PARK, DALLAS, TEXAS**  
(Phone: Hamilton 1-1210)

## FUN FAIR SHOWS LEWISBURG, OHIO BIG ANNUAL LABOR CELEBRATION

Opens Friday, Aug. 31, thru Sept. 1, 2 & 3. Car given away.  
Want Concessions of all kinds. Also need Grind Shows. This Show will be out and playing until November.  
All replies to Chas. G. or M. Robert Stapleton, Camden, Mich., Wednesday, Aug. 27-28-29; Lewisburg, Ohio; followed by Antwerp, Ohio; Elwood, Ind.  
P. S.: Jack Martin, come home, Mac.

## BYERS BROS.' SHOWS

WANT #5 FERRIS WHEEL TO MAKE DUAL WHEELS FOR THE BIGGEST LABOR DAY CELEBRATION IN IOWA, SEPT. 2-3—ON THE STREETS. CAN ALSO PLACE OCTOPUS AND ROCK-O-PLANE. THIS IS A BONA FIDE CELEBRATION. ALSO HAVE ROOM FOR A FEW MORE HANKY PANKS. ADDRESS:  
**CARL BYERS, Mgr.**  
Sibley, Iowa, until Aug. 29; Raife, Iowa, Aug. 30-31 (on the streets); Vinton, Iowa, thru Sept. 3; with a long route of Fairs and Celebrations south in Arkansas and Louisiana.

# BUFF HOTTLE SHOWS

UNIT NUMBER ONE WANTS FOR WEST TENNESSEE DISTRICT FAIR, JACKSON, TENN., SEPT. 10-15, FOLLOWED BY NORTH ALABAMA STATE FAIR, FLORENCE, ALA., SEPT. 17-22; MADISON COUNTY FAIR, HUNTSVILLE, ALA., SEPT. 24-29; SOUTH LOUISIANA STATE FREE FAIR, DONALDSONVILLE, LA., OCT. 3-7; WASHINGTON PARISH FREE FAIR, FRANKLINTON, LA., OCT. 9-13.

- CONCESSIONS** ALL KINDS OF HANKY PANKS THAT WORK FOR STOCK. NEED CUSTARD. R. HAMMOCK WITH PHOTOS, EXPECTING YOU IN JACKSON.
- SHOWS** NEED SHOWS NOT CONFLICTING. LIBERAL PERCENTAGE.
- RIDES** WANT SCRAMBLER, ROUND-UP OR DRIVE-YOURSELF-CARS.
- HELP** CAN PLACE RIDE FOREMEN WHO STAY SOBER AND DRIVE TRUCKS.

All reply to **BUFF HOTTLE, Mgr., Paducah, Ky., this week**

# GOLD MEDAL shows

FAIRS FAIRS FAIRS  
**WANT FOR LENOIR AND RUTHERFORDTON, NORTH CAROLINA**

- CONCESSIONS** WANT LONG RANGE, SHORT RANGE, PHOTOS, SCALES, ANY KIND OF HANKY PANKS.
- SHOWS** WILL PLACE ANY SHOW OF MERIT NOT CONFLICTING.
- RIDES** WILL BOOK ANY RIDE NOT CONFLICTING. ESPECIALLY WANT WELL-FLASHED KIDDIE RIDES.
- HELP** WANT CAPABLE, SOBER RIDE HELP, COME ON. TOP SALARY, GOOD TREATMENT. BOBBY COOPER WANTS MAN AND WIFE FOR SIX CATS, ALSO TWO FLOSS OPERATORS. WIRE OR CALL THIS WEEK

**JOHNNY J. DENTON, Mgr., Christiansburg, Virginia**

Due to Disappointment, Can Place Immediately  
**HYPNOTIC-MENTAL ACT**

Long season. Thirty weeks now booked in California. Act quick. Send recent photo, background material and expected salary, along with telephone number, where you may be reached.  
**HYPNOTIC SHOW**  
Post Office Box 2781 Boise, Idaho

## IMPERIAL SHOWS

Can place Ride Foremen on late model Rides. Want Second Men for Jenny, Octopus and Kid Rides. Good salaries and good treatment. Join.  
Mendota, Ill., Fair, Aug. 28-Sept. 3; Monmouth, Ill., Fair, Sept. 5-8  
All replies **BILL GULLETTE, Mgr.**

## WANTED A BONDABLE PROMOTER

Contact  
**W. A. WALLACE**  
c/o Saskatchewan Amusement Co.  
259 Bridgeport Rd.  
Waterloo, Ontario, Canada

## FAIRS—PAGE BROS.' SHOWS—FAIRS

No. 2  
Want Sit Down Grab or Help for office owned Grab, Fish Pond, Pitch-To-Win, Custard, Ice Cream, Diggers, Slum Concessions of all kinds. Any Grind Show or Girl Show with own equipment.  
**COLON LENARD, Mgr.**  
Dover, Tenn., Fair this week; Paris, Tenn., Fair next week; 10 more Fairs to follow.

# W.G. WADE SHOWS

**FOR SALE**  
to settle an estate

**RIDES, TRUCKS AND MISCELLANEOUS SHOW EQUIPMENT.**

Equipment may be seen at the Michigan State Fair, Detroit,  
Aug. 30 thru Sept. 9.

Interested parties inquire at show office wagon on midway.

## PAN AMERICAN SHOWS

Want for 11 more Fairs, Benton and Camden, Ark.; Coushatta, Natchitoches, De Ridder, Olla, La. All Fairs, 4 in Alabama and Florida. Closing Christmas week, Baton Rouge, La.

**RIDES:** Ride Help, Foremen and Second Men, must drive, for Roller Coaster, Octopus, Chairplane, Tilt, Kiddie Rides. Also Superintendent and Lot Men. Tom Mehl, answer. Will book or buy Pony Ride, Rolloplane and Kiddie Rides. Must be right for cash. No junk wanted. **SHOWS:** Want Manager for office-owned Sideshow or will book complete Sideshow. Want Talker and Candy Pitch for Medicine Show. Manager for Animal Show, Snake and Geek Show. Will book flashy Girl Show with three or four girls or any Grind Show. Shirley, contact Jean. **CONCESSIONS:** Will book Bingo. Must be well flashed. Frozen Custard, Ice Cream, Candy Floss, Snow Ball, Popcorn and Apples. Want Bird Pitch, Glass Pitch, Lead Galleries, Long and Short Range, Grab, Mitt Camps, Hanky Panks of all kinds. Opening for few choice Concessions. Can use Grind Store Agents, one Wheel or Spindle Man. Working Men for Concessions. Must drive. Some P.C. open. Pea Pool Dealer wanted.

**JOHN REED, Bus. Mgr.—JOHN WARD, Mgr.**  
ALL MAIL AND WIRES FORDYCE, ARK., THIS WEEK.

P.S.: Roy, Popcorn open. Lefty, get in touch. Jim Gates, wire.

# O.C. BUCK SHOWS

**WANT:** Colored Show starting week Sept. 10, Bedford, Virginia, followed by Washington, Rocky Mount, Cherokee, Greenville, all North Carolina; Camden, S. C.; Beauford, N. C. Also any Show or Attraction not conflicting. Can place Slum Concessions at all Fairs. Address

**O. C. BUCK**  
Plattsburg, N. Y.

## WANTED FOR TWO SPOTS

WEEK OF SEPT. 3 TO 8, RUTLEDGE, TENNESSEE, COUNTY FAIR;  
GLADE SPRINGS, VIRGINIA, 1st IN 7 YEARS

Concessions working for stock, Glass open both spots, Hoop-La, Bear Pitches, Water Games, Cane Racks, Ball Games, Novelties, Photos, Jewelry. Answer to

**C. A. STEPHENS SHOWS**

ERWIN, TENN., THIS WEEK.

## MIGHTY INTERSTATE SHOWS

Want for Randolph County Fair, Roanoke, Ala., Sept. 3-8; De Kalb County Fair, Ft. Payne, Ala., Sept. 10-15; Tipton County Fair, Covington, Tenn., Sept. 17-22.

**SHOWS:** Wildlife, Fun House, Glass House, Monkey, Big Snake, Fat, Mechanical or any worth-while Grind Show. **CONCESSIONS:** All legitimate Merchandise Concessions open, Hanky Panks of all kinds, Short Range Galleries, Long Range Gallery, Novelties, Monogram Hats, Gadgets, Glass Pitch, Bear Pitch, Parakeet Pitch, Ice Cream. Will book Photo beginning week of Sept. 10. Will book Bingo for balance of season. **RIDE HELP:** Foremen and Second Men on all Rides. Top wages; licensed semi drivers preferred. **RIDES:** Will book one or two Flat Rides not conflicting. Want Mechanic with tools to join on wire. Want Help for two Grab Concessions.

Replies to **H. B. ROSEN**

Washington County Fair, Gray Station, Tenn.; address all wires to Jonesboro, Tenn.

## WANT A-1 TALKER

To handle front of Miracle Fountain (Water Show). To start at Lincoln, Nebraska, State Fair, closing at Tulsa, Oklahoma, State Fair. Must be in Lincoln by Friday, August 31. Wire or call:

**WILLIAM T. COLLINS SHOWS**  
FAIRGROUNDS, LINCOLN, NEBRASKA

## WANTED

**STARTING SHARPSBURG, NORTH CAROLINA, LABOR DAY AND A CONTINUOUS ROUTE OF FAIRS AND CELEBRATIONS UNTIL NOVEMBER**  
Concessions of all kinds, Bingo, Custard, Cook House, Galleries. Shows of all kinds. Ride Foremen for Wheel, Fly-o-Plane, 32-foot Jenny; \$45.00 per week and 2%. Also Second Men on all Rides, Electrician for Caterpillar Plant. All wires to

**LEO LANE SHOWS**

Care Casino Park, Virginia Beach, Va., until Friday; then Sharpsburg, Va.

**WANTED** **ROCK-O-PLANE FOREMAN** **WANTED**  
TOP SALARY AND PERCENTAGE. ALL WINTER'S WORK.  
**OLSON SHOWS**  
DES MOINES, IOWA, THIS WEEK.

## Conklins 600G

Continued from page 64

demonstrated great strength opening day, taking first money. Pete Kortez' Side Show held down the No. 2 spot. Glenn Porter's Monkey Hot Rod Races placed third and Alfie Phillips' Water Show was fourth.

J. W. (Patty) Conklin predicted that the Phillips show will hit a \$35,000 gross for the 14-day run. The show is headlined by Brenda Fisher, who about two weeks prior to the CNE's opener swam the Ontario Channel to become the third gal to accomplish that feat. She did it in the fastest time.

### Two Scramblers Work

The show line-up here, in addition to the units already named, include a revue operated by Harry Seber; a Negro rock 'n' roll show, operated by Harry Swank; the MacArthur Siamese Twins; the Riverois, globe of death, and a trained seal show handled by Peejay Ringens.

Twenty major and more than 20 kiddie rides are in operation. On opening day the kids' rides accounted for \$800 more than they did last year. Included among the major rides are the Rotor, operated by Ernst Hoffmeister; a new Allan Herschell Company Helicopter ride and two Scramblers, marking what is believed to be the first time two Scramblers have been presented on one midway.

The Conklin midway grossed \$501,334 here last year. This year the Conklins, Patty and Frank, are shooting for a \$600,000 take.

## Rain Slows WOM

Continued from page 64

trace the fun zone was designated "Playland." Other lettering in neon advertised the presence of shows, rides and games. The show title is not used.

The fronts of Club 18 and the Minstrel unit were completely made over. Acts were added to the Dixie Gordon revue and bolstering features were also added to the rodeo presentation.

### Big Press Splurge

The show continued to receive the excellent press that has accompanied its appearances here in the past. Publicist Richmond Cox had a flood of stories and pictures in all three local newspapers along with considerable radio and television time.

Bergen and Allen again contributed numerous toys and other prizes for distribution among the early arrivals on Children's Day. Later they donated 600 toys for distribution among local orphans.

## Union Pacts

Continued from page 64

tracts which were agreed to by the show owners at the same time cover only the workingmen. Concessionaires, performers and executives are not included.

Members will pay \$4 dues per month. In addition the show will contribute \$8 for each member per month to cover insurance and welfare funds. The payments will cover only the operating season. No initiation dues are required.

The contracts differ from that held by the Royal American, which has virtually all of its personnel covered under the pact.

Coleman plays a compact and highly unionized territory involving only New York and New England. Buck shows in the Northeast and the South.

## WANTED NICE HIGH FREE ACT

Lilbourn, Mo., Oct. 1-5 Incl.  
**Contact: L. D. Fish**  
Lilbourn, Mo.

## Milwaukee Good

Continued from page 64

La Rue, Western motion picture star, in a show with Fuzzy St. John and 14 head of horses; Archie McGaskell's Illusion Show, and Cayer's Headless Girl. Jimmie Demetal's Athletic Show, perennial repeater here, operating independently, was spotted nearby.

The "Grand Ole Opry" show offered Jim Reeves, Betty Foley, Red Hayes, Floyd Kramer and Tommy Hill, among others. The McGaskell's Illusion Show reportedly had the biggest one-day's business in Arch McGaskell's many years in the business.

## WANTED

For Carmichaels KING KOAL FESTIVAL, Sept. 5-7-8, and the West Alexander Agricultural Fair, Sept. 12-13-14-15.

Glass Pitch, Penny Pitch, Pitch-Till-U-Win, Cokes Bottles, Cork Gallery and Stock Wheels. Will book or buy Chairplane. Absolutely no flats or gypsies. Write or call

**JACK LEWIS**

At the Carmichaels, Pa., Fairgrounds after August 27.

## WANT CONCESSIONS

FOR ST. CHARLES, MO., FAIR  
SEPT. 5-6-7-8-9

This is the good one.

**MOUND CITY SHOWS**  
Granite City, Ill., this week.

# ROHR'S MODERN MIDWAY

**NATIONAL SWEET CORN FESTIVAL, Hoopston, Ill. 3 Big Days—4 Big Nights, August 31-September 1-2-3; FORD COUNTY FAIR, Melvin, Ill., September 5-6-7-8-9; ESSEX, ILL., HOMECOMING, September 13-14-15-16. Then the one to get your winter bank roll—RANTOUL (CHANUTE FIELD), ILL., September 17-18-19-20-21, and the Gigantic Buffalo Barbecue, CERRO GORDO, ILL., September 27-28-29.**

Want Basketball, Fish Pond, Cork Gallery, Scales, Novelties, Long Range, or what have you? Hanky Panks ONLY. NO FLATS OR GYPSIES.

Mechanical, Monkey Show, or what have you?

Can use experienced Ride Help—must drive.

**D. J. ROHR**

ABINGDON, ILL., AUGUST 27-28-29.

## HILL'S GREATER SHOWS

WANT FOR THE FOLLOWING FAIRS

Valley City, North Dakota, Aug. 27 thru Sept. 1; Forman, North Dakota, Sept. 3 thru Sept. 5; Hutchinson, Minnesota, Sept. 8 thru Sept. 12; then one Kansas Fair and two Texas Fairs; then the poppa of them all—Eastern New Mexico State Fair, Roswell, New Mexico, Oct. 9 thru 13.

**CONCESSIONS:** Want Concessions of all kinds. Larry Woods and Owen Jones no longer connected with this show. Will book Bear Pitch, Glass Pitch, Bird Pitch, Ball Games, Bottle Games, Long and Short Range Lead Galleries, Hanky Panks of all kinds. **SHOWS:** Want Fun House, Snake Show, Illusion, Mechanical, Glass House, Water Show. **RIDES:** Can use Scrambler, Dark Ride, Spitfire, C-Cruise, Boat Ride. **HELP:** Want Ferris Wheel Foreman for Twin Wheels, \$80.00 plus bonus. (Sonny Ambler, come on.) Want Tilt Foreman, \$75.00 plus bonus. Can place General Ride Help on Octopus, Roll-o-Plane, Rock-o-Plane, Merry-Go-Round, Dodgem, Flying Scooter and 10 Kid Rides.

All wires to **H. P. HILL, Mgr.**  
VALLEY CITY, N. DAK., AUG. 27-SEPT. 1.

P.S.: Will sell front end for coming season. You must have at least five grand front-end money. Will talk business at Roswell or at Chicago convention.

## ALAMO EXPOSITION SHOWS

8—BIG FAIRS—8

ALL FAIRS UNTIL WE CLOSE SEASON

**CONCESSIONS:** Can place Jewelry Sales, Custard, Novelties, High Striker, Photos, Buckets, Basketball, Long and Short Range Galleries and Derby.

**SHOWS:** Side Show with own equipment, Motordrome. Bill Williams wants Man to help with animals on Monkey Show.

**FOR SALE:** Complete Monkey Show, 2 Chimps, 25 Monkeys, 60x40 Top, 100 ft. Front, Truck and Trailer, after Oct. 20. See this Show at Liberty, Tex., Oct. 15-20. **RIDE:** Have all Rides we need except Scrambler. Can place Second Men on Rides; must drive trucks.

**FOR SALE:** #5 Ell Wheel located at Winwood Park, Kansas City, Mo. For sale after Labor Day. With or without transportation.

All Contact: **JACK RUBACK, Mgr.**

Plains Hotel, Salina, Kan., Aug. 28-Sept. 1; Norman, Okla., Sept. 4-8; Duncan, Okla., Sept. 11-15; Denton, Tex., Sept. 17-22.

## NORTHWEST MISSOURI STATE FAIR

BETHANY, MO., SEPT. 2 to 4. BEST CROPS IN 5 YEARS

Want all kinds of Pitches. Can place 6 Cats and Buckets. Want Photos, Age and Weight, Eating Stands, Basket Ball and Ball Games, Hanky Panks from now to Caruthersville Fair. Ride Help with chauffeur's license on all Rides. Shows with own equipment. J. T. Hutchens wants Side Show Attraction, Gift for Illusion, one Ticket Seller, also Annex Attraction. Birdie Lepage, phone or come on.

Belleville, Kansas, Fair this week; Bethany, Mo., next.

**K. H. GARMAN—SUNSET AMUSEMENT CO.**

## 8 MORE FAIRS IN KANSAS AND OKLAHOMA

Want Sno Cone, Floss, Apples, Scales, Pitches, Long Range, Novelties, Stock Concessions. Agents for Skillo, Count and Peek Stores. Ride Men for all Rides. Top salary to Mechanic and Electrician with own tools. Want Kid Rides, Shows with own equipment.

**F. C. BOGLE SHOWS**

Eureka, Kansas, Fair thru Friday; Pittsburg, Kansas, Labor Day.

## CHUCK MAGID WANTS AGENTS

FOR BUCKETS, PUSH-UP COKE AND 1-BALL BALL GAME  
FOR NEBRASKA STATE FAIR, LINCOLN, SEPT. 1-7

(China Jackson, get in touch with me)

Address: Cornhusker Hotel, or c/o Wm. T. Collins Shows, Lincoln, Nebr., until Sept. 7.

## FAIRS—PAGE BROS.' SHOWS—FAIRS

No. 1

Want Custard, Lead Gallery, Arcade, Slum Concessions of all kinds. Girls for Girl Show—any Show that does not conflict. Ride Help on all Rides—must drive.

Camden, Tenn., Fair now; Waverly Fair next week.

P.S.: LeRoy Crandell, will expect you in Waverly, Tenn.

**Wanted for Big Annual Labor Day Celebration**

In Calumet City, Illinois, sponsored by the  
★ Calumet Dist. Park Board ★

Honest Concessions of All Kinds—Strictly No Rackets

THIS IS A BONA FIDE CELEBRATION

CAN USE GOOD CLEAN FOOD STANDS . . .

ALSO GOOD CLEAN:

- SNAKE SHOW • GLASS MONKEY DROME
  - FUN HOUSE • OR ANY KIND OF GRIND SHOW
- Not Wanted—BUCKETS, SIX CATS, NO GAFF WHEELS

This is a virgin territory.

There'll be Fireworks, Dance Contests, TV Celebrities, Parades and many other exciting events.

5 BIG EXCITING DAYS!

CONTACT: LOUIS ALLEN

32 West Randolph St. (Phone: Central 6-3070) Chicago, Illinois

**WORLD OF PLEASURE SHOWS**

FIVE OF THE SOUTH'S BEST

- JAMESTOWN, TENNESSEE—SEPT. 3-8.
- FAYETTEVILLE, TENNESSEE—SEPT. 9-15.
- CORINTH, MISSISSIPPI—SEPT. 17-22.
- LAWRENCEBURG, TENNESSEE—SEPT. 24-29.
- PULASKI, TENNESSEE—OCT. 1-6.

Want Shows and Concessions of all kinds. Popcorn, Apples and Floss open. Can always use good, reliable Ride Men who drive.

**WORLD OF PLEASURE SHOWS**

Per Route

P.S. Gene Rose wants Agents.

**GRAND AMERICAN SHOWS**

Want for PUTMAN COUNTY FAIR, Unionville, Mo., Sept. 4-7; AUDUBON COUNTY FAIR, Audubon, Iowa, Sept. 10-14, and other Fairs and Celebrations to follow

WANT—Grind Shows, Girl Shows, Arcade.

WANT—Concessions, Skill Games, Hanky Panks, Glass Pitch, Basketball, Hi-Striker.

WANT—Second Ride Help with driver license.

Contact HOWARD H. WEAVER, Mgr.

On Show as per Route or Phone 2544, Fairbank, Iowa

**GRIGGS BROTHERS SHOWS**

Fort Campbell, Ky. Lot located at US 41 and US 79 highway, Tynytown, Ky., Aug. 29 to Sept. 8—Ten Big Days and Nights

Agents—Want two Skillo Agents, Count Store and Pin Store; don't call or wire, come on in Payday is Thursday, August 30. Don't want drunks or habit boys. Agents for Six Cal and Buckets, P.C. Dealers, Up and Down Concession Boys, Ride Help—Can use good Ride Help; top salary and good treatment; must be semi drivers. Concessions—Diggers, Photos, Short Range, Long Range, Bear Pitch, Glass Pitch, Parakeet Pitch and all Hankies Shows—Grind Shows and Bally Shows. Need couple Girls for Girl Shows for this big payday Top salary, pay every night.

**FITZIE BROWN**

WANTS TO BUY FOR CASH OR LEASE

20 Animals with cages and jack stands. Write giving full details of what you have. MICKEY DALE MOSE NELIN DAVE FINEMAN DAVE TOLLIN Get in touch at once. Have good proposition for you. NEAL BERK Can place Man and Wife for thirty feet Bear Pitch. Also can place 2 Pin Store Agents and 2 Raffle Agents.

AN replies FRANK WEST or FITZIE BROWN, c/o Wolfe Amusement Company Mebane, N. C., August 27-September 1; Martinsville, Va., September 3-8.

**WANTED**

First-class Ferris Wheel Operator at a salary of \$75.00 and up. If you can up and down Wheel safely and drive semi—but you cannot drink on this job. Will have all winter's work for you in Florida.

Report to Hartford, Ky., Fair Grounds at once.

LOUIS T. RILEY

**SOUTHLAND AMUSEMENTS**

WANT FOR OUR FLORIDA FALL DATES

Ferris Wheel Foreman. Concessions not conflicting. We only carry one of a kind. Want especially small Cook House, Mug Outfit, Glass Pitch, Cork Gallery, etc. Positively no GRIFT. The Cleanest 8-Ride Show in the Business.

All replies to E. J. (ED) GORDON, Gen. Mgr.

Wewahitchka, Fla., Week of August 27.

**WANT WANT WANT**

For Butler, Mo.—Biggest Labor Day Celebration and Centennial combined in the State, around the Courthouse Square, September 1, 2, 3, 4; with many good Fairs to follow.

Want Shows and Concessions. Want Ducks, Glase, String, Water Ponds and Pitch Games. Will book Shows.

All replies to

Kenneth Ritchie, Mgr., Burkhart Shows, en route

**PARAKEETS CAGES**

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE  
Phone Elliott 9-4591

**WELLS BIRD FARM**

2143 South Myrtle Avenue  
Monrovia, California

**GIRLS - - - GIRLS**

\$100.00 a Week

For Girl Show; also want Feature Act, will pay up to \$250.00 for good attraction. Want two Girl Show Talkers, \$100.00 a week, starting at Saginaw, Mich. Sept. 9, and balance of season south. Want Candy Pitchman at once. Leo Hunt, wire. Want two Ticket Sellers who can drive semi. Phone or wire—pay your own.

F. W. MILLER

c/o Gooding Shows, Fair Grounds, Jackson, Mich., Aug. 27 to Sept. 1; then Saginaw, Mich.

**FOR SALE CAT RACK**

(6 Cats)

18-ft. two-man Concession. Plays to four at a time on each side. This is an inside stand with 8 Cats on each side and positively the best in the business. New canvas, all complete, ready to go, \$1,000.00. Also a 14-ft. Concession, same as above, \$750.00. 20-ft. Ford all steel Van, straight job, cost \$4,200.00, sacrifice for \$1,250.00. Can be seen in operation at Minnesota State Fair, Main Midway, Minnesota Ave. All replies to

MARIE & BUD'S BALL GAME

Fairgrounds Post Office, St. Paul, Minn.

**GIRLS**

For large Dancing and Posing Shows One Feature, others with or without experience and wardrobe. Salary no object if you are young and attractive. Can also use Ticket Sellers and Canvasmen. Time is short, CALL OR WIRE (no collects)

MIKE MILLER

c/o CENTRAL STATES SHOWS, Hastings, Neb., Aug. 27 to 30, or per route.

**WANTED**

FOR MINEOLA FAIR, LONG ISLAND SEPT. 7-14.

Agents for Novelties, Guess your Weight, Scale and Guess Your Age Operator to sew names on hats. Also Men to sell big balloons and jumping dogs. Apply to

A. HYMES

c/o Western Union or General Delivery —or Secretary's office at Fairgrounds, Flemington, N. J.

**WANTED! TALKERS!**

For September—October—November Must have car in good condition! Must be bondable! No drinkers! This is a bona fide offer with guaranteed expense and a liberal commission! Good men who prove their worth will have a future with this company! Write . . . phone . . . or call in person

Modern Film Distributors  
1323 So. Wabash Ave., Chicago 3, Illinois  
Phone: Webster 9-8727

**WANTED**

Good Cook and Second Cook. Must be good or do not answer. Top salary.

JOHN GARRETT

c/o James E. Strates Shows, Inc., Syracuse, New York

**EMSHOFF SHOWS**

CAN USE A FEW CONCESSIONS

For Muscoda, Wisconsin, September 5 & 6, and Coon Valley, Wisconsin, September 8 & 9. No flats—no gypsies.

**PUT YOUR SHOULDER TO THE WHEEL**

Help the Worthiest Cause in Outdoor Show Business

Help Build the

**WELFARE FUND OF THE SHOWMEN'S LEAGUE OF AMERICA**

It helps Showmen in their time of need

And You May Find You're at the Wheel of Your Own One, Two, Three, Four or Five

**CADDILACS**

Remit to—

BERNIE MENDELSON  
54 W. RANDOLPH ST.

Treasurer of the Showmen's League of America  
CHICAGO 1, ILLINOIS

**HOWARD BROS.' SHOWS**

Have For Sale Monkey Motordrome, 5 Monkeys, 3 cars with 1946 International Truck and 24 ft. drop center Fruehauf Van.

Picture of same on request. Can furnish man to operate same.

As per route (FAIR) Caldwell, Ohio, Aug. 27 to Sept. 1; (FAIR) Marietta, Ohio, Sept. 2 to 5; (FAIR) St. Clairsville, Sept. 6 to 8.

RAY S. HOWARD, Mgr.

**ATTENTION, TAMPA VOTERS**

A special City Election will be held Sept. 11 and 25, 1956, to fill unexpired term of the late Mayor Hixon. Write to City Election Board, City Hall, Tampa, for Absentee Ballot. Your vote and support for W. MARION HENDRY, who has been a showman, always a friend of the Tampa Showmen and a Member of the Greater Tampa Showmen's Association, for Mayor will be appreciated.

W. MARION HENDRY

**FOR SALE**

AT SHEBOYGAN, WISCONSIN

Allan Herschell Little Dipper, Allan Herschell Kiddie Merry-Go-Round, Allan Herschell Boat Ride, 30 foot Ferris Wheel, Ottaway Steam Train—5 Cars, 1,500 feet of track Rides like new, never been moved. Rides will be up until September 15 for year inspection.

GEO. L. THOMPSON

Phone: Glencourt 2-4212, Sheboygan, Wis.

**MOTOR STATE SHOWS**

Want for Fulton County Fair, Wauseon, Ohio, Sept. 2-8, and a continuous route of Fairs in Mississippi and Louisiana. Hanky Panks only, Cook House, Bingo, Snake Show, Monkey Show or any other Grind Show. Want Funhouse, will get money on this route. Help: Foremen, Rock-o-Plane and Octopus; Second Men for Merry-Go-Round and Coaster; must drive. If you chase or lush do not answer. Long season South. Our first Southern Fair Water Valley Mississippi, Sept. 10-15; Pontotoc, Miss. follows. All wire: Wauseon, Ohio, till Sept. 8, then as per route. Joe Frederick, Mgr., Motor State Shows.

**ROYAL HOLIDAY SHOWS**

Want for a circuit of Mississippi Fairs and Celebrations starting September 5. Legitimate Merchandise Concessions of all kinds. Everything is open as rides have been set in a park for the summer. Will book one or two Kiddie Rides, also want! Grind Shows Address:

OSCAR BLOOM

P. O. Box 32, Columbus Mississippi, until September 3.

**AL BROWN'S TRI-STATE SHOWS**

Will book Six Cats, Buckets, Balloon Darts, Cork Gallery, Grab, Photos, Foot Length or any not conflicting. Can use any Grind Shows. Need Agents for Whisky Bottle Ball Game. Tripp, South Dakota, Fair, Aug. 30-31-Sept 1; Wagner, South Dakota, Labor Day, Sept 2 & 3; Wheaton, Minn., Fair, Sept. 4-7; four Street Celebrations to follow: then Mitchell, South Dakota, Corn Palace Sept. 24-29.

**STOCK TICKETS**

1 Roll	.....\$ 1.80
2 Rolls	..... 4.50
10 Rolls	..... 23.50
25 Rolls	..... 58.75
50 Rolls	..... 117.50
100 Rolls	..... 235.00

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 12, Ohio

**SPECIAL PRINTED**  
Cash With Order Price

2,000	.....\$ 4.90
4,000	..... 7.80
6,000	..... 9.70
8,000	..... 11.60
10,000	..... 13.50
20,000	..... 27.00
100,000	..... 135.00
500,000	..... 675.00
1,000,000	..... 1350.00

Roll to Machine  
Single Ticket Price

**FOR SALE**

Allan Herschell Merry-Go-Round with organ, Allan Herschell Auto Ride, Allan Herschell Sky Fighter, Allan Herschell Roller Coaster, Kiddie Whirl, Octopus, Tilt-a-Whirl, Transformer Semi with 40 & 50 Kw. All above with good tractors.

Mailing address only:

**F. WOLF**

1490 No. Chatsworth St. Paul, Minn.

**FOR SALE OR TRADE**

**ELI FERRIS WHEEL**

**WANT TO BUY**

Any good outstanding Flat Ride. Also Merry-Go-Round, any condition, must be priced right for cash. (BOB LEERIGHT, CONTACT ME BY PHONE.)

**FOR SALE**

New Merry-Go-Round Top for Allan Herschell 36 ft., 12 sweep ride, never used, \$225.00. Khaki. Also 20 new cast aluminum Parker style adult size Horses, \$1500.00. Spillman Horses, \$100.00 each. One Junk Car Ride, \$200.00.

WIRE, WRITE OR PHONE

**C. A. GOREE**

P. O. BOX 507 Azle, Texas (Phone: 167)

**RIDE HELP**

**WANTED**

Can place Tilt and Octopus Foremen. Also Second Men on all Rides, must drive. Can place Truck Mechanic with tools. Want Game of Skill Concessions for Palmyra and a long season south. Can place clean Shows.

All Reply:

**JIMMIE HENSON**

**GREATER DIXIELAND EXPOSITION**  
Shelbina, Mo., now; Palmyra, Mo., next.

**Coleman Marks 25% Hike at Altamont, N. Y.**

ALTAMONT, N. Y.—Coleman Bros. Shows entered the last day of the Altamont Fair, Saturday (25), with business a notable 25 per cent ahead of the same period a year ago. The increased earnings is shown in the probable fair attendance—100,000 this year as against slightly more than 70,000 last year.

The luck favoring the organization thruout the still and fair date season continues. To date the

**Vivona Scores At Huntingdon**

HENRIETTA, N. Y.—Opening fair for the Vivona forces, Amusements of America, panned out well in Huntingdon, Pa., last week. Fair at this spot is followed by another at Morris, N. Y., next week.

Huntingdon, which closed Saturday (18), raised hopes for a good fair season. The fair was well attended and midway action ran late a couple of times, with all units racking up a good week. Show management credited co-operation from the fair board, headed by C. C. Johnson, for much of its success.

show has not lost a complete working session to the weather. Rain marred the Tuesday (21) activity but attendance was good and business brisk, owner Dick Coleman reported.

Tuesday and Friday were children's days. A third free session for the youngsters was scheduled for Saturday. Stimulating the moppet interest was the fair's giveaway of two bicycles daily in addition to 18 other prizes.

The show has had a remarkable record at fairs to date. Business at Norwich was up more than 50 per cent for the midway. At Afton an increase of 25 per cent was registered. Boonville was also reported ahead. All events are in New York. Two more remain, Ballston Spa and Fonda, before the show heads for New England events.

**Peppers Sees OK Year After Slow Start**

FOLKSTON, Ga. — Peppers Amusement Company reports improved business the past few weeks due to favorable tobacco market conditions. Poor weather, usually encountered during the last of the week, has slowed down activities at some previous stands and held over-all results in the fair-to-good class. Col. Bob Sickels, general agent and secretary, states that with bumper crops assured, the show's fairs should be good.

Owned and managed by Frank W. Peppers, show has three major and two kiddie rides. No shows are carried. Among the concession operators are Mr. and Mrs. Virgil Dillon, Nellie Dakis, Mr. and Mrs. Marvin Sanford, Ray Varnell, Billy Walls Jr., Gene Rihl, Mr. and Mrs. Jim Clancy, Mrs. Louise Peppers, C. L. King, Peter Dakis and Gregory Lewis Peppers.

Sickels adds that fortunately the ride help situation, a major headache on many shows, has been stable this year with the Peppers org. In his opinion, an arrangement should be worked out whereby the several ride manufacturers would train capable and reliable men at their plants for maintenance work and make them available to ride operators. Cost of training could be repaid by the employee from his increased earnings after placement.

**TIGHT SKED****Circus Jumps Mark Franklin Minn. Tour**

WEST UNION, Ia.—By the time Don Franklin Shows closed at the Fayette County Fair here Friday (24), its rides, shows and concessions had been in operation on 18 out of the past 21 days. During that three-week period the Franklin organization played five fairs with an open day between only two of them.

A day was available for moving from the Faribault, Minn., annual, which closed August 5, to Austin, Minn. Starting there, however, it was circus jumps. Show closed August 12 at Austin, opened at Blue Earth, Minn., the next day; closed at Blue Earth August 15 and opened at New Ulm, Minn., August 16. An open day, August 20, was provided for the move here.

Business-wise the rides and shows have been consistently ahead of last year at fairs, Owner Don Franklin reported. Grosses have been from 16 to 22 per cent ahead of '55, he said.

Altho keeping up a busy pace, Franklin still had time to recontract all fairs played thus far for next year. Included are annuals at Faribault, Austin, New Ulm and Stoughton, Wis. Also again signed for '55 are the Soldiers' and Sailors' Reunion at Salem, Ill., and the Clinton (Ia.) Street Fair.

Franklin recently purchased a Looper from Jimmy Byers, of Council Bluffs, Ia.

**High Winds Hit Burkhardt**

COLUMBUS JUNCTION, Ia.—Burkhardt Shows trucked here last week from Mendon, Ill., where a windstorm struck the lot on tear-down night and demolished two concession stands. Lost in the blow were the popcorn joint owned by Don McMahon and a fish pond operated by Dean Strahl.

Ride men were shook up when lightning struck a nearby radar tower but they continued to dismantle the rides.

After closing at Mendon, rides and straight sales went to Aurora, Ill., while others trekked to Rose-dale, Ill., and some came on here to Columbus Junction. Recent visitors were Verna Burkhardt and her father.

**Hamburg Good for Strates; Hasson Named Ass't. Mgr.**

HAMBURG, N. Y. — Added days at the Hamburg Fair helped hold the gross of the James E. Strates Shows on a par with last year despite the total loss to rain of Thursday (23). Owner Strates said on Friday (24) that the grosses at that point were about even with the same period a year ago.

Announcement was made here of the appointment of Bob Hasson as assistant manager. Hasson, who managed the Ringling Bros. and Barnum & Bailey Circus Side Show last season and this season until the premature closing of the Big Show, has served for many years with major carnival and circus units, including Cole Bros. and A. G. Barnes circuses and the Royal American Shows.

After the circus closing he remained in Sarasota for two weeks

placing his people. He brought here Ella Mills, fat girl; Gilbert Richards, giant, and Sadie, leopard skin girl.

**Added Days Help**

The two added days, Saturday and Sunday (18-19) aided the show altho midway activities on Sunday did not get under way until 5 p.m.

All units got money here, with Nate Eagles' Midget Revue doing especially well. Strates said that he would add Dancing Waters to the show line-up at the New York State Fair.

Show equipment is in excellent shape and at full strength for the big event at Syracuse. Several days will be available between the closing here and the Syracuse opening for final sprucing up.

**FOR SALE**

**ONE SCOOTER WITH 12 DODGEM CARS AND 2 TRAILERS FOR SAME**

One 12-Car Rides-O, Four Kiddie Rides, Wheel, Autos, Planes and Merry-Go-Round. See me at Detroit State Fair or address

**EDWIN INGALLS**

Box 257, Coldwater, Michigan

**FOR SALE—CARNIVAL**

Consisting of 32-ft. Parker Merry-Go-Round, Eli Wheel, Short-Arm Octopus, two Kiddie Rides and Chairplane; also Transformers, plenty of new Cable and Junction Boxes, Office Trailer, Trucks and Trailers to haul everything. Everything in excellent condition. This is not junk but high-class equipment. A route for next season that should easily pay for equipment. If you have \$1,100.00 cash, get in touch and you will buy—selling this piecemeal will make anyone money. Show is playing established territory within 400 miles of St. Louis.

**BOX D-236**

c/o The Billboard, Cincinnati 22, O.

**WANTED GIRL SHOW**

Because of misunderstanding want first-class Girl Show to join at once for Army pay day. Fort Leonard Wood, Mo. Will show Aug. 28 thru Labor Day, which includes 4 days following pay day. Mr. Woods, contact immediately. Phone

**H. V. PETERSEN, Mgr.**  
TIVOLI EXPOSITION SHOWS  
c/o Mayor Lynch, St. Roberts, Mo.

**RIDE HELP WANTED**

Can place immediately Foremen for Wheel, Roll-o-Plane, Octopus and 2d Men who drive semis on all other Rides. Good salary plus bonus. Our season ends Nov. 15. All mail and wires to Lloyd D. Serfass, Penn Premier Shows, Mechanicsburg, Pa., this week; next week Staunton, Virginia, Fair. Phone: Ask for **Penn Premier Shows** MECHANICSBURG, PA.

**KIRK DECKER WANTS**

For payday, Fort Campbell, nine days, Aug. 30 to Sept. 8, tiny town lot, 1ct. Routes 41 and 79. This is it! Can place Skillo, Count and Pin Store Agents; also Six Cat and Bucket Workers, P.C. Dealers, Bull Game Queen. All address: **KIRK DECKER, Griggs Bros. Shows**, phone Guthrie, Ky., exchange, Ivanhoe 3-9925. P.S.: Place two Girls for Girl Show. Salary, tips and bonus.

**WANT**

For Postville, Iowa, Aug. 31 thru Sept. 3. Hunky Panks of all kinds. Sideshows, Girl Show, Athletic Show, or what have you? Can use Ride Men in all departments.

**ROCK CITY SHOWS**

GEO. ISENHOWER, Mgr.

**LEO BISTANY WANTS GIRLS**

Want 1 or 2 more Girls with wardrobe or will furnish; or can use Man and Wife. Long season, Florida all winter. (Jack Stevenson; I haven't forgotten you.) Wire: c/o **BUFF HOTTE SHOWS** Paducah, Ky.

**WANTED**

Colored Musicians and Performers for "Diamond Tooth" Billy Arnie's Rock and Roll Minstrels. Ten Fairs in South Carolina. Opening in Mullins, S. C., September 10-15 with **KEN-PENN SHOWS**. Molly Johnson, Dusi and Geshe, Shaky Wilson, Sax. Address all mail to Billy Arnie, Mgr., Minstrel Show, 1819 Greer St., Columbia, South Carolina.

**GENERAL AGENT**

Who is familiar with Alabama, Mississippi and Louisiana. All replies:

**ROY ALLEN**

Room 612, Ridge Hotel, Gadsden, Ala.

**CRAFTS 20 BIG SHOWS**

**New Booking Shows and Concessions for the Following Fall Fairs:**

Kings County Fair, Sept. 13-16, Hanford; Lodi Grape Festival, National Wine Fair, Sept. 13-16, Lodi; Tulare County Fair, Sept. 18-23, Tulare; Santa Cruz County Fair, Sept. 20-23; Watsonville; Fresno District Fair, Oct. 5-14, Fresno.

Roy Shepard, ride superintendent, can use capable Ride Help and Ticket Sellers.

**CRAFTS 20 BIG SHOWS**

7283 Bellaire Avenue, North Hollywood, California.  
Phone: Poplar 50909 or Poplar 50320

**Bob Hammond Shows**

**ALL FAIRS—LAST CALL**

Exclusives open for good Cookhouse, Grab, Photos and Novelties. Harry Lamon needs Agents for Buckets and Six Cats. E. J. McDaniels needs Help for Slum Stores and Pitches.

No executives or would-be managers wanted, just good, reliable Help interested in good treatment and plenty of money spots. If you are out to tour—detour. Address: Vernon, Tex., now; then Cleburne, Seguin, Temple, Crockett, Center, Bryan, Hempstead, Pasadena; all Texas Fairs. Then the big one—Houston Shrine Circus.

**TIVOLI EXPOSITION SHOWS**

**WANT FOR SOUTHERN TOUR OF FAIRS, INCLUDING FOUR IN LOUISIANA, BASTROP, LEESVILLE, EUNICE, WINNSBORO.**

**CONCESSIONS:** Want Hunky Panks of all kinds. Want first-class Cookhouse to join at once.

**SHOWS:** Side Shows that have something to offer.

**RIDES:** Ride Owners who have already contracted to bring rides, please advise dates you are joining.

**RIDE HELP:** Can place good Ride Men who have chauffeur's license.

Phone H. V. Petersen, c/o Mayor Lynch, St. Roberts, Mo.

Right next to Fort Leonard Wood, or write to show at Waynesville, Mo.; Pechontas, Ark., Fair to follow.

**WANT**

**FOR MANNING, S. C., AGRICULTURAL FAIR, WHITE, SEPT. 17-22; ALSO PEMBROKE, N. C., FAIR, OCT. 8-13**

Shows and Rides, 25% of gross. Want Concessions of all kinds. Very reasonable rate or will consider complete Carnival. Can fill in with Rides. Can use good Ride Help. Want Ferris Wheel Foreman. Also fill dates from Sept. 24-29 and October 1-6.

**HARRY HELLER**

Phone: Lynchburg 2-9701 or wire Bonnie's Lake, Lynchburg, Va. P.S.: For Sale—8 Rides. Allan Herschell Merry-Go-Round, Eli Wheel No. 5, late model Mangels Whip, Smith & Smith 22-Ft. Chairplane, Caterpillar, 75 Kw. Light Plant and four up-to-date Kiddie Rides. Can be seen in operation at park.

**WANTED**

**NEW LONDON, OHIO, SEPT. 1, 2 AND 3, ANNUAL LABOR DAY CELEBRATION, CONCESSIONS AND SHOWS**

**CONCESSIONS:** Cigarette Block, Waffles, French Fries, Apples, Novelties, Age and Weight, Jewelry Sales, Photos, Glass Pitch, Long Range, Short Range, High Striker and Hunky Panks.

**NOLAN AMUSEMENT CO.**

TERRYSVILLE, OHIO

### ROSS MANNING SHOWS

WARSAW, VA., FAIR Sept. 3-8	LUMBERTON, N. C., FAIR Sept. 10-15	ROCK HILL, S. C., FAIR Sept. 17-22
STATESVILLE, N. C., FAIR Sept. 24-29	PETERSBURG, VA., FAIR Oct. 1-6	NEWBERRY, S. C. OCT. 8-13

**ATHENS, GA.; CARTHAGE, N. C., TO FOLLOW**  
**CONCESSIONS:** Eats, Drinks, Novelties, High Striker, Popcorn, Candy Apples, Scale and Age, Glass, Hankies, Penny Arcade, Long and Short Range, French Fry, Basketball. Ray Randolph can place Scale and Age Operator.  
**RIDES:** Scooter, Flying Scooter (Joseph, answer), any Flat Ride; Kid Rides that don't conflict; John Tinsley, please contact; Roundup, Scrambler.  
**SHOWS:** Leela can place for Side Show—Fire Eater, Tattoo Artist and Working Acts. Want Wildlife, any Grind Show. Jackie O'Moore can place two Girls for Girl Show.  
 Temmie Carson wants P.C. and Cat Rock Operators.  
 Write or wire ROSS MANNING, Fairgrounds, Woodstock, Va.

### GLADES AMUSEMENT COMPANY

Want for NELSON COUNTY HARVEST FESTIVAL, Lovingson, Virginia, Labor Day week, Sept. 3-8, to be followed by the CHESTERFIELD COUNTY FAIR, Chesterfield Court House, Virginia, week of Sept. 10, and seven more Fairs to follow before opening in Florida for all winter.

Will book any well-framed Show, Animal, Illusion, Big Snake, Fun House, Glass House, etc. Want Concessions of all kinds, Long and Short Range Galleries, Balloon Darts, Ball Games, Photos, etc. Can always use Ride Help who drive semis. Madison, Virginia, this week.

Jerry Saddlemire

P.S.—Some P.C. open if you have Hankys.

### JAMES H. DREW SHOWS

LEE COUNTY FAIR, Pennington Gap, Virginia, Sept. 3-8 inclusive  
 INTER-MOUNTAIN FAIR, Asheville, N. C., Sept. 10-15 inclusive

**SHOWS:** Will place any good Grind or Bally Show that caters to the whole family. Must be flashy.

**CONCESSIONS:** Will place all kinds of Merchandise and Outright Sales Stands. Good opening for Novelties, Bird and Lamp Pitches. Bobo, wire what you have.

**HELP:** Can place experienced Second Men for Ferris Wheel and Scrambler who are licensed drivers.

All replies via Western Union, Clintwood, Virginia, all this week.

### BEAM'S ATTRACTIONS

GOOCHLAND-POWHATAN-LOUISA 3 CO. FAIR  
 Our advance sale of tickets assures crowds for this enlarged Fair.

GOOCHLAND, VA., NEXT WEEK, SEPT. 3-8

**BOOK** legitimate Concessions of all kinds, also BINGO. Can use additional Shows for this Fair and for balance of season.

**RIDE HELP:** FLY-O-PLANE Foreman, experienced CAT Men, also Second Men for MERRY, WHEEL, FLY-O-PLANE. Need Griddle Man and Waiters for Cookhouse. Any capable Carnival Workers can be placed. PAT wants Concession Agents. All replies to

STEVE DECKER, BRUNSWICK, MARYLAND

### FOR SALE—REAL BARGAIN

One three abreast Merry-Go-Round, one number 5 Ferris Wheel, one Smith & Smith Chairplane, one Allan Herschell Roller Coaster, ten Concessions. Trailers, size 16 feet wide, 8 feet deep, 50 kw. AC Diesel Light Plant. Everything priced to sell. Lots of other equipment. Can be seen in operation until September 3.

MIKE PRUDENT

124 Cedar Ave., Patchogue, N. Y.

Phone: Grover 50315

### WANTED IMMEDIATELY

To Join at Du Quoin State Fair

Side Show Manager with own People and Acts. We have our own equipment already in the air. 150-foot banner line. Come in or call.

THOMAS D. HICKEY or DON GRECO  
 Fairgrounds, Du Quoin, Ill. Phone: 2-3317, Du Quoin, Ill.

GEM CITY SHOWS

### GEORGE CLYDE SMITH SHOWS

AMERICAN LEGION FAIR, SEPT. 3-8, ROCKY MOUNT, VIRGINIA

**WANTED:** Ball Games, Hoop-La, Glass Pitch, Swinger, 6-Cats, Pitch Till You Win, Photos, Bear Pitch, High Striker, Custard, Basket Ball, Darts and Penny Arcade.  
**WANTED:** Tilt, Octopus, Pony Ride, Whip, Flying Scooter, Wheel Foreman. Want general Ride Help, Truck and Tractor Drivers. WANT Agents for office Hanky Panks. **WANTED:** Side Show, Monkey Show, Girl Show and Wildlife.

All replies GEORGE CLYDE SMITH SHOWS

Keysville, Va., this week; Rocky Mount, Va., next week.

# Morris Hannum Shows

One of the Great Eastern Shows

CAMBRIA COUNTY FAIR, EBENSBURG, PA.,  
 SEPT. 3-8

This Fair will be bigger than any other year  
 GRATZ, PA., FAIR, SEPT. 17-22  
 Aggressive new Fair Board assured record-breaking attendance

LYCOMING COUNTY FAIR, HUGHESVILLE, PA.,  
 SEPT. 10-15

Formerly played by railroad shows  
 EPHRATA FARM SHOW, EPHRATA, PA.,  
 SEPT. 24-29  
 Pennsylvania's Biggest Street Fair

### WANT

#### RIDES

Caterpillar, Comet, Rocko-plane and Scrambler.

#### SHOWS

Illusion, Snake Show, Monkey Speedway, Mechanical,

Wild Life, Annex Attractions and other acts for Side Show. First-class Talker for Motordrome.

Want first class Octopus Foreman and Ferris Wheel Man to join at once. Can place any capable Ride Men who drive. No time to write.

All wires to MORRIS HANNUM, Meyersdale, Pa., Fairgrounds through Thursday, Aug. 30, then telephone Penn Eben Hotel, Ebensburg, Pa., from Aug. 31 on.

#### CONCESSIONS

Photos, Jewelry, Age and Scales, Eats and Drinks, Hats, Bear, Bird and Glass Pitches, Ball Games of all kinds, 2 or 3 Wheels. Some main midway space still open at Ebensburg.

#### HELP

Bingo Caller and Counter-men for Mack's Bingo. Lee Whitty, come on. Red Adams diner.

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

Staunton, Virginia, Labor Day Fair, Sept. 3-8. This is the largest Labor Day Fair in the East. Fairground located in city limits. Vast preparations for this event this year—day and night, followed by the Great Fredericksburg, Virginia, Fair, Sept. 10-15. Watch our ad for our listing of the greatest Fairs in the Carolinas.

**CONCESSIONS**—Can place all Hanky Panks.

**SHOWS**—Any outstanding attraction not conflicting, Monkey Circus, Mechanical City, or other worthwhile attraction. **MANAGER FOR GIRL SHOW**, our territory is outstanding for Girl Shows, must have sound equipment and wardrobe.

**RIDES**—Can place Rock-o-Plane, Caterpillar, Scrambler or Twister.

**HELP**—FOREMEN FOR FERRIS WHEELS AND ROLL-O-PLANE. Also Assistant Foreman for Octopus. Second Men on other rides who drive semis.

Address all mail and wires to

LOYD D. SERFASS, Gen. Mgr., or HARRY (BUSTER) WESTBROOK, Bus. Mgr.

Mechanicsburg, Penna., this week.

Phone calls: Ask for Penn Premier Shows.

A FAMILY TRADITION

## JOHNNY'S UNITED SHOWS

Now beginning their Southern route of Fairs in Huntingdon, Tenn., this week. DYER COUNTY FAIR, Dyersburg, Tenn., following, then all Alabama County Fairs starting with Athens, Decatur, Cullman, Scottsboro, Anniston and, last but not least, Dothan, Ala., NATIONAL PEANUT FESTIVAL AND FAIR COMBINED.

Can place an outstanding Free Act for first and second week of October. Quote all particulars in first correspondence. Want major Rides not conflicting for Dothan. **CONCESSIONS WANTED:** Photo, Long Range, Novelties, Candy, Floss, Bumper, Coke Bottle, African Dip and Arcade. **SHOWS:** Any good, clean Grind Show, Monkey, Snake, Illusion. **HELP:** Second Men for Wheel and Tilt. Drunks not tolerated.

All replies John Portemont, Johnny's United Shows, Huntingdon, Tenn.

### FOR SALE

#5 Ell Wheel, A#1 shape, \$3000.00; with 1951 Chevy Tractor, new motor and 28 ft. Trailable Van, good rubber, all for \$4000.00. 40 ft. 2-abreast Herschell-Spillman Merry-Go-Round with 105 band organ, new Anchor top, \$3000.00; with 32 ft. Gramm Van, good tires, 1953 Chevy Tractor, new motor, all for \$4000.00. King Kiddie Train, no transportation, \$500.00. Can be hauled on Jugrage trailer, 30 kw. Light Plant mounted on 18 ft. trailer, junction boxes, wire, etc., all for \$1500.00. 28 ft. Cookhouse Trailer, pulled with 1950 International Panel, complete, \$1600.00. All can be seen at Lodi, Ohio, August 27-September 1 or as per route.

A. R. BRIGGS SHOWS

### SCHAFFER'S JUST FOR FUN SHOWS

WANT FOR BIG LABOR DAY CELEBRATION, ON THE STREETS—KEOKUK, IOWA

**RIDE HELP:** Can use First and Second Men in all departments. Top salaries. **SHOWS:** Can place one Ding Show and any other worth-while Shows not conflicting. **CONCESSIONS:** Want Cookhouse and Grab for balance of season. Can place Hanky Panks of all kinds, Novelties, Ball Games, Pitches, Custard and others not conflicting.

OUT UNTIL NOVEMBER. CONTACT

CHUCK MOSS  
 Concession Mgr.

Mark Twain Hotel, Hannibal, Mo., 27-Sept. 1; Iowa Hotel, Keokuk, Ia., Sept. 3-8.

W. A. SCHAFFER  
 General Manager  
 Hannibal, Mo., Aug. 27-Sept. 1; Keokuk, Ia., Sept. 3-8.

### CENTENNIAL

Hazleton, Indiana, Sept. 6-7-8-9. Bands—Parades—Floats. Sponsored by the Business Men, Vincennes, Princeton, Petersburg participating in the Parades. Concessions all open except Bingo, Eats and Sno Ball. Come on in. \$30.00 pays all. Have room for several shows, 25%. Concessions open at the 75th Old Settlers, Goldsmith, Indiana, Aug. 28 to Sept. 1; Paragon, Ind., Labor Day, Monday, Sept. 3. No racket or gimmick outfits; save your money.

CLIFF THOMAS AMUSEMENTS

### ATTENTION—CARNIVAL MEN—ATTENTION

This is to Inform you that Frank Ellsworth, the Carnival Man's Friend, is in dire need of assistance. Frank is fighting for his life and freedom. All assistance by way of return for past favors and help, plus any contributions at this most crucial moment, would be greatly appreciated. Make all checks and money orders payable to the Frank Ellsworth Defense Fund. Mail to "NIGHT LIFE IN CHICAGO," 616 Rush St., Chicago 11, Ill.

### WANT CONCESSIONS

for

### BIG LABOR DAY CELEBRATION

Cloquet, Minn., September 1-2-3

### TIP TOP SHOWS

P. O. Box 103

Waupaca, Wis.

**SHOP-O-RAMA SHOWS**

Want Concessions and Shows of all kinds.

DOWNTOWN, ON THE STREETS, 2 SPOTS A WEEK, DAY AND NIGHT PLAY. REASONABLE PRIVILEGE.

Laverne, Okla., now; Canton, Okla., Labor Day, Sept. 3-5. Out until Xmas in the Cotton. WIRE, CALL:

**DOC CAPELL**

Per route: Shop-O-Rama Free Circus. P.S.: Walker Osborne, Slim Cantrell, contact.

**WANTED**

Ferris Wheel, Caterpillar and any Flat Ride Foreman. Salary \$75.00 and 2 per cent. Funhouse Operator and Truck Mechanic. All winter's work.

**LAWRENCE AMUSEMENT CO.**

CADSDEN, ALA.

**FOR SALE OR LEASE**

12 modern late model Kid and Adult Rides available after Labor Day. Will consider good location for 1957 season. Can be seen in operation now. Reply

**BOX D-237**

c/o Billboard Cincinnati 22, Ohio

**WANTED**

DARK RIDE OPERATOR

Must drive semi. Top salary.

**MRS. B. H. BRITT**

8511 N. Blvd. Tampa, Fla.

**Attention, Carnival Managers**

At liberty now and all winter, 75 K.V.A. GM Diesel Light Plant with cable and junction boxes. Contact by wire or letter.

**J. A. MILLIKEN**

St. George, S. C.

**CONCESSIONS WANTED**

Mineral Point, Wis., Aug. 31-Sept. 3; Lancaster, Wis., Sept. 4 thru 7. Best County Fairs this section of Wisconsin. Tiptonville and Savannah, Tenn., follow. Clean Shows wanted. Ride Men who drive semi. Concession Agents, contact Jim White. Others

**Dyer's Greater Shows****MEL SMITH**

Please phone me immediately.

**GEORGE STROUBE**

Lewisburg, W. Va.

**WANTED**

Agents for well-flashed Six-Cat. Buckets and Hanky Panks. Work for stock only. Out till middle of November. Wire or come on. Vandalia, Mo., Aug. 27-Sept. 1; followed by one Missouri, two Arkansas and five Louisiana Fairs.

**L. A. BOLENBARKER****HUTCHENS MODERN MUSEUM**

Want to join at once: Side Show Attraction, Sword Swallower, Knife Act or any good Attraction. Girl for Bally Lecture who can sell Show. Also want Annex Attraction (Birdy LaPage, wire and come on). Address: J. T. HUTCHENS, c/o Sunset Amusement Co. Belleville, Kan., this week; then per route. P.S.: Also want Ticket Sellers. (No drunks.) Joe Louis, contact immediately.

**JACK ROYAL AMUSEMENTS**

Want for South Carolina and Georgia Tobacco Markets and Fairs. Metter, Ga., 27-Sept. 1; Claxton, Ga., Sept. 3-8; Vidalia, Ga., Sept. 10-15; Middle Georgia Fair, Milledgeville, Ga., Sept. 17-22; Lincoln County American Legion Fair, Lincolnton, Ga., Sept. 24-29; Allendale, S. C., Oct. 1-6; Orangeburg County Colored Fair, Orangeburg, S. C., Oct. 8-13; with more to follow until Nov. 10, then Florida for the winter.

CONCESSIONS: Hanky Panks of all kinds except Fish Ponds, Jewelry, Scale and Age, Bear Pitch, Break the Record, Cotton Candy, Custard. Want Girl Show with two or more girls, with or without equipment; also Animal, Snake or any Family-Type Show. Want to book Octopus, Rolloplane, Tilt or any Ride not conflicting. Want A-#1 Wheel Man who can up and down, also drive semi. Splinter Royal wants Agents for Count, Peek and Buckets. Jay Williams, get in touch. What happened, Buddy?

All replies to Jack Royal, Metter, Ga., this week

**SILK CITY COMBINED SHOWS**

WANTED FOR WILSON, N. C., COLORED FAIR, AUG. 27 TO SEPT. 3. Want at Once: Bingo, French Fries, Six Cat, Buckets, Custard and any Hanky Panks. Shows: Side Show, Snake, Monkey and any Grind Show. Rides: Octopus, Coaster, Tilt and any Flat Rides. Help: Foremen and Second Men on all Rides that drive semis. All replies to

A. Longo or Ted Lewis  
LEAKSVILLE-SPRAY, N. C., THIS WEEK.

**Record Elmira Run, Good Malone Start Bolster Buck**

MALONE, N. Y. — A record-breaking run at the Chemung County Fair, Elmira, N. Y., was followed by an equally strong beginning starting Monday (20) at the Malone Fair for the O. C. Buck Shows.

At Elmira the fair management reported records set in virtually every department, with the over-all gain listed at 20 per cent. Of particular benefit to the midway operation were the three kiddie days, held on Tuesday, Wednesday and Friday. These were described as the biggest ever at the fair.

Grandstand attractions were credited by both show and fair officials for the hefty attendance and interest. In addition to a free gate on their days, moppets were lured by the grandstand appearances of Superman and Lassie, the wonder dog. The Mariners, backed by the principal CAC-Hamid revue, helped swell attendance at night. Rain hurt the action on closing Saturday but by then the date had already been chalked up as a winner.

Good Canadian Draw

The move here was made in

**CLUB ACTIVITIES****Showmen's League of America****Ladies' Auxiliary**

The membership was saddened by the recent deaths of two past-presidents, Ann Doolan and Blanche Latto. Many members attended the funerals.

Ann Bleden is back from a Northern vacation, and Louise Warning from a Southern jaunt. Letters received from Edith Streibich, Walter F. Driver, Etta Henderson, Sophia Carlos and Rose Nugent.

Frieda Rosen and Phoebe Carsky, chairmen of the summer fund drive, report good returns. Awards will be a portable television set and a basket of Florida fruit. Proceeds will be sent the Cancer Fund and all money is to be sent Phoebe Carsky, 426 West Belmont Avenue, Apartment 403, Chicago.

Ann Belden, chairman of the bazaar, reports good headway. She is being assisted by Dorothy Kennedy.

Open house and installation dinner will be held during the outdoor convention. First meeting of the fall will be held the first Thursday in October.

Ida Chase plans a California trip. Mae Taylor spent a recent weekend at their Burlington, Wis., summer home. Viola Parker and Mae Smith are recuperating at home after being released from hospitals. Ethel Wadoz was a recent Chicago visitor.

Elsie Miller, secretary, is handling correspondence at 3852 West Irving Park Road, Chicago 18.

good time, with much of the equipment in the air on Sunday night and all units complete by Monday noon. Many Canadians attended the opening, with Gene Holter's Animals the afternoon and night grandstand attraction.

Tuesday (21) was reported a record-breaking kid's day at the event. A second day for the youngsters was scheduled for Friday (24) and similar results were anticipated.

With the Gouveneur (N. Y.) Fair, which preceded Elmira, also reported good, the Buck organization has had an excellent start on its fair season.

The show is reported carrying 18 rides and 10 shows, with new features including a Spinaroo and dark ride.

**Bad Weather Fails to Hurt Casper, Wyo.**

CASPER, Wyo.—Altho. dogged by wind, rain and low temperatures, the Central Wyoming Fair wound up its five-day run here Saturday (18) with a 5 per cent increase at the front gate.

A grandstand variety show, substituted for the originally scheduled Spike Jones Revue, was well received and played to good turnouts. The show, Sons of Pioneers, Johnny (Crazy Otto) Maddox, Candy Candido, Miriam Sage Dancers, Howard and Wanda Bell, Phil Marquin, Gillette and Richards and the Buddy Moreno ork.

The rodeo, augmented by Gail (Annie Oakley) Davis and the Cass County Boys, was hurt by rain and wind but turnouts were nonetheless good for the three nights. The Sam Howard water show, on the midway, was hurt by the weather, and midway grosses of Brodbeck & Schrader, were also off.

Canadian Daredevils arrived too late to make its scheduled Saturday matinee thrill show and a Sunday substitute program played to a small grandstand.

**ICE CAPADES OPENS SEASON AT ROCHESTER**

ROCHESTER, N. Y. — A full 1956-'57 schedule of events will start for the new Rochester Community War Memorial with the opening of the John H. Harris "Ice Capades" Tuesday, September 4. The show will play Rochester instead of its traditional Pittsburgh date prior to opening in Madison Square Garden, because the old Pittsburgh Arena has been torn down.

Harold S. Rand, director of the Rochester Auditorium, announces that from September 4 thru next May 15 the building is booked almost solid. In addition to the "Ice Capades," Shipstads and Johnson's "Ice Follies" will play here March 18-24.

The Rochester Royals of the National Basketball Association open their season October 27, while the newly formed Rochester Americans of the American Hockey League open Rochester's first professional hockey schedule in many years October 14.

**Sullivan Show Booked**

The Rochester Civic Music Association, which had always played its attractions in Eastman Theater,

**Carnival Routes**

• Continued from page 56

Thomas, Art B., No. 1: (Fair) Aberdeen, S. D., 27-30; (Fair) Huron 3-8.  
Thomas, Art B., No. 2: Bloomfield, Neb., 27-28; Parkston, S. D., 29-30; Butte, Neb., 31-Sept. 1; Winner, S. D., 2-3.  
Thomas, W. A.: (Fair) Aurora, Neb.; 27-30; (Fair) Dunning 31-Sept. 2; (Fair) Johnstown 2-3; Sargent 4-5; Arnold 7-8.  
Thompson Bros.: (Fair) Hollidaysburg, Pa., 28-Sept. 3; (Fair) Smethport 3-8.  
Tinsley, John T.: Hot Springs, N. C.: (Fair) Newport, Tenn., 3-8.  
Tip Top: Cloquet, Minn., Sept. 1-3.  
Tivoli Expo: Waynesville, Mo., 28-Sept. 2; Pocahontas, Ark., 4-8.  
20th Century: Marshfield, Wis.  
United States: (Fair) Louisa, Ky., 27-Sept. 2; (Fair) Webster 3-8.  
Victor Am. Service: Lancaster, N. H., 31-Sept. 3.  
Victory Expo: (Fair) El Paso, Tex., 29-Sept. 3; (Fair) Fabens 5-8.  
Virginia Greater: (Fair) Keller, Va.: Suffolk 3-8.  
Wade Greater: (Fair) Detroit 31-Sept. 9.  
Wade, W. G.: (Fair) Detroit 28-Sept. 9.  
Wallace Bros.: Elkhorn, Wis.  
West Coast, No. 1: (Fair) Sacramento, Calif., 27-Sept. 9.  
West Coast, No. 2: (Fair) Sacramento, Calif., 27-Sept. 9.  
Western: Issaquah, Wash., 31-Sept. 3.  
Wilcox, Dick: (Fair) Dover, Me., 27-30; Blue Hill Sept. 1-3.  
Williams Amusements: Pearisburg, Va.: Bland 3-8.  
Wilson Famous: Streator, Ill., Sept. 1-3.  
Wolfe Am. Co.: (Fair) Mebane, N. C.: (Fair) Martinsville, Va., 3-8.  
World's Finest: Quebec City, Que., 31-Sept. 9.  
World of Pleasure: (Fair) Alpena, Mich.: (Fair) Jamestown, Tenn., 3-8.  
Young, Monty: Payson, Utah, 28-Sept. 3.

**Bob Hassan Joins Strates As Ass't Mgr.**

BUFFALO—Bob Hassan, Side Show manager with the Ringling-Barnum circus the last two years, has joined the James E. Strates Shows as assistant manager. Hassan has been with the Cole Bros., Al G. Barnes and other circuses.

He started in the big-top profession with the Ringling-Barnum show in 1937 with Clyde Ingalls, Side Show manager at that time. He has held staff positions in both the carnival and circus field.

After the sudden closing of the big show, Hassan remained in Sarasota for two weeks to get his people placed for the remainder of the season. He brought Ella Mills, fat girl, and Sadie, leopard girl, to the Strates show with him.

SAN ANTONIO — Municipal Auditorium here, managed by Sol Wolf, is being refurbished for the new season. Windows, woodwork, entrances and other parts are being refinished.

**E. Blackstone Profits From Innovations**

EAST BLACKSTONE, Mass. —A new 40-acre layout was broken in by the East Blackstone Fair, which had its best run in memory, Friday thru Sunday (17-19). An attendance booster was the introduction of an evening stage offering.

Al Martin of Boston booked in a revue-type presentation offered free to patrons. Included were 10 acts, including an eight-girl line and Johnny Welde's performing bear act.

The new spot, at the junction of Routes 122, 126 and 16, affords greatly increased parking facilities which were sorely needed. Lagasse Amusement Company's unit, managed by Bucko Honan, fielded seven rides and increased concession space. Good business was reported.

Wide attention was garnered thru The Woonsocket Call's special Merchants' Fair Week section, and the paper is planning to repeat in 1957. Leo F. Doherty, State director of fairs, was on hand Saturday (18) to present his department's special award to the fair's outstanding exhibitor. Fair secretary is Jesse E. Deacon.

**Ferndale, Calif., Gets Record Gate; Mutuels Hit 495G**

FERNDALE, Calif.—The 1956 Humboldt County Fair, which wound up its nine-day run here Saturday (18), turned out to be the greatest ever.

A new attendance record was set, the pari-mutuels soared near the half-million-dollar mark, and the grandstand was filled to overflowing for a rock and roll show.

Last year the total paid attendance was 35,993. For this run the event started out strong and thru Wednesday (15), the sixth day, had recorded a paid attendance of 29,481. The wind-up showed a total paid of 42,373, which was a healthy increase of 6,380 over 1955. Pari-mutuel handle was \$495,514.

**Victorville, Calif., Appoints Mette**

VICTORVILLE, Calif. — John Mette has been contracted to handle the publicity for the San Bernardino County Fair, which opens here for five days starting October 3. Oren Robertson, secretary-manager, announced last week.

Mette will be assisted by Bob W. Norton, of Petaluma, who recently concluded his second year as publicist for the Mother Lode Fair in Sonora. They plan to start the local campaign August 25.

Mette is well known in fair publicity circles, having worked at the Calaveras County Fair and Jumping Frog Jubilee and the Plumas County Fair in Quincy for several years.

**WANTED**

RIDES AND CONCESSIONS OR CARNIVAL

For Sept. 22, 23 through Oct. 13, 14. Established business opportunity for anyone interested.

Contact: Bowler Hatchery  
Bowler, Wis. Phone: 184

**FOR SALE**

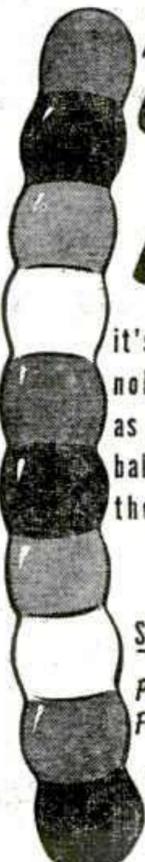
Concession Trailer, 14'x8' wide. Good wheels and rubber tires. Comes complete with doughnut maker, refrigerator, stove and 3 flavor soda dispenser plus other equipment. Original cost \$2600.00. Write for price.

**NORMAN**

7356 S. Bennett Ave. Chicago, Ill.

## WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS

**OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!**



it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street —

**EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES**

- PRE-STRETCHED TOUGHER-BRIGHTER

Order No. 548CB—Packed 1 Gross and a Worker to the carton.

OUR 40th YEAR

**The OAK RUBBER CO.**  
RAVENNA, OHIO

**KIPP'S HAVE OAK'S NEW Colored Ball Balloons \$7.50 per gross**

This price includes worker. Write for new catalog. Include postage with order. 25% deposit with C.O.D. order.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**WESTINGHOUSE THER. AUTOMATIC SKILLET**



Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

In lots of 6..... **\$7.25**  
Sample \$8.25 each  
25% dep., bal. C.O.D., F.O.B. Chicago.

**ARCADE SALES CO.**  
410 No. Cicero Ave., Chicago 44, Ill.

**Today's Biggest Value in TOWELS**

for Pitchmen, Demonstrators, Jobbers, Concessionaires

Biggest plastic towel bargain on market. Striking colorful package with special FREE gimmick sales clincher. Write today for special price, sample package. Immediate delivery. No matter what towel you're selling or have sold, get our special offer... write NOW.

**ROSEMARY CORP.**  
412 S. Green St. Chicago 7, Ill.

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

## MERCHANDISE TOPICS

Metal Bird Cages, complete with feeders and perch, are being featured by M-G Novelty Company, 17 S. Walker Street, Oklahoma City. The cages come knocked down and in assorted colors. The size is 6¼ by 5½ by 5½ inches. The special price, while they last, is 42½ cents each in case lots of 200, f.o.b. Houston, or 45 cents each in less than case lots f.o.b. Oklahoma City. Shipment will be made the same day order is received. A 25 per cent deposit is required on c.o.d.'s. Another fast mover is the firm's Dart Balloon Special at 60 cents per gross in case lots of 50 gross. Price is 75 cents per gross in less than case lots. Prices upon request on 12-inch feather dolls with hat and cane, seven-inch feather dolls with hat and cane, bamboo pennant canes and a complete line of novelties, whips, canes, batons, balloons, slum and plush bears.

Danal Supply, 1228 Vine Street, Cincinnati, is now one of the outstanding sources of supply to the trade in Cincinnati. Operated from three locations, the firm specializes in merchandise for house-to-house men, premium buyers, wagon jobbers and carnival men. Two of their fastest-moving items for which there has been unusually wide demand is the electric skillet with Westinghouse thermostat, which they offer at \$7.50 each in lots of six, and the Westinghouse-equipped cooker-fryer, which is offered at \$6.75 each in lots of six. Both items are pre-ticketed at \$39.95. Samples available at 75 cents additional to the prices listed above. Danal Supply has a newly compiled listing of a large group of low-priced items that move well at fair concessions. A postcard gets you one promptly.

Operators who use low-priced ladies' nylons should contact All-Sheer Hosiery Mills, 1249-B Gris-

wold, Detroit. Their Style No. 200 is being offered to the trade at \$2 per dozen. These are attractively packed rejects which may be sold in volume. They also have a better style of seconds, No. 350, at \$3.50 per dozen. Both styles are packed in individual cellophane bags and the firm pays postage and freight on all orders that have remittance enclosed with order.

A. & A. Novelty Company, Cincinnati 36, which has been supplying the market with pennants and banners, has just come out with its new plastic spinners, which they guarantee as unbreakable. Ten 17-inch spinners on a 40-foot flexible steel cable may be had at only \$6.50 each. The price drops to \$6 each in dozen lots f.o.b. Cincinnati. If you can use more, write for quantity prices and you will receive a prompt answer. A 25 per cent deposit is required on all c.o.d.'s, but the firm will refund your money if you are not satisfied.

The G. & S Manufacturing Company, Dept. B, Nashville, which has been supplying the trade with toy pistols and rifles that really shoot, has just brought out its fully automatic Zig Chief Little Injun Scout Cook Stove. The item is small enough to fit in one's pocket and cooks for an hour on one filling. It is only four inches tall and three and one-quarter inches in diameter and comes packed in an attractive, easy-to-store package and gives an instant flame that lasts an hour on one filling of kerosene or ordinary gasoline. No pumping is required nor is priming necessary. An accessory kit and instruction sheet are included with the laboratory tested and approved product. Cost to the trade is \$21.60 per dozen. The item retails at \$2.95. Minimum order or shipment is one-half dozen. Master carton contains 72, freight prepaid.

## PIPES FOR PITCHMEN

By BILL BAKER

IRENE ROTH... for many years one of the leading pitchwomen and known throat pitchdom, is seriously ill in St. Louis City Hospital. According to her physicians, she will be confined there for another five or six weeks. She would like to hear from her many friends in the business. While she is a regular reader of the Pipes column, she, nevertheless, would like to hear directly from her host of personal friends.

A COUPLE WEEKS AGO... we mentioned here that we had reason to believe that Johnny Regan, the gent who can do more tricks with an engraver's awl than a monkey can do with a basketful of coconuts, was operating in the region of Chattanooga, Tenn. We had him spotted right on the nose because we've just received a dispatch from him in which he says: "Just finished three good months in Florida before coming here to Chattanooga. This is one of the best velvet spots that I've played in years—right in the souvenir heart of Lookout Mountain (Rock City). The gate is two bucks a copy and, believe it or not, I have to pass up some loot, as fast as I am. It's little wonder, however, because during just one day that I was there, I counted 171 Indiana plates registered. Since we are above the clouds most of the time, it makes for terrific sleeping at night. I would like to hear from some of my old friends and have them look me up anytime any of them are in the vicinity of Chattanooga. I plan

on making Florida during the tourist season but I sure as hell will be back here in the spring."

JOHN STROUD'S... friends will be glad to read the following report he has just filed from Boston: "I would like for all my friends to know that I have finished my Boston operation and, except for the recuperation part, all is coming along well. I would like to contact each of you personally who sent me get-well cards. However, I was unable to do that since you are moving around all of the time. Looks like I'll be able to be a-goin' and a-blowin' from here on out. I will have a recuperation period for about three or four weeks before I leave the Peter Bent Brigham Hospital."

JOE JOBLOTS... pens that he has just finished working the Illinois State Fair at Springfield and is now heading for his next port of call, the Ohio State Fair, Columbus. Joe reports that the pitch fraternity was well represented at the Springfield shindig. Among those present were Mr. Vale, Frankie Lazar, Bright Eyes, Sagebrush Slim and many others.

**COIL WORKERS** New, Improved 2-Color Coil  
I do not give men that buy my coils competition.

**BEST IN SERVICE—QUALITY—PRICE.**  
New Low Price \$40.00 Gross  
Wire, write, phone Harold Newman  
**Universal Ignition Co.**  
4754 N. Clark St. Chicago 40, Ill.  
Shop Phone: LOnsbeach 1-3499  
Home Phone: LOnsbeach 1-4983

## Amazing Cel-Max Jewelry Offer

**WHILE THEY LAST**  
Popular styles... top quality... Every set an astonishing bargain. Sell at terrific profits!

- Hand set Sparkling Stones
- High style Earrings
- Brooches & Necklaces

Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box! Entire stock priced to close-out at sensational reduction! Stock up NOW — cash in all year! Write for famous CEL-MAX Bargainteer for other specials!

Sample \$1.50

**\$12.00 DOZ.**

**Cel-Max, INC.**  
582 SO. MAIN ST. • MEMPHIS, TENN.

Order today! 25% with order, Bal. C.O.D.



**FREE WHOLESALE CATALOG—SEND FOR YOUR COPY TODAY**

- HEART & DISC PENDANTS
- RINGS—PEARLS PINS—ANKLETS
- CUFF LINK SETS MONEY CLIPS
- GENUINE LEATHER IDENT TAG
- EXPANSION & PHOTO IDENT'S
- EXPANSION & PHOTO RINGS
- CLOSEOUTS

Special 3 CENTS EACH NO. 2046-B

PLEASE STATE YOUR BUSINESS

**FRISCO PETE** 226 S. WELLS STREET, CHICAGO 6, ILLINOIS  
Phone: Franklin 2-2567. 24-Hour Service

**PARAKEET CAGES**

No. 7163—Completely assembled.  
6¼"x4¼"x5¼" high.  
Packed 60 to carton.

1 Carton (60 cages) \$.50 ea.  
In quantity lots of 5 cartons (300 cages) .48 ea.

We carry a complete line of Concession & Premium Merchandise.

Write for Catalog. State Business in First Letter.

1900-12 N. 3d Street Milwaukee 12, Wisconsin

**WISCONSIN DE LUXE CO.**

**K. & L. JEWELERS**

**Largest Sellers of Rebuilt Watches**  
Brand New Jeweled, Nationally Known Swiss Watch

- ELGIN
- GRUEN
- BULOVA

**CHROMATIC DE LUXE**  
Men's all-yellow streamline case. Yellow back. Credit stores sell it for \$19.95.

Money Refunded Within 10 Days. Wholesale Only.  
Our Special Price **\$4.95** ea. With Metal Band

One Year Factory Guarantee. 25% With Order, Balance C.O.D.  
10% Fed. Tax Will Be Charged Unless Order States Watches Are for Resale.

(Michigan 4678)  
**K. & L. JEWELERS 218 West 4th St., Los Angeles 13, Calif.**

**IT'S PACKED WITH POWERFUL PROFITS**

**FREE 1956 WHOLESALE 292 pg. CATALOG**

SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES

Gem sells lower ships faster Diamonds, Jewelry, Watches, Clocks, Luggage, Leather Goods, Appliances, Toys, Housewares, Premiums of all types. Prices guaranteed lowest anywhere. Write for your free copy today. State your business.

**GEM SALES CO.** 533 Woodward Detroit 26 Mich

**CHARM BRACELETS**

**STEVENSON**

**STEVENSON—EISENHOWER**  
"I LIKE IKE"—"I LIKE ADLAI"  
25% deposit, balance C.O.D.

**SANDRA CLAIR, 1133 Broadway, New York, N. Y.**

You can have any of these sayings or name you want, including fair, park, etc., up to 14 letters, on a gold or silver-plated bracelet. All for the low price of \$4.00 Doz. Minimum order: 1 dozen of any name or saying.

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### NEW ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

#### IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.  
CASH WITH COPY**

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.  
Minimum \$10.**

#### CASH WITH COPY

(unless credit has been established)



**Sherman MASTER PAINTERS PRODUCTS FORMULA WITH TITANIUM.** Inside, outside, weedy mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.50 per gallon.

**RICHARD'S CHROME FINISH.** Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton, \$1.40 per gallon.

**SHERMAN MASTER PAINTERS PRODUCTS** Rubberized, concrete, porch and floor enamel. Battleship gray only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$2.30 per gallon.

**3-PIECE PAINT BRUSH SET.** Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton, \$1.00 per set. 25% deposit, money order or bank check with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS.** 916 S. Halsted St. Chicago, Ill.

**EARRINGS** Over 500 designs. Handset drop and button type. **Doz. asst. \$2.50**

**CHARM BRACELETS** Teenagers' Delight. Moveable charms. Carousel-Bells-Telephone and 100 more. **Doz. asst. \$2.50**

**PIERCED EARRINGS** The trend of the season! More pierced earrings are sold than ever. Over 400 styles. **Doz. asst. \$2.50**

**ORDER TODAY!** All Assortments. No two alike. Check with order, we pay postage. C.O.D. 25% deposit. Buy from mfr. and SAVE! **19 W. 34th St. DUCHESS JEWELRY CO. New York 1, N. Y.**

**Take the lines of least resistance with NAME BRANDS**

**THE HOUSE OF NAME BRANDS** Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. **WHOLESALE ONLY.** Send for free catalog.

**H. B. DAVIS CORP.** 15 R. West 15th Street, New York 11, N. Y.

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:

- Acts, Songs, Parodies
- Agents and Distributors
- Animals, Birds, Pets
- Business Opportunities
- Costumes, Uniforms, Wardrobes
- Food and Drink Concession Supplies
- Formulas
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions, Books, Cartoons
- Magical Apparatus
- Miscellaneous
- Musical Instruments, Accessories
- Partners Wanted
- Personals
- Photo Supplies and Developing
- Printing
- Salesmen Wanted
- Scenery, Banners
- Tattooing Supplies
- Want to Buy

3 Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.  
 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22 Ohio

Please insert the above ad in \_\_\_\_\_ issue.

I enclose remittance of \$.....

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

#### ACTS, SONGS & PARODIES

"COMEDY DIGEST," A COMPLETE COMEDY gagfile with special DJ section. Sock material, \$3. Show-Biz Comedy Service (Dept. B80), 1613 E. 29th St., Brooklyn 29, N. Y.

#### AGENTS & DISTRIBUTORS

A BEST BUY—GENUINE WORLD'S FAMOUS French type Perfumes for Christmas. Lowest priced. Highest markup. Free details. "Husk" Office, 5732 North Kenmore, Chicago 40, Ill. se29

ATTN: SALESMEN 11 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 4058CR, San Francisco, Ca. se19

BEAUTIFUL HAND MADE WESTERN style Pony Saddles, the real style saddle, complete with bridle and martingale to match, \$35 each or \$360 dozen. National Products Company, Laredo, Tex.

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Ercco, Bronx 72, New York. ch-np

BULL WHIPS, VERY FINEST MADE, heavy leather 4 ply; the real ones, 8 feet long, \$24 dozen. Real fast sellers. National Products Company, Laredo, Tex.

DEMONSTRATION SUPERVISORS FOR BIG money-making Christmas item, now being selected. Excellent opportunity for pitchmen; male or female; experienced in recruiting and training. Write Embree Company, Elizabeth, N. J. se15

EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. se29

EARRINGS, \$2 DOZEN—FREE \$6 CAROUSEL metal display with each gross. Add \$1 parcel post. Price list "B." Grand Mfg., 25 W. 23 St., N.Y.C. ch-se1

FREE BOOKLET! MAKE BIG MONEY! Sell popular sensational kits model airplanes, boats, etc. New England, B.H., 124 Empire St., Providence, R. I. se29

JUMPING BEANS, NEW CROP, FOR IMMEDIATE shipment, selected one by one. Guaranteed all alive, \$3 hundred; \$10 thousand. Larger quantities, lower prices. Ask for price list. Antonio Cavazon, 1318 San Eduardo Ave., Laredo, Tex. sel

LADIES' POCKETBOOKS WITH SHOULDER strap, hand made, high grade leather, reversible style, \$120 dozen. National Products Company, Laredo, Tex.

MEXICAN JUMPING BEANS—THE MOST original curiosity in the world; they attract universal attention. Joaquin Hernandez, Exporter—Alamos, Sonora, Mexico. ch-se15

#### FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches.....\$1.75 dz  
Stoned or tailored Earrings.....1.75 dz  
Pierced Earrings on Display.....1.25 dz  
Charm Bracelets, asst.....1.50 dz  
Lord's Prayer Necklaces, boxed.....3.00 dz  
Children's Jewelry, boxed, asst.....2.95 dz  
Shorty Tie Slides, carded.....1.00 dz  
Giveaways, asst......50-1.00 ea  
Cufflinks, carded.....1.25 dz  
Cameo Sets, boxed.....7.20 dz  
Anklets, G.F., carded.....3.50 dz  
Tie Slide Sets, asst, boxed.....4.00 dz  
Summer Earrings, asst.....7.00 gr  
Pearl Necklaces (domestic).....1.45 dz  
3 Pc. Rhinestone Sets, boxed.....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 Westminister St. Providence, R. I.

POCKET KNIVES—FACTORY CLOSEOUTS. 3 dozen assorted, \$10 postpaid. Satisfaction or money back. Kratz Factory Sales, Box 7709, Kansas City 22, Mo.

RARE LONGHORNS, VERY BEAUTIFULLY mounted with hand tooled leather, horns very highly hand polished, mounted 6 feet spread, \$40. 7 feet spread, \$50 each. National Products Company, Laredo, Tex.

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friend samples of our new 1956 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-oc13

SEND \$1 M.O. FOR SAMPLE BEST SELLER, Leg Retractable Pen, be first, \$7.20 doz., carded, \$9. Individually boxed, Hidalgo's, 423 S. Hill, Los Angeles 13.

TELESCOPE—NICKEL-PLATED BARREL, good quality lenses, length when open 7 1/2 inches, \$1. Harold Bell, 248 North Broadway, Lexington, Ky.

\$25 DAY EASY SELLING REL-ONG NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats fast. Write Meco Manufacturing Co., Springfield, Oklahoma. ch-1fn

18 VITAMINS, 13 MINERALS, NATURAL base, \$9 case. Sample \$1 month's supply. Nu-Bellef Food Supplements, 5102 60th Ave., Hyattsville, Md.

Did This Ad  
ATTRACT YOUR ATTENTION!  
Use DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

**RATE: \$14 per inch**  
Rule border permitted when using two inches or more.

#### ANIMALS, BIRDS, PETS

BABY MYNAH BIRDS—FINE TALKERS, \$30; Cinnamon-Whiteface Ringtails, \$35; Squirrels, \$20; Spiders, \$30; Rhesus, \$35; Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. sel

DONKEYS—IMPORTED MEXICAN MIDGET Burros, males, females; safe, delightful, perfect pets. Few spotted, rare odd colors. Fastest growing media playground entertainment. Cowden, Box 891, Raymondville, Texas.

EVERYTHING FROM A TO Z, MEANING Alligators to Zebras. Wild Animals, Birds, Monkeys, Monkeys, Monkeys, Snakes, Snakes, Snakes. Wire or write Bob Snowden, Wild Animal Farm, Callahan, Fla. se18

MALE SKUNKS, \$10; FERRETS, \$6; GREY Raccoon, \$7 each, \$12 pair, White Fox, \$35 pair; White Fox, \$35 pair; tame Coyote, \$15. All young stock. Express collect. L. C. Ruby, New Sharon, Iowa.

PARAKEETS—\$1 EACH, MINIMUM ORDER, 48 birds. Cages, \$4.80 doz.; Canaries, Flash Cages, Rats, Mice. Immediate shipment. Terms: Part cash, balance, c.o.d. Established 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. sel

**The Best Sales Boards and Jar Games**  
Write for information and prices  
**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd  
South Bend 17, Indiana

#### Showmen Specials

REPTILES, INC. (Ross Allen's)

- 1 Cobra fixed or hot
- 1 Anaconda over 6 feet
- 1 Boa Constrictor over 5 feet
- 2 Coon's Tree Boas 5 feet
- 3 North American Snakes over 4 feet
- 2 Large Lizards, Tegu or Iguana

**TOTAL \$75.00**

WIRE, WRITE, PHONE

2625 N.W. 16th Street Road, Miami, Fla. Newton 4-7888

PLENTY SNAKES, ALL KINDS. BOAS, Horned Toads, Terrapins, Badgers, Ocelot, Pigeons, Peafowl, Raccoons, Coatimundis, Prairie Dogs, Guinea Pigs, Rats, Armadillos, Monkeys, Coyotes, Pups, Timber Wolf Pups, Bananas, White Doves, Deodorized skunks, Ground Squirrels, Female African Lion Cub, nine months. Shipping to shows for over 40 years. Otto Martin Locke, Phone 141, New Braunfels, Tex. sel

#### SPECIAL—ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All below 5'. We compete as usual on price and quality. Phone Whitehall 3-4073

**NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.**  
39 Broadway, New York

#### BUSINESS OPPORTUNITIES

BOOK, 187 CHOICE PLANS IN DETAIL how to build a successful business. Details write Wilson, 1099 First Ave., N. Y. sel

FOR SALE—PORTABLE SKATING RINK, complete with 100 pair Shoe Skates. Best cash offer. Write Fred Alexander, 325 River Blvd., Marion, Ind.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. sel

#### MORE BUYERS

Will Stop and Read  
YOUR AD  
if you use

**DISPLAY CLASSIFIED**  
RATE only \$14 per inch

SPECIALIZED MAGAZINES—5,166 different publications; all businesses, trades, professions, sports, hobbies, etc. Write today for free list. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

#### COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE CURTAIN, BLACK VELVET, colorful designs (17x24), \$65; ten smaller, different, \$8; Bally, Striptease, Orchestra Coats, \$4; Clown Suits, Wigs, Wallace, 2453 N. Halsted, Chicago.

PANELS, PASTIES, G-STRINGS, BALLY Capes, accessories for Girl Revues. Everything new, flashy and cheap. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion 3-9509.

#### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—Caramel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc27

TENT, CONCESSION, EIGHT FT. SQUARE awning, seven foot wall. Factory built, perfect, fifty dollars. Wilkinson, 1424 Colton, Detroit 3, Mich.

#### FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE STAINLESS STEEL TRAILER, suitable for popcorn, foot long, equipped for ice cream dips; priced to sell. See Indiana State Fair, northwest turn of track, L. R. Jones, R. 1, Box 830, Indianapolis, Ind. Chicago.

BRILL'S NEWEST KIDDIE RIDE PLANS. Pony Cart \$8; Railroad Engines, \$10; Cage Ferris Wheel, \$10. Free catalog. Brill, Box 875, Peoria, Ill.



Fully Automatic  
**"BIG CHIEF" Little INJUN Scout COOK STOVE**

Small enough to fit in a pocket—cooks for an hour on one filling

Only 4" tall and 3 1/4" in diameter... so small and compact it will fit into a pocket. Yet, the instant flame lasts an hour on one filling of kerosene or ordinary gasoline. No pumping, no priming! Complete with instruction sheet and accessory kit, laboratory tested and approved at the factory.

Retail at **\$2.95** each  
Dealer's cost, \$21.60 doz.

Minimum order or shipment: 15 doz. to carton. Master carton of 72 stoves, freight prepaid.

Order shipped on first-in, first-out basis.

**G & S Mfg. Co.**  
Dept. B  
NASHVILLE, TENNESSEE

#### WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO

Aviation Metal, tarnish-proof, anodized finish with gold color, double-head imit. 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

#### JEWELRY CLOSEOUTS

- E-1—Tailored earrings, asst. gr. \$18.00
- E-2—Stone earrings, asst. gr. 31.00
- B-1—Bracelets, asst. gr. 34.00
- T-1—Tailored Tie Sets, bxd., ds. 3.50
- T-2—Stone Tie Sets, bxd., ds. 4.50
- R-1—Rings, all-head, asst. ds. 3.00
- R-2—Men's stone rings, asst. ds. 2.75
- 2160—Stone neck & ears, bxd., ds. 7.50
- 2254—3-piece pearl set, bxd., ds. 13.50
- 1202—3-pc Rhinestone Set, ds. 18.00
- W-1—6-piece Watch Set, each 5.95 (Ladies' 30¢ more) 5.95
- C-1—Cufflinks, carded, ds. 1.25
- T-4—Tiealides, carded, ds. 1.25
- P-9—Pearl necks, Am made, gr 15.00

Try samples of any items listed above at reg prices. 20% deposit, balance c.o.d. Free Catalog.

NEW ENGLAND JEWELRY BUYERS  
124 Empire St., Dept. 8—Prov., R. I.

#### Summer Special... LAVENDER SACHET BASKETS

Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic stopper.  
Reg. .... \$110.00 per 1,000  
Special ..... 79.00 per 1,000  
\$45.00 per 500, imported dried lavender flowers, 10 lbs., \$7.50.

**SHERFY'S, LTD.**  
2126 Boyer Seattle, Washington

#### MIDGET BIBLE

New edition. Has last super. Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (1x3/4-in.) yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices 90¢ doz., \$4.75 per 100.

F.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 7, Mich.

#### WE ARE MANUFACTURERS OF ALL KINDS—PULL TICKET GAMES & TIP BOOKS

Buy Direct From Manufacturers at Very, Very Reasonable Prices.  
**Columbia Sales Co.**  
302 MAIN ST., WHEELING, W. VA. L  
Phone: Wheeling 340

#### ENGRAVERS

Nickel Silver  
Necklaces - Rings  
Bracelets - Anklets & Price  
**Salpro Co.** 1844 S. 55th Ave. Cicero 50, Ill. Send \$5.00 for List Samples

**HAWAIIAN 'TI PLANT LOG**

Shipped Day Order Received



**LOWEST PRICES ANYWHERE**

Buy for 7c, sell for 49c to 69c each! Ideal for demonstration.

"Ti" logs grow — by themselves — into beautiful tropical plants. Good flash, 15 large plants, both green and colored, \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U. S., Canada. Also other top notch items. Write for full information.

**SHERFYS LTD.**

2126 BOYER SEATTLE, WASH.

**5' GLASS BAIT CASTING ROD**

Separate Plastic Handle With Nylon Chuck, Stainless Steel Guides and Tip. Nylon Rainbow Windings. These rods have never been offered at so low a price.

**75c IN 1 DOZEN LOTS ONLY**

25% dep., bal. C.O.D., F.O.B. Chicago. Write for New Merchandise Listing.

**C&G SALES** 1080 Milwaukee Ave. Chicago, Ill.

**HEART DISC CLOVER NECKLACES**



**\$16.50** Gross and up

**Miller Creations**

1730 SO. BRANCH AVE. CHICAGO 16, ILLINOIS

Phone: WAterloo 8-8555

DAY AND NIGHT-SERVICE

**P D Q - World's Greatest PHOTO BOOTH CAMERAS**



Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

**P D Q CAMERA CO.**

1544 W. Cortez Chicago 22, Ill.

**HAWAIIAN TI LOGS**

**FASTEST DELIVERY NO SPOILAGE GUARANTEED FRESH**

FRESH STOCK SHIPPED DAILY BY RAIL LOGS AND FLASH TO YOU OVERNIGHT.

Telephone ORegon 5-6500

**ORCHIDS OF HAWAII, INC.**

NATIONAL SALES OFFICE

305 SEVENTH AVENUE N. Y. 1, N. Y.

**PLASTIC SPINNERS**

Guaranteed Unbreakable



Ten 17-inch spinners on a 40-foot flexible steel cable. Only \$6.50 each. Dozen lots \$60.00 each. F.O.B. Cincinnati. Write for quantity prices. Money refunded if not satisfied. 25% deposit on C.O.D.'s.

**A & A NOVELTY CO.**

Cincinnati 36, Ohio

**Prize Boxes, 25c Sellers**

5c each. 5 gross sample lots. \$7.20 gross. One gross, \$35.50.

**Merchandise Distributing Co.**

19 East 16th St., New York 3, N. Y.

**CONCESSION TRAILER—POPCORN, CARAMELCOGN, CANDY APPLES, ALL STEEL BODY, TOP FRAME, FORMICA COUNTERS, CABINETS, STAR TOPPER, TWO KETTLES, TWO FURNACES WITH LATEST BLOW TYPE BURNERS, PLenty MACH. Opens three sides, other plate glass working end. Positively pulls back any car without helper springs, everything new this season. Florida Hills and tags. See this week Ohio State Fair grounds (near grandstand). First \$1,800 takes all. Al Hatch, Ohio State Fair, Columbus, Ohio. se1**

**COMPLETE INSIDE AND OUTSIDE FLASH** for Grind Show. Poor health necessitates sacrifice. Brand new equipment, used only two locations, averaged \$250 nightly. Two 8x10 ringed Pictorial Banners depicting Indians capturing strange creature resembling Dinosaur and one 6x10 Center Reader; extra large live Iguana, attractively caged. Complete ropes, pulleys, new paneled Bally Cloth (chained) and Wiring. First \$100 takes all. Doc Howell, 429 Wallace, Louisville, Ky. All other equipment sold on previous ad.

**FOR QUICK SALE—THREE TWO-YEAR-OLD RIDES, Ferris Wheel, Rocket, Tank Ride. A. J. Packard, Somerville, N. J. se22**

**FOR SALE—COMPLETE KIDDLIE PLAYLAND, eleven rides, all in A-1 shape, sacrifice, \$4,500. Rt. 2, Box 226, Van Buren, Ark. Phone Granite 41993.**

**FOR SALE—WAGNER STEAM TRAIN** capacity 64 children or adults, 14 inch gauge, used in same park since new. A-1 condition. Will also sell engine without cars. For information and photos write Box C-481, c/o Billboard, Cincinnati 22, Ohio. se1

**FOR SALE—MINIATURE TRAIN G-12, 270 feet track, bought new July, 1956. H. F. Taylor, 6588 Valeria Drive, Highland, Calif.**

**FORD AXLES, TENT STAKES, 1500 STOCK** \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2d Ave., Dallas, Tex. se22

**FROZEN CUSTARD TRAILER, 18 FT. BY 8 FT.**, all steel, screened serving area, 150 cubic ft. walk in cooler, sink and hot water heater. Wired 110-220 volts, fluorescent and floodlighting. Like new. Now operating Lake George Amusement Park, P.O. Box 174, Hudson Falls, N. Y., or Tel. 4-5377.

**KIDDLIE AUTO—NEW, EIGHT CAR; PERFECTED MECHANICAL DRIVE, lights, ticket box, price \$1250. E. M. Gruner, R.R. #3, Murphysboro, Ill.**

**MANGELS DRY BOAT RIDE—VERY REALISTIC!** Shoot the Bear, \$100. All A-1 condition. Leo Winter, 104-27 49th Ave., Corona, N. Y. IL 7-3257.

**NEW TENT — 60X120, FLAME PROOF,** steel cables and chains, 10 ft. side walls, also set ends for benches, wiring and flood lights. Cost \$3,500, sacrifice \$2,000 cash. Now holding revival Fairgrounds, Pascagoula, Miss., or write Box 90, Miami 5, Fla.

**OUTSTANDING KIDDLIELAND FOR SALE**

Operating in the largest amusement and resort area in the Middle West. Twelve years in operation, five outstanding rides, including beautiful A. H. three abreast Merry-Go-Round, this is strictly a gift edge proposition and must be seen to be appreciated, price \$22,000. Can be seen in operation until Labor Day. If you are looking for a real set up come and look it over. Owner wishing to retire.

Box 87, Arnolds Park, Iowa

**WINCHESTER MODEL 62 GALLERY GUNS,** but in good operating condition. Price, \$10 each. King Amusement Co., P.O. Box 308, Mt. Clemens, Mich. se22

**YOUR ADVERTISEMENT**

Displayed in a Space This Size Will Cost Only

**\$14 an insertion**

**27 SMALL PONIES, YOUNG, ALL FOR \$1,500.** Can be hauled on school bus, 25¢ per mile one way. If you are looking for bargains don't wait, this is it. Won't be any more at this price. No time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

**16MM. FILM AND 35MM. AT BARGAIN** prices; \$5 exchanged on features. We also buy and sell. Prices on request. Bryant Supply Co., Emporia, Va.

**MAGICAL APPARATUS**

**NEW-152-PAGE ILLUSTRATED CATALOG.** Mindreading, Mentalism, Spooks, Hypnotism, Houdini, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. se8

**THUMB TIP CIGARETTE VANISHER, \$1; dozen, \$3.40.** Scheetz, Box 1022, Miami 6, Fla.

**TRICK DICE MADE TO ORDER, WHOLESALE and retail.** Address Steve Pinkus, 4918 Milwaukee Ave., Chicago 30, Ill. Phone Avenue 3-7262. se1

**PHOTO SUPPLIES**

**DEVELOPING—PRINTING**

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's \$1. No negative 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. se15

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,** Developers, Frames, everything for direct positive photography. Write for our low prices. P.D. Camera Co. 1546 W. Cortez, Chicago 22, Ill. ch-1fn

**PRINTING**

200 8x11 LETTERHEADS AND 200 6x4 Envelopes, \$3.75; each on blue ink. Mallo Press, 767-B Leith St., Flint 8, Mich. se8

**SALESMEN WANTED**

**GOLDMINE OF 600 MONEY MAKERS—** Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-1fn

**TATTOOING SUPPLIES**

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owne Jensen, 120 West 83d St., Los Angeles, Calif. se8

**NEWLY DESIGNED MACHINES —** complete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St., Jacksonville, N. C. se8

**NEW TYPE TATTOOING MACHINES—** Money making designs, outfits, colors, concentrated Pelican #12 sharps. Write Mill Zeis, 728 Lesley, Rockford, Ill. se25

**HOTTEST ITEMS IN AMERICA**

**LOWEST PRICES IN THE WORLD**

Snap-It 12mm. Necklaces . . . \$ 1.55 doz.  
Snap-It 10mm. Necklaces . . . 1.55 doz.  
5-in-One Earrings . . . 1.75 doz.  
Fingernail Earrings to match Snap-Its . . . 1.00 doz.  
Asst. Rhinestone Earrings . . . 1.75 doz.  
Asst. Rhinestone Earrings . . . 2.25 doz.  
Asst. Gold Button Earrings . . . 2.50 doz.  
Asst. Flower Spray Earrings . . . 3.00 doz.  
Pearl and Gold Drop Earrings . . . 3.00 doz.  
Gold Basket Bracelets . . . 3.00 doz.  
Pearl and Gold Dangle Bracelets . . . 2.00 doz.  
Gold and Silver Stone Sets doz. pcs. . . 3.00  
Pearl Chokers . . . 2.50 and 3.00 doz.  
Sequin Drop Earrings . . . 3.00 doz.  
Pearl Button Earrings . . . 1.00 doz.  
Mother of Pearl Cuff Links (\$2.00 Ret.) . . . 6.00 doz.  
Earrings to Match . . . 6.00 doz.  
Mother of Pearl Bracelets (\$3.00 Ret.) . . . 15.00 doz.  
Mother of Pearl Compacts (\$5.00 Ret.) . . . 24.00 doz.  
Mother of Pearl Perfume Bottles (\$2.50 Ret.) . . . 13.50 doz.  
Pierced Earrings, Asst. 2.50 & 3.00 doz.  
5-in-One Earrings with Rhinestones . . . 3.75 doz.

**BARBARA DELMARS**

**C.O.D. NOVELTY CO.**

19 West 24th Street, N. Y. C. WI 7-7527

All orders must be accompanied with 25% deposit.

**FAIR SPECIALS**

Hij Camera w/ Pigskin Case, Dz. . . \$12.75  
Hij Camera Film, 6 Rolls to Box. . . 4.75  
Dz. Pen & Pencil Sets, Gold Caps. . . 4.40  
Dz. Sp. . . 4.83  
Rosen-Tyde Automatic Lighter, Chrome, Dz. . . 3.78  
Jap Hunting Knife, White Plastic Handle w/ Red Stripe, Pigskin Sheath, Dz. . . 3.78  
Men's Photo Ident Bracelet, Chrome, Dz. . . 4.75  
Aluminum Pendant, Dog Tag Type, 3 Assorted Styles, Gr. . . 9.75  
Single Strand Pearls, Gr. . . 9.50  
Ident Bracelet, Imported, Small Size, Gr. . . 3.60  
Dice Earrings, Dz. . . 4.75  
Mouse Earrings, Dz. . . 3.50  
12-inch Embossed Crucifix, Dz. . . 2.95  
8-inch Embossed Crucifix, Dz. . . 2.95  
4-inch Embossed Crucifix, Dz. . . 2.00  
Lucky Lady Matching Coins, Per 100 1,000 Pieces of Slum—SPECIAL, Par 1,000 . . . 6.50  
1 1/2-inch Comic Buttons, Par 100 . . . 1.30  
1 1/2-inch Comic Buttons, Par 100 . . . 1.30  
8-inch Celluloid Hula Dolls, Gr. . . 7.50  
8-inch Fur Monkey, Celluloid Head, Gr. . . 4.00  
Boxed Character Dolls, Dz. . . 5.28  
14-inch Plush Bears, Dz. . . 16.20  
18-inch Plush Bears, Dz. . . 13.50  
30-inch Plush Bears, Dz. . . 27.00  
Mambo Monkeys, Dz. . . 35.00  
12-inch Sitting Poodle, Dz. . . 13.60  
17-inch Sitting Poodle, Dz. . . 17.60

Write for copy of complete price list 25% deposit with order, balance C.O.D.

**EXCEL Mds. & Novelty Company**

1001-11 S. 24th St., Omaha, Nebraska

**HOUSE TO HOUSE MEN**

**PREMIUM BUYERS**

**WAGON JOBBERS**

**CARNIVAL MEN**

Make This "Easy Buck" with these sensational values

**\$39.95** Large 12" Square Skillet with Westinghouse Thermostat ea. in Sample \$7.50 Lots of 6 \$8.25

Westinghouse Equipped COOKER-FRYER Large & Qt. Capacity

**\$39.95** \$6.75 ea. in Sample \$7.25 Lots of 6

All Mds. UL approved and guaranteed by Good-Clocks — All Orders C.O.D.

**DANAL SUPPLY**

1228 Vine St. Cincinnati, Ohio Phone MAIN 1-9114

**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 Dulls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways

**84-PAGE CATALOG AVAILABLE FREE** SEND for Your Copy Today.

**M. K. BRODY**

1116 S. Halsted St., Chicago 7, Ill.

L. D. Phone: MOnroe 6-9520

In Business in Chicago for 37 Years

**FREE Wholesale CATALOG**

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

**YORMARK SALES CO., Dept B**

129 West 46th St., New York 36, N. Y.

**WANTED TO BUY**

CROSBY TRACTOR TRAILER, FIRE ENGINE Ride, '51 or '52 model. J. C. Mason, Box 90, Canton, N. C. Phone 6804.

TANGLEY PLAYER CALLIOPE WANTED, in working condition or not. R. J. Howe, 6800 Knollwood Dr., Dayton, Ohio.

WANTED—AIR CALLIOPE PLAYED BY hand and automatically. Must be cheap. Matthew Cordock, General Delivery, Morristown, N. J.

WANTED TO BUY VICTOR CAMERA—Used; state price, or any type of Minute Camera. Chas. Romanchak, 86 Radio St., Rochester, N. Y.

WANTED—USED SINGLE STANDS FOR Nut or Ball Gum Machines. Write or phone Pennsylvania Music Corp., 1826 East Carson St., Pittsburgh 3, Pa. HEmlock 1-9900. se1

**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

CONCESSION AGENT WANTED, LOOKING for man for year round work. Must be experienced and well recommended. State all first letter. Harry Germain, P. O. Box 292, Newark, N. J.

GIRL DRUMMER—STEADY LOCATION. Send latest photo, tell all in first letter. Job open Sept. 10. Miss Buddy Barnett, 1401 W. Cervantes, Pensacola, Fla.

GUITARIST, READ, AD LIB. TRAVELING dance orchestra no Western. Verne Byers, 11090 W. 23d Ave., Denver 15, Colo. Belmont 3-6619. se8

JOLLY GENTLEMEN WITH FULL, NATURAL white beard to play part of Santa Claus in new tourist attraction. Must enjoy children and meeting the public. Must be highest type person, sober, reliable. Send photo, references, past experience in letter of application to Santa's Workshop, North Pole, Colorado. se1

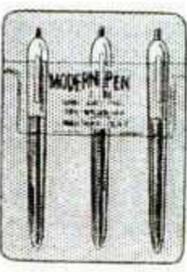
LEAD AND SECTION TENOR MEN FOR Midwest traveling band. Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Nebraska.

TRUMPET, IMMEDIATELY, COMMERCIAL combo, long location, \$90 weekly minimum, surtax paid. Sing harmony, doubles preferred. Leader, Van's Motel, Billings, Montana.

2ND AND 4TH TENORS, GUARANTEED salary, cut or no notice; others write. Ronnie Bartley, 1611 City Nat'l Bank, Omaha, Neb.

WANTED—YOUNG PIANO PLAYER, MALE or female (white). Modern traveling dance trio; good pay, steady work. Write Musician, 1424 W. First Ave., Kennewick, Wash. Justice 2-8372.

**DIRECT FROM MFR.**



3-Piece Retractable Set in Pocket Saver

Writes Red, Blue and Green

**\$51.00** per gr.

10 Gross Lots **\$48.00** per gr.

**\$5.00** sample doz.

**RETRACTABLE BALL PENS** 1st GRADE

10 GROSS LOTS ONLY

Sample Gross Order \$17.28 plus postage

Refills—4 1/4" Long

\$7.20 per gross 1000 lots \$40 per thousand

**MODERN PEN MFG. CO., INC.**

384 Broadway New York 13, N. Y.

**Costume Jewelry Manufacturer**

OFFERS REGULAR MERCHANDISE at CLOSEOUT PRICES!

**FREE CATALOG WRITE TODAY!**

Fashionable Earrings, \$1.50 doz.; carded deluxe styled Earrings, \$3.00 doz.; Carded Scatter Pins, boxed, pairs, \$3.00 per doz.; Pin-Earring Sets, \$6.50 per doz.; boxed Necklace-Earring Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, boxed, \$4.25 doz.; adjustable snap-apart Necklaces, \$2.50 doz.; 5-1 Earrings, \$2.50 doz.

**3 NEW FALL SPECIALS: 4-PC. NECKLACE, BRACELET & EARRING SETS.** All in beautiful gift boxes.

1. ALL Rhinestone Chain Sets, Per doz. . . . . \$24.00  
2. Gold plated with Rhinestones, Per doz. . . . . 12.00  
3. Gold plated in Mirror-Pocket Book box, Per doz. . . . . 21.00

150 other sensational jewelry items. SEND FOR CATALOGUE! 25% deposit on all C.O.D. orders.

**PACKARD JEWELRY CO.**

48 West 25th Street N. Y. C. Chelsea 2-0863

**FAST MONEY MAKER**

RAINHATS, Magic beauty bonnets in plastic pouch. Retail to \$1.00. Tremendous sales permits this bargain price.

**GROSS COMPLETE . . . . . \$12.00**

SEND PAYMENT F.O.B., NEW YORK

**MILLS SALES CO**

Cut Rate WHOLESALERS Since 1916

26 West 23rd St., New York 10, N. Y.

**FREE GIFT Offer!**

**4-Pc. Pearl Set included**

Limited Time Only.

3-Strand Necklace, Bracelet and Earrings FREE with every order of \$25.00 or more!

It's our gift to you, beautifully boxed, to PROVE you always get a better deal at Weinman's!



**MEN'S WOMEN'S New Styles**

**Guaranteed LIKE NEW!**

**BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES**

ASSORTMENT OF FOR **\$69.50** Sample \$8.95

Complete with expansion band.

6 for **\$49.00**

**CHOICE LOT Famous Watches**

Complete with Expansion Bands. Reconditioned & Guaranteed like new!

**\$6.45** Each

**SPECIAL LOT—Men's Elgin, Waltham Watches**

Reconditioned and Guaranteed. Expansion Bands included.

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

**You Always GET A BETTER DEAL AT WEINMAN'S**

182 S. Main St., Memphis, Tenn.

**32 Page Carnival Catalog Now Ready**

8 PT. PINWHEELS—GROSS. \$ 9.30

BIRD'S NEST HATS, FULL SIZE—GROSS . . . . . 18.00

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

**LITTLE ATOM**

**World's Smallest Pistol**

COMPLETE WITH BARROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS



ACTUAL SIZE

Dealer's Cost . . . **\$1200** DOZ.

List . . . \$1.95 ea.

Actually shoots caps with terrific report . . . sells on sight with a bang!

**DISPLAY CARD MOVES 'EM FAST**

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '56 Catalog

**G & S Mfg. Co.**

Dept. B

NASHVILLE, TENNESSEE

**Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!**

**FIRST TIME OFFERED!**

Sample package of our 10 Best-Selling Items. Each item tested and proven to be "hot" sellers in our local markets. We unconditionally guarantee each item to be a winner.

Send \$5 for sample package of 10 items

You may re-order any of the individual numbers you desire.

If you are not satisfied with our selection, we will refund your money.

**DIVISION SALES** 3341 W. Roosevelt Rd., Chicago 24, Illinois  
Phone: LAwndale 2-7377



**4 1/2" CELLULOID FOOTBALL DOLL**  
ALL COLLEGE COLORS AVAILABLE  
75c Dz. \$7.20 Gr.

50L Campaign Buttons \$ 2.00 per 100 \$17.50 per 1000  
70L Campaign Buttons \$ 4.00 per 100 \$35.00 per 1000  
3 1/4" Campaign Buttons \$11.00 per 100

ROCK 'N' ROLL CREW HATS.....\$72.00 per Gross

25% Deposit with Order, Balance C.O.D.

**KIM & CIOFFI**

926 Filbert St., Phila. 7, Pa.  
Market 7-1223 Market 7-2283

We take orders for special buttons and pennants

Write for Free Football and Novelty Catalog

**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

**CIRCUS & CARNIVAL**

**DRESSAGE RIDING ACT—SUPERB HIGH SCHOOL HORSES.** Brilliant performance, flashy equipment. Capt. Victor A. von Alenitch, P. O. Washington, Ill. se8

**MISCELLANEOUS**

**HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations.** For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30'57

**MUSICIANS**

**ALTO SAX, CLARINET, FLUTE, TENOR, Baritone.** Locations only. Working name band at present. Box C-475, c/o Billboard, Cincinnati 22, Ohio. se8

**DRUMMER—AGE TWENTY-NINE, EXPERIENCED.** Available immediately. Read well, play shows, all styles and Latin; prefer location. Dick Gierman, 1941 W. McNichols Rd., Detroit 3, Mich. Telephone University 4-4237. se1

**DRUMMER—READ, PLAY ANY STYLE; bongos, name experience.** Recently Tiny Hill, Drummer, 546 N. 15th St., Apt. 211, Milwaukee, Wis. se8

**DRUMMER—READ, FAKE, SHOWS, CUT anything; prefer locations; good habits; anything considered.** Harold Arbeitman, 510 Mount Vernon, Springfield, Mo. 2-4906. se1

**DRUMMER, READ, FAKE, CUT SHOWS, good habits, prefer location but will travel.** Jay Lavoie, 51 Clement St., Nashua, N. H. Tu 3-5909. se8

**DRUMS—INTERESTED IN AMBITIOUS GROUP.** Any style, shows, Latin, wms, semi-name experience. West or Southwest preferred but will open any where. Box C-482, c/o Billboard, Cincinnati 22, Ohio. se8

**EXPERIENCED DRUMMER, AGE 28, formerly with Henry Busse and Wayne King.** Will consider any type of engagement. Contact Jeff Young, 215 Schrage Ave. Whiting, Ind. Phone Whiting 2363. se8

**GIRL TENOR SAX, CLARINET AVAILABLE after Labor Day, Union, have car.** Prefer location. Box C-479, c/o Billboard, Cincinnati 22, Ohio. se1

**PIANIST—COMMERCIAL, SOCIETY, JAZZ, vocal, age 27, c/o Musician, 377 15th Ave. Paterson, N. J. se8**

**PIANIST—EXPERIENCED, READS, DOGS, address pay Lavoie, 51 Clement St., Nashua, N. H. Tu 3-5909. se8**

**PIANIST—THOROUGHLY EXPERIENCED shows, etc. Play jazz, commercials; prefer small combo.** Reggie Roman, 154 William St., Perth Amboy, N. J. Phone Hillcrest 2-4495. se8

**PIANIST—THORO EXPERIENCE, POLITICS closing gig, answer stating all. Wire Musician, Western Union; write General Delivery, East St. Louis, Ill. se1**

**TROMBONE, EXPERIENCED, READ AND fake. Single, will travel.** Contact Box C-483, c/o Billboard, Cincinnati 22, Ohio. se8

**TRUMPET—LOTS OF ALL AROUND EXPERIENCE.** C. Peterson, 4002 Dempsey Rd., Madison, Wis. se8

**TRUMPET—WILL TRAVEL, NAME, SEMI-name experience.** Read, fake, cut shows, etc. Good habits. Available Labor Day. Ken Dehring, R. 1, Box 412, Stevensville, Michigan. se8

**VERSATILE TRIO, PIANO, GUITAR & Alto-Sax.** Doubles? Sure we do: String Bass, Piano-Accordion, Banjo, Tenor Sax, "Organ", Mandolin, "Fiddle", Clarinet, etc. "Old-time" or modern. Have excellent equipment, including modern sound systems that can cover any area. Roy Long, 1906 Avenue "N," Galveston, Tex. Phone 5-9120. se8

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations.** Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. se1

**DO YOU WANT YOUR CELEBRATION to be the talk of the town? Then secure Capt. Earl McDonald, the high diving sensation, who will bring you thrill entertainment with such impact that some spectators almost pass out on the climax of this performance, which has either wrecked or maimed the few who have attempted it. A body is sharply outlined in the creeping flames far below and then there is a hushed silence broken only by a muffled cough or the sound of a sharply indrawn breath as the crowd's gaze lingers intently on the red glow coming from high over head. Excitement and suspense reign supreme. Blazing gasoline, ring of sharp spears, smallest diving tank in the world, complete revolution through space. No body protectors, or safety devices and the sudden death or injury. The cost of this Fox Movietone Feature and turbulent award winner is slightly higher than the ordinary act's price, but the investment breaks old attendance records and triples profits everytime. Large colored circus type posters that really do an advertising job for you absolutely free. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Tel. 45337. se8**

**FLASHY PLATFORM TRAPEZE ACT— Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: EA4thbrook 3312. se1**

**SENSATIONAL ILLUSION AND MAGIC Show, 3 people, finest wardrobe, equipment.** Work anywhere, Fairs, Celebrations, Theaters, Homeshowes. Write for literature, terms. Don Dragon, 339 N. Maple St., Du Quoin, Ill. se1

**THE RAYS CIRCUS REVUE HAVE SOME open time in 1957 with dog monkeys, birds, clown and pony.** Box #351, Fairlee, Vermont. se29

**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**

Ruth, Willie Lee, 109

- |                       |                       |                       |                      |
|-----------------------|-----------------------|-----------------------|----------------------|
| Adams, W. J. (Candy)  | Hall, Duke & Mrs.     | Reese, Robert J.      | Tait, Mrs. Elsie     |
| Allen, Mrs. Audrey    | Hall, Mrs. Marie      | Renee, Jeanne         | Tappett, N. J.       |
| Alfred, Ray           | Hall, Wm. James       | Riely, Margaret       | Taylor, Jimmie Lea   |
| Anderson, Richard     | Halligan & Sykes      | Ritter, C.            | Taylor, Joe & Hazel  |
| Anderson, Richard     | Hamilton, Freeman     | Robert, A. Jack       | Taylor, John         |
| Andes, William G.     | Hanson, L. T.         | Roberts, Del          | Taylor, Jos.         |
| Andreano, Frank       | Hanson, Mrs. J. O.    | Robinson, Della       | Taylor, J. H. & Mrs. |
| Andronowski, John J.  | Harrell, Robt. E.     | Robinson, Irvin E.    | Teece, Irvin         |
| Ansell, Albert W.     | Harris, Bill (Roxie)  | Robinson, Lee         | Teeman, Mrs. Ruby    |
| Aultman, Dutch        | Harris Show           | Rodgers, James        | Theodore, Mack       |
| Ayers, C. W. (Bob)    | Harris, Jasper & Mins | Rosenfeld, Sol        | Thomas, Ernest &     |
| Ayers, M. C.          | Hartman, Joe (Red)    | Rucker, E. H.         | Thomas, Ernest Tenn. |
| Baccamazzi, Mike (or  | Hashbrouck, Ray       | Ruster, Harry (Clown) | Thompson, Danny L.   |
| Bacon, Bosco)         | Hauck, Vera           | Saari, August         | Thorpe, Floyd        |
| Bailey, Kitty         | Hawkins, Mrs. Eunice  | Salter, H. E. & Mrs.  | Thompson, Danny L.   |
| Baker, C. M. (Red)    | Hawkins, Ralph H.     | Salter, Mrs. Mildred  | Thorp, Floyd         |
| Baisevic, Esther      | "Heart of Texas"      | Sanders, Johnnie      | Trivette, Clyde Edw. |
| Balsevic, Peter       | Heilman, Alfred       | Schafer, Marie        | Tuttle, Bob          |
| Barnes, Ron           | Hemphill, Mae         | Schiavo, Joe          | Tutttow, Chas.       |
| Barsanti, Tony        | Henderson, A. G.      | Schnell, Carlisle     | Uhl, August          |
| Barton, Geo.          | Hill, Justin E.       | Scott, Mrs. Lillian   | Vagge, Milo          |
| Bauman, Robert        | Hilman (Hotchie)      | Scrubner, Bill        | Vedder, Louise       |
| Bayer, Dick           | Hill Jr., Ralph       | Sears, Roger          | Villemarie, Jos. R.  |
| Beggs, Gerald         | Hodges, Mrs. Ellen    | Shaffer, Mr. Billie   | Wagner, Mrs. Hattie  |
| Bengor, Nick          | Hodgson, Mrs. Emma    | Sharrar, Homer        | Walker, Chuck        |
| Bennett, Jack         | Holcomb, Mr. Jessie   | Sherriff, Leon        | Wallace, David       |
| Berggren, Prof. Carl  | Holcomb, R. (Blackie) | Shetter, D.           | Walters, Chip        |
| Berry, Arthur         | Hontz, Samuel F.      | Shoemaker, Duke       | Warron, Fred P.      |
| Bierstedt, Mariens    | Howe, Eddy            | Siegrist, Billy &     | Wasko, Geo.          |
| Blyden, Frank         | Hurd, Jimmy           | Siegrist, Billy &     | Wickstrom, Jack E.   |
| Bockelman, Fred L.    | Hylard, Richard C.    | Simpson, Jennie       | Wiedle, Henry        |
| Bokara, Roland Kar    | Ingle, Glen H.        | Simpson, C.           | Weldman, Lloyd       |
| Borror, Frank         | Jackson, Donald Lee   | Sims, Edwin W.        | Wells, Rich (Rick)   |
| Borsvold, A. E.       | James Joseph          | Smaha, Tony & Mrs.    | Wells, Vera Mae      |
| Borsvold, Art         | Jenkins, Charles N.   | Smiley, Opal          | Wenack, James R.     |
| Bradley, Henry S.     | Johnson, Frank &      | Smith, Duke           | West, Elsie          |
| Brady, F. J.          | Johnson, Prof. Tom    | Smith, Frank L.       | Wetherbe, Harold     |
| Brantley, Joseph      | Johnson, Frank &      | Smith, Talle Ray      | Wetzell, Kenneth     |
| Brink, Anne           | Johnson, Mary         | Solfe, Slim           | Whalen Jr., Thomas   |
| Brenner, John (Works  | Johnson, M. E.        | Sonson, Wm. A.        | Whelan, James        |
| Canava)               | Kacafisk, Frank       | Stafford, Mrs. C. H.  | White, Mrs. Flo      |
| Brockman, Thad L.     | Kacafisk, Frank       | Starbuck, Mrs. H. G.  | Williams, Ben L.     |
| Brook, H. J.          | Kacafisk, Frank       | Starbuck, J. H.       | Williams, Ben L.     |
| Broeffle, J. H.       | Kacafisk, Frank       | Steele, Eddie         | Williams, Ben L.     |
| Broeffle, R. J.       | Kacafisk, Frank       | Steele, James E.      | Williams, Ben L.     |
| Brown, Carl L.        | Kacafisk, Frank       | Stevens, Lucile T.    | Williams, Ben L.     |
| Brown, Mrs. Elina     | Kacafisk, Frank       | Stokes, Mrs. W. L.    | Williams, Ben L.     |
| Brown, Joe J. (Elmo)  | Kacafisk, Frank       | Sullivan, Bill        | Williams, Ben L.     |
| Buck, Ben             | Kacafisk, Frank       | Sullivan, Joe         | Williams, Ben L.     |
| Burch, Ernie (Blenko) | Kacafisk, Frank       | Summers, Jimmie       | Williams, Ben L.     |
| Burd, Mrs. Samuel     | Kacafisk, Frank       | Summers, Wm. R.       | Williams, Ben L.     |
| Burridge, Jean        | Kacafisk, Frank       | Swank, Harold D.      | Williams, Ben L.     |
| Burridge, Mrs. E.     | Kacafisk, Frank       | Sylvester, Ernest     | Williams, Ben L.     |
| Butter, Don           | Kacafisk, Frank       | Tait, Mrs. Essie      | Williams, Ben L.     |
| Byrd, Elmer S.        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Byus, Whitey &        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Calver, Mrs. Andrew   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Campbell, Mrs. E. F.  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Carr, David Franklin  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Carr, Jennie          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Carter, Miss Jay      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Carter, June          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Caruso, Johnny        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Carver Jr., George R. | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cash, Maurice         | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Castle, Mrs. Rebecca  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Chambers, Albert      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cheminant, Les        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Claman, Noe           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Clark, F. W. & Mrs.   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Clarke, Hubert & Mrs. | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Clawson, Mrs. Rose    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cody, Edward          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Coffey, Fred R.       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Conder, W. (Bill)     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cook, Albert Henry    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cooper Jr., Elisha    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cooper, Richard       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cornellison, Mrs. Wm. | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cosby, Joe            | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Corteaux, Charlie     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Crabb, Harold & Mrs.  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Craig, Mrs. Marjo     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Crawford, Mrs. Edna   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Crawford, Jack        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Creighton, E. E.      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Crews, Jim            | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cristian, Gene        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cucco, Betty Jean     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Cull, Mrs. M. J.      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dalley, Mable (M)     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Davis, Bob & Mrs.     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Davis, C. H.          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Davis, Eddy           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Davis, Victor A.      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Deavers, Jay J.       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Deffendoll, Glenn     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| DeLatt, Paul          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| DeWald, Frieda        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| DeGross, Daniel       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Del Oras, The (for    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Don Flayed            | Kacafisk, Frank       |                       | Williams, Ben L.     |
| DelRio, Carmen        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dempsey, John         | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dempsey, Frank        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dentinger, Austin     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Denton, Sam & Mrs.    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Deroit, John          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dixon, Victor A.      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dixson, (Cookhouse)   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Doolle, Danny         | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Douglas, Jim & Mrs.   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dowell, Billy         | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Downing, William      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Downing, Edward       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dunlap, Phalls Duray  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Dwinn, Lloyd C.       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Eddie, Capt. (Lion)   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Ehlert, Wm. A. (Act)  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Elliott, Mrs. Maggie  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Evans, Spike          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Exler, Jos.           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Farien Harry Ernest   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Faxon, James A. L.    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Felton, Bonnie        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Ferenzl, James        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Fisher, George Kyle   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Fitzgerald, Annie     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Fitzpatrick, J.       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Flake, James          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Flower, Mildred       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Forbus, Mrs. Ann      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Forbes, Jimmy         | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Forrester, Blackie    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Franz, Otto           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Frazier, Harold       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gallagher, John Jos   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gallagher, Mr. & Mrs. | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gallagher, Rose       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gallagher, Russell    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gambone, Felix        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gann, Frank           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Garrison, E. E.       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gates, O. A.          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gaye, Gloria          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gisentrapp, Ulysees   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Givens, Viola         | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gordon, Geo. H.       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gordon, Miss Pat      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gordon, Miss Pat      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Gray, C. H.           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Green, Richard        | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Greening, Mrs. Jean   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Greenan, Al           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Grey, Howard & Mrs.   | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Grimes, Henry L.      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Grosso, Joseph & Mrs. | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Guttry, Clay          | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hackett, Edward J.    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hall, Boyd            | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hall, Duke & Mrs.     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hall, Mrs. Marie      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hall, Wm. James       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Halligan & Sykes      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hamilton, Freeman     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hanson, L. T.         | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hanson, Mrs. J. O.    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Harrell, Robt. E.     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Harris, Bill (Roxie)  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Harris Show           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Harris, Jasper & Mins | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hartman, Joe (Red)    | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hashbrouck, Ray       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hauck, Vera           | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hawkins, Mrs. Eunice  | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hawkins, Ralph H.     | Kacafisk, Frank       |                       | Williams, Ben L.     |
| "Heart of Texas"      | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Heilman, Alfred       | Kacafisk, Frank       |                       | Williams, Ben L.     |
| Hemphill, Mae         |                       |                       |                      |

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Allen, Harry; Anshon, Joan; Coccoaro, Anthony; Cooper, Ray; Dyer, William R.; Dumont, Denniece; Evans, Bobby; Earle, Beatriz; Fenster, Steve & Jan; Foley, Rita; Frazier, Johnny; Grossmann, Marie; Guthrie, Clay; Kirby, Irene; Le-Guth; Lundwall, Mr. & Mrs. Larry; Lyons, Micheal; Lynch, Jerry; McLean, John E.; Littlehan, Morris O.; Mitchell, Joe; Novak, Vince; Padrone, Mr. & Mrs. Samuel; Keeler, Bob; Pelloni, E.; Phinney, Margaret; Pocco, Tony; Roys, William J.; Schuman, William A.; Simmons, Harold; Smith, Charles; Stevens, Louis; Sutton, Vivian Van R.; Toppo, Roy; Wallace, Gabrielle; Marnison, Michie; Nolan, J. L.; Osborn, Alfred G.; Olliphant, Mrs. Evelyn; Seefeldt, Jack E.; Silver, Jim; Smith, Charles; Soucy, Conrad; Sternberg, John; Talbot, John S.; Tetano, P.; Walsh, Mr. & Mrs. Raymond; Abraham, William; Ackley, James W.; Adaine, Michele; Ames, Jack Jr.; Anthony, Marjorie I.; Anshon, Florine; Bacon, William; Bazinet, Dwight J.; Bern, Mrs. Maxine; Barfield, Joan; Barnes, Don; Barton, Mr. & Mrs. James; Bennett, Jack; Bickley, Benton H.; Bluestein, Sam; Boudreau, Adrian A.; Canipe, Walter; Carl, Robert; Carr, Frank N.; Carroll, James R.; Crier, Fred; Chambers, Jesse; Chambers, Louis; Chidester, Wm. J.; Blatman, Floyd; Clovis Baseball Club; Cooper, Russell L.; Constable, Paul; Courtney, Arthur L.; Crowe, W. J.; Curtis, Date; Dallman, Walter; Darrell, Dickie; Davis, N. E.; Douglas, Rev. Roy; Decker, Jim; Devereaux, Paul; Duffen, Mike; Duffy, Rot T.; Egan, David B.; Easter, Cowboy; Edwards, C.; Eider, Charlie; Findlay, Elizabeth L.; Finley, Evelyn; Fisher, Norma; Jean; Folie, Robert J.; Foss, John D.; Frith, Gene; Gibson, Bert; Goodman, David; Groven, Barney; Gunter, Bill; Hagerman, Jake; Hamman, Ed; Harris, Harold; Harris, M. J.; Harrison, James E.; Havill, Edgar Allen; Hemphill, Robert E.; Herrick, Carl; Hewitt, Roy M.; Hicks, C. C.; Hill, William F.; Hollenbeck, Harold & Virginia; Horn, Mr. & Mrs. D. H.; Howard, Sam; Howard, J.; Hoxworth, P. W.; Hughes, Homer; Hughes, Joe S.; Hyland, Richard C.; Izenhower, George; Jackson, Donald Lee; Jacobs, Joseph M.; Jones, Willie E.; Joyce, Jack; Jurden, Donald; Karr, Carol; Kerr, Kitty; Kester, John & Elsie; Kelly, John; Kenney, Mrs. Arlene; Korman, Carroll; Krager, Walter; Kreiger, Albert Wm.; Kelley, Charles O.; Kelly, Dave; Lauther, Wm. Sr.; Lee, Miss Toni; Leonard, Harry; Little, Mrs. Ruth; Liwelllyn, John; Long, Kenneth; Loren, Frank; McConnell, Bruce; McCormick, James; McMahon, Mrs. Jerry; Madison, Harry L.; Madison, Mrs. Jim; Madison, Mrs. P.; Madson, Robert; Malbin, Edward; Mareno, L. N.; Mason, Tommy & Medlin, Jimmy; Mikieliche, Joseph; Miller, Carl; Miller, Dave; Miller, F. W.; Miller, Jackie; Miller, R. E. (Bobby); Mongerson, Gall W.; Morales, Pedro; Morris, Mrs. Dorothy; Morrison, Melvin; Neill, James; Noite, Irwin E.; Novak, Gabriel; O'Neil, Edward; Ortagas, I. H.; Palmer, Harry; Partlow, Samuel L.; Pierson, C. T. (Carl); Pelley, Burnham; Pierce, Mr. & Mrs. Carl; Prudent, Micheal A.; Ray, Ralph; Reed, Mrs. Verzie; Reed, John; Resam, Bob & Mona; Resam, Lisa; Rice, G. L.; Riley, Tex; Robertson, R. W.; Robinson, G. W.; Rockaford, Charles V.; Royal, W. H.; Saale, Charles E.; Sayler, Clifford; Serrano, Florenno; Shelford, Mr. & Mrs. Wm.; Simons, Helen M.; Spezia, Gene L.; Spitzer, J. H.; Smith, Willie Love; Spillers, Marlon H.; Staley, Herschel; Starnes, L. M.; Strahl, Mrs. Edward; Sumerlin, Eddie; Sutton, Charles; Swainberg, Harry R.; Taylor, Johnny; Tracy, Dale; Turner, Barbara; Turner, A. R.; Van, Charles; Wach, Mr. & Mrs. O. H.; Whalen, Robt.; Wheelock, Avery; White, Earl; Williams, Mable; Williams, Pete (Red); Williams, Walter L.; Williams, Walter & Wilson, Mrs. Harvey; York, Carl E.

COMING EVENTS

- Arizona: Buckeye-Halloween Carnival, Oct. 31; Eloy-Mexican Independence Day, Sept. 15-16; Globe-Gila Co. Diamond Jubilee, Aug. 29-Sept. 3; Jim Mace, Dominion Hotel; Nogales-Mexican Independence Day Celebration, Sept. 15-16; Prescott-Quarter Horse Show, Sept. 22-23; Tucson-Mexican Independence Day Celebration, Sept. 15-16; Tombstone-Helldorado Celebration, Oct. 26-28; Williams-Labor Day Rodeo, Sept. 15-16; Winslow-Jaycee Rodeo, Sept. 15-16. Arkansas: Camden-Quachite Co. Livestock Show, Sept. 10-15; M. C. Reynolds; DeQueen-Servier Co. Livestock Show, Sept. 10-12; Victor Ivy; DeWitt-Ark Co. Livestock Show, Oct. 10-13; Harold Kendall; El Dorado-Union Co. Livestock & Poultry Show, Sept. 24-29; G. O. Dunn; Fort Smith-Ark-Okla. Livestock Show, Sept. 23-29; H. B. Correll; Hope-Third Dist. Livestock Show, Sept. 24-29; R. C. Daniels; Little Rock-Ark Livestock Expo., Oct. 1-6; Motticello-Dre Co. Livestock Show, Sept. 12-15; Jack Shelton; Pine Bluff-S. Ark. Livestock Show, Sept. 15-19; George Hestand; Rogers-Diamond Jubilee, Aug. 27-Sept. 2; C. B. Porter. California: Fort Bragg-Paul Bunyan Days, Aug. 27-Sept. 3; Lodi-Grape Festival & Natl. Wine Show, Sept. 14-16; C. S. Jackson; Los Alamitos-Blue Ribbon Horse Show, Oct. 11-14; Ray Stone, 5501 Hazel Ave., Fair Oaks; Los Angeles-Allied Gift & Jewelry Show, Sept. 2-6; Oakland-California Garden Show, Sept. 20-30; E. E. Schreiber, 920 Fallon St. Colorado: Arvada-Arvada Harvest Festival, Sept. 7-8; Stanley H. Stolte; Kit Carson-Kit Carson Day, Sept. 22; Paul Beck; Littleton-Westward Ho Days, Sept. 21-22; Wayne E. Michel; Manitou-Zebulon Days, Sept. 1-3; Jaycees; Trinidad-Trinidad Round-Up, Sept. 1-3. Connecticut: Bridgeport-Fairfield Co. Home Show & Industrial Fair, Oct. 9-14; John W. Daly; Waterbury-National Home Show, Sept. 22-29; John W. Daly. Florida: Bonifay-Holmes Co. Livestock Show, Oct. 13; D. P. Grant; Daytona Beach-Labor Day Celebration, Aug. 31-Sept. 3; Paul R. Baker, Central Labor Union; Ocala-Jr. Livestock & Poultry Show, Oct. 15-16; Louis Gilbreath. Georgia: Gainesville-VFW Celebration, Oct. 1-6; Dr. F. D. McCoy. Illinois: Ashburn-Centennial and Labor Day Celebration, Sept. 1-3; Forreston-Sauerkraut Day, Sept. 13; LeRoy M. Grande, American Legion; Peoria-National Home Show, Oct. 3-7; E. J. Smith; Strasburg-Homecoming and Street Celebration, Sept. 5-8; L. R. Hamm; Streator-Labor Day Celebration, Sept. 1-3; Fred J. Saluatti, 1110 East Elm St.; Windsor-Centennial, Aug. 27-Sept. 1; Zeigler-Tri-County Labor Day Celebration, Sept. 3-8. Indiana: Ellettsville-Monroe Co. Festival, Sept. 13-15; Lagrange-Lagrange Co. Corn School, Sept. 12-15; Walter Emmert. Iowa: Red Oak-Firemen's Convention, Sept. 17-19; Sibley-Osceola Co. Livestock Show, Aug. 29-31; Gene Alexander; Waterloo-Dairy Cattle Congress, Sept. 29-Oct. 6; E. S. Estel. Kansas: Baxter Springs-Celebration, Sept. 13-18; Chapman-Labor Day Celebration, Sept. 3; Wichita-Sedgwick Co.-Kan. Nat'l Jr. Livestock Show, Oct. 3-5; Conlee Smith. Louisiana: Crowley-Intl. Rice Festival, Oct. 17-18; A. L. Stoessel; Lake Charles-Home Show, Sept. 4-9; Lloyd A. Goodin; Marksville-La. Livestock Festival, Oct. 5-7; Kermit Ducret; Morgan City-Shrimp Festival & Blessing of the Fleet, Sept. 1-3; Mrs. Richard L. Davis. Maryland: Baltimore-National Home Week Exposition, Sept. 16-23; Patrick J. O'Toole, 1010 St. Paul St.; Princess Anne-Princess Anne Livestock Show, Sept. 28-29; Howard H. Anderson. Massachusetts: Boston-National Home Show, Oct. 14-21; John D. Daly; New Bedford-National Home Show, Sept. 11-16; Dorothy H. Godfrey; Worcester-National Home Show, Sept. 2-9; Arthur Gilbert. Michigan: Charlotte-Mich. Swine Breeder Show, Oct. 8; H. G. Moxley; Chesaning-Homecoming, Sept. 2-3; W. Richner, Chamber of Commerce; Goodells-Thumb Dist. Plowing Match, Oct. 4; Irving R. Wyeth; Romeo-Peach Festival, Aug. 30-Sept. 3; Romeo-Romeo Peach Festival & Labor Celebration, Aug. 31-Sept. 3. Minnesota: Duluth-National Home Show, Sept. 15-23; Dorothy H. Godfrey. Mississippi: Cleveland-Bolivar Co. Rodeo, Oct. 11-13; Leroy Finley; Newton-Newton State Dairy Show, Sept. 17-22; W. P. McMillan Jr.; Sebastopol-Leake Co. Dairy Show, Sept. 3-8; L. R. Anthony. Missouri: Gallatin-Davies Co. Jr. Livestock Show, Aug. 31; Geo. H. Schmitt; Hamilton-Fall Festival, 31-Sept. 3; M. U. McCrary; Lucerne-Lucerne Stock Show, Aug. 30-Sept. 1; K. K. Blanchard; Maryville-4-H Baby Beef & Pig Club Show, Sept. 24; Kenneth Walkup; Monett-Lawrence-Barry Counties Dairy Show, Sept. 7-8; Helen Sagar, Chamber of Commerce; Queen City-Schuyler Co. Corn & Stock Show, Sept. 13-15; Geo. McCluskey; St. Louis-Mid-America Jubilee, Sept. 1-30; St. County Cavalcade, Inc., 1501 Locust St.; Sheldon-Old Settlers' Picnic, 29-Sept. 1. New York: Elmira-Antique Show, Sept. 17-20; New York-International Antiques Exhibition and Sale, Oct. 17-23; New York-National Home Furnishings Show, Aug. 25-Sept. 9. North Carolina: Raleigh-National Home Show, Sept. 2-9; E. J. Smith. Ohio: Laureville-Street Fair, Sept. 17-22; Millersport-Sweet Corn Festival, Aug. 30; Nelsonville-Street Fair, Aug. 27-Sept. 1; New London-Labor Day Celebration, Sept. 1-3; Seaman-Street Fair, Sept. 19-22; St. Paris-Fall Festival, Sept. 22; Ulrichsville-Clay Week Celebration, Aug. 27-Sept. 1; Utica-Homecoming, Oct. 6. Oregon: Portland-Pacific Intl. Livestock Expo., Oct. 20-27; Walter A. Holt. Pennsylvania: Pittsburgh-National Home Show, Sept. 2-9; Irving Wayne; Quakertown-Centennial, Sept. 5-8. South Carolina: Greer-Centennial, Oct. 15-20. South Dakota: Goraska-Dutch Festival, Aug. 31-Sept. 1; Huron-Pow Wow Day, Sept. 29; Kadoka-Labor Day Celebration, Sept. 2-3; Lake Preston-Watermelon Festival and Labor Day Celebration, Sept. 2-3; Lemmon-Jr. Livestock Show, Sept. 24; Miller-Central S. D. Calf Show, Oct. 8; Mitchell-4-H Stock Show and Sale, Sept. 11-12; Mitchell-Corn Palace Festival, Sept. 23-29; Mitchell-S. D. Market Hog Show, Sept. 25; Newell-Labor Day Celebration, Sept. 2; Sisseton-Kiwanis Club Horse Show, Sept. 3; Sioux Falls-Tepee Days, Oct. 5-7; Wagoner-Labor Day Celebration, Sept. 2-3; White Lake-Labor Day Celebration, Sept. 3; Winner-Labor Day Celebration, Sept. 3; Yankton-Pancake Days, Oct. 12-13. Tennessee: Athens-McMinn Co. Dairy Show, Sept. 6; Marvin Lowry; Chattanooga-Hamilton Co. 4-H Dairy Show, Sept. 6; Robert Childress; Cleveland-Bradley Co. Jr. Dairy Fair, Sept. 6; W. M. Hale; Greenback-Loudon Co. Dairy Show, Sept. 5; Roy M. Brooks; McKenzie - Carroll-Weakley Fat Cattle Show, Oct. 23-24; Bob Powell; Memphis-Mid-South Sports, Boat, Travel & Vacation Show at Mid-South Fair, Sept. 21-29; Glenn Pinkston; Murfreesboro-Rutherford Co. Jr. Dairy Show, Sept. 8; Felix E. Knight; Nashville-Flower Show, Oct. 24-27; Nolensville-Nolensville Jr. Dairy Show, Sept. 1; Robert S. Mosley; Trenton-Gibson Co. Jr. Livestock & Products Shows, Sept. 3-8; Gene Chilcull. Texas: Alice-Coastal Bend Livestock Show, Oct. 25-27; Mrs. Mary Herbert; Corsicana - Corsicana Livestock Show, Sept. 24-29; R. W. Knight; Dallas-Dallas Gift Show, Sept. 2-3; E. Paul Jones, Southland Life Annex; Dublin-Dublin Rodeo, Aug. 29-Sept. 1; C. E. Leatherwood; Gorman-Peanut Festival, Sept. 5-9; Kaufman-Kaufman Co. Livestock Show, Aug. 30-Sept. 1; Wm. D. Percy; Orange-Orange Jaycee Rodeo, Aug. 30-Sept. 1; Henry Bland Jr.; San Antonio-Exposition Americas, Oct. 2-7; Ralph W. Stevens. Natchitoches-La Brolier Festival, Sept. 25; L. J. Plessant; New Orleans-Mid-Winter Fair, Oct. 12-14; J. A. Smith, 8449 Vicksburg St.; Opelousas-La Yambilee Festival, Oct. 2-4; Billy M. Smith; Ville Platte-La Cotton Festival, Sept. 28-30; Dallas Deville.

U. S. Cuts Taxes; Locals Don't

Continued from page 53

is Missouri, where the 2 per cent State tax is supplemented in Sedalia by a levy of a penny per admission. There is no Statewide levy in New York, but on the local level are 5 per cent taxes in New York City, Binghamton and Elmira. In Florida there is a 3 per cent tax, and in addition there is an extra 5 per cent imposed in Pensacola, Panama City and Marianna, and 3 per cent in De Funiak Springs.

The tax-riddled situation in Pennsylvania has levies varying from 1 per cent to 10 per cent in 331 cases. Cities, boroughs, townships and school districts all get into the act, making it virtually impossible for those outdoor showmen who are transients to avoid routing into a taxed area.

Fighting over the years for reduction and elimination of admissions taxes have been showmen from many segments of the amusement industry. Best-heeled financially is the Council of Motion Picture Organizations (COMPO), which has been joined in its battle by the National Association of Amusement Parks, Pools and Beaches, the Participating Sports Association and numerous other groups.

Seek to Shave Levies In addition to fighting for elimination of all federal admissions

Wis. State Fair

Continued from page 53

changed into one for a sports show, complete with tank, at which fairgoers could fish; the Floral Building was given a thoro and refreshing revamping. The Crafts show was moved under the grandstand and expanded. It featured many hand looms at which fair patrons could make items on the spot.

Besides these changes, the fair intensified its promotion. Veteran observers termed the advance campaign the best in years.

Crowds surged out Sunday (19) to give the fair a gate count of more than 134,285, the biggest paid gate in its history. A crowd in excess of 23,000 paid to see the 150-mile stock car race.

Harness races the following two afternoons drew light crowds, but rated par for such fare here.

A free grandstand show was offered in the afternoon Wednesday, Dairy Day, with the annual dairy parade and the coronation of Alice in Dairyland, as the highlights. The 200-mile stock car race was the feature Thursday. Time trials for Saturday's (25) 100-mile midget race were held Friday, with the grandstand price lowered to 50 cents for the trials. A 250-mile stock car race was slated for the Sunday (26) afternoon and Trans-World Daredevils were scheduled for Sunday night (25).

taxes, which remain in effect on tickets of more than 90 cents, COMPO is also striving "for elimination or reduction of the many State and local admission taxes which exact such a heavy toll on industry income," Robert W. Coyne, organizational counsel, states.

"The number of such taxes is still alarmingly large. And passage of the King Bill (the recent tax-cutting measure) will lead to increasing pressure for such local excises by municipal and other taxing authorities faced with mounting budgetary problems."

Coyne appealed for unity among all showmen affected by admissions taxes, and vigorous attempts to obtain active support of merchants and organized labor to oppose such taxation.

Advertisement for stuffed animals including 28" Chenille Foam Rubber Bear, 28" Cuddly Bear, and 21x14 French Poodle. Prices range from \$13.50 to \$24.00.

ACE TOY MFG. COMPANY

Advertisement for watches featuring a \$149.00 value for \$47.50, 6 for \$47.50, and 3 for \$27.50. Includes details about watch quality and company address.

MIDWEST WATCH CO.

Advertisement for Hurricane Lantern, a fast seller, priced at \$5.50 doz. Includes details about the lantern's features and company address.

Advertisement for 'The Billboard' magazine featuring a sun illustration and the slogan 'SOMETHING NEW UNDER THE SUN'. Includes subscription information and a form to request a copy.

## 200 Selections New Salesman of Juke Box Music

**New Machines Bring Into Sharp Focus  
Prime Operator Need: To Sell Music**

• Continued from page 1

new pop tunes to program each week, his record and service costs appear to eat up most of any increases he gains.

### Full-Line Operating

Full-line music operating is a new term to explain new merchandising possibilities open to the operator:

For the location whose earning power warrants a 200-selection machine, that is available. It is assumed that at the present just a small number of the total number of locations available warrant this—probably 10 to 15 per cent.

For the bulk of present-day locations, machines offering 80, 100, 104 and 120 selections appear to be adequate. The significant point here, however, is that equipment is stepped-down, i.e., when an operator installs a new 200, the machine he had in that location will be moved to another not quite as good, and so on. In several years, this could mean that 200's, having permanently established dime-a-tune play, will gradually become the dominant machine in the business. Gradually 40 and 50-selection machines may no longer be required for the below-average income-producing locations.

Leroy J. Lambert, of Lambert Music Company, Stockton, Calif., sums up this point: "You can't buy for the marginal locations; you buy for the best. Then you move these down to your next best, and on down."

In all of this, keen selling by the operator is vital. For as is human nature, one tavernkeeper who sees another getting a newer, better machine is envious, and wants one himself. The earning power of the first warrants it, the second does

## Another Calif. City Goes 10c

VALLEJO, Calif.—Music operators here are in the process of converting to dime play.

The move got under way recently following a meeting of local operators, who were convinced that dime play was needed to offset rising costs. Altho there is no formal operator association here, the meeting drew most operators in the area.

Among those attending the get-together were Alfred Cohen, Frank Hollis, Don Edwards, Harry Policer, Ralph Spinelli, Fed C. Coppo, Don Streeter, F. W. Hutchinson, Max Andrews, Bill Schnackel and W. F. Conley.

## 'My Prayer' Still Holds MOA Lead

NEW YORK — "My Prayer," with the Platters on Mercury, again was named top juke box disk Saturday (25) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Other leading juke box records played on the program were "Jet-Zoom," with Steppin Fetchit on

(Continued on page 80)

not. This is just the point where the operator must work out new commission arrangements to make such similar installation available. Above all, the location owner who wants a special type of machine, say a 200-selection unit, is given facts showing what the operator is able to do and what he is not able to do purely from an economic standpoint.

The effectiveness of an operator's selling strategy is also closely determined by how well he sells the location owner on the music service he provides. This is well borne out by facts disclosed in the poll.

## Rock-Ola Details 200 Model; Unit Has Dual Credit System

**Phono Holds to One-Button Play;  
Labeled "Smallest" Juke Box**

CHICAGO — The Rock-Ola Manufacturing Corporation unveiled its new 200-selection phonograph last week.

The new model, which was previewed for Rock-Ola distributors here August 8-10, features a dual credit accumulator for single and EP disk pricing, one-button play, a new amplifier and sound system, and numerous cabinet changes.

Rock-Ola calls its new model "the smallest 200 on the market." Cabinet dimensions are 57¾ inches high, 30½ inches wide and 27¼ inches deep. Uncrated, it weighs 348 pounds.

Compared with the firm's 120-selection model, the 1454, the new 200 is only 2 inches higher and ¼-inch deeper, with the width the same. The new machine is 13 pounds heavier than the 120.

### Revolving Drum

Like the 1454, the new 200 features the Rock-Ola revolving record drum: dimensions of the record drum on the 120 and the 200 are identical.

Record play is via one-button selection. There are five revolving record panels with 20 records—40 selections—on each. The panels

## Chi One-Stop Hosts Op Golf Party Aug. 28

CHICAGO — The Music Box, one of Chicago's leading one-stop dealers, will host some 40 local operators at the Navajo Country Club for golf and dinner Tuesday (28).

Jim O'Dwyer, head of the firm, said that the event would be the first in a series of annual operator outings sponsored by the Music Box. He added that all operator-customers were invited to attend.

The Navajo Country Club is located at 123d Street at Ridgeland Avenue. The golf outing will get under way around 11 a.m., with the banquet scheduled at 7:30.

## W. VA. LETTER LISTS SIX BIG OP ASSN. GOALS

CHARLESTON, W. Va.—In a newsletter to operators throuout the State, the West Virginia Music Operators' Association last week highlighted what an operator association "can do for you." Listed were six of the more important projects being carried out by the group.

1. Keep careful watch on State tax and licensing laws coming up before the Legislature.
2. Participate in hearings before city and State councils, and provide legal counsel.
3. Provide operators with a program for better public relations.
4. Provide operators with an opportunity to exchange views on operating management.
5. Conduct State-wide surveys and advertising programs.
6. Aid in governmental legislation.

are operated in the same manner as the 120.

The dual credit accumulator accepts nickels, dimes and quarters, storing credits up to \$1. The phonograph can be set for nickel, dime or 15-cent play.

Mechanically, the new model is close to the firm's 120-selection machine. Firm officials state that the increase in selections was made without the addition of moving parts.

Sound-wise, the 200 incorporates a third speaker. The new model has two 12-inch matched speakers and a compression driven horn. An automatic volume level control was incorporated in the amplifier.

From a single angle, the new model features front door accessibility for on-location servicing.

Operator showings of the new 200 have not yet been scheduled.

## How Associations Help the Operators

**State Group Outlines Basic Association  
Objectives; Taxes, P-R Rate High**

CHICAGO—Can music operators compete with each other year in and year out for juke box locations and at the same time work side by side helping each other?

Certainly the number of music operator associations throuout the country shows that it can and is being done. There are associations today representing cities, groups of cities, counties and entire States, not to mention the national music operator association, Music Operators of America.

How do these associations function? What are their primary objectives? How do they help operators?

The West Virginia Music Operators' Association, Inc., answered these questions last week in a news letter to all member operators. The association listed six of the more important functions of a music operator association. It also listed five important ways that operators can help their associations.

### Six Points

Basically, associations aid operators, the news letter pointed out, as follows: They keep careful watch on State tax and license laws coming up before the Legislature; par-

ticipate in hearings before city and State councils; provide for better public relations; enable operators to exchange management views and provide operators with a solid voice in all legislative proposals affecting the juke box industry at any level.

The news letter also highlighted ways for operators to help their associations: Operators help when they contribute their ideas at meetings, when they work out local public relation programs of their own or work with other operators for the same objective, when they exchange comments on business methods and when they are active in the association.

(Editor's Note: Each of the points covered in the West Virginia Music Operators' Association's news letter is self-explanatory. However, in an effort to show how associations actually accomplish these points, case studies of associations in action on each of the advantages follows.)

LOCAL TAX AND REGULATION AID. Probably one of the best examples of an association keeping an eye on local taxes is reflected in the current hassle be-

(Continued on page 80)

## WURLITZER FETE GETS UNDER WAY

**Guests Jam Statler in Buffalo;  
1st Day Crowd Estimated at 1,000**

NORTH TONAWANDA, N. Y.—From all over the country operators and distributors—and their wives—began pouring into Buffalo Thursday (23) for the Rudolph Wurlitzer Company's Centennial Celebration.

Attendance at the event, tho not confirmed, was thought to be near the thousand mark on the first day, and still more guests were trooping in on Friday and Saturday.

The shindig really got under way at the Statler Hotel in Buffalo Thursday afternoon. The Wurlitzer registration desk opened at 3 p.m., was followed by a buffet supper in the Terrace Room around 6 p.m.

Friday's activities included a Wurlitzer factory tour in the morning, lunch in Wurlitzer park, and

a stagershow in the afternoon along with a full-fledged carnival and circus. Another stagershow, the Broadway musical, "Kismet," highlighted the evening entertainment.

Saturday's program included tours of Niagara Falls, a hotel luncheon and cocktail party, and a grand banquet in the evening.

Editor's Note: A more thoro accounting of the Wurlitzer Centennial fete, along with pictures of the festivities, will be featured in The Billboard, September 9.)

## Standard Takes New Quarters In Little Rock

LITTLE ROCK—Standard Automatic Distributing Company, Wurlitzer outlet in this territory, is moving to new quarters at 805 Broadway.

Dan Levine, head of the firm, said that the new building provides more space in every department, from the service shop to the showroom. One of the main features of the new building, Levine said, is the parking arrangement for customers. The parking lot, he explained, is inside the building and large enough to accommodate from 10 to 15 cars.

The building, to be air conditioned, will also feature complete parts and service departments, showroom and offices.

## Neb. Op Assn. Skeds 5-State Meet Sept. 22

OMAHA — Operators from Iowa, Missouri, Kansas and South Dakota will take part in the next quarterly meeting of the Nebraska Music Guild, Howard N. Ellis, secretary-treasurer, announced last week.

The meeting will be held in Omaha September 22-23 and will consist of two days of business sessions, with representatives of each State taking part in the program.

Special guests expected to attend are Al Schlesinger, head of National Coin Machine Distributors' Association, and Bob Dietmeier, coin machine editor of The Billboard.

During Sunday's (23) banquet recording artists will be on hand to supply entertainment.

## Wolfe Holds 2-Day Op Service School

MONTGOMERY, Ala. — Wolfe Distributing Company held a two-day factory service school here recently at the Jefferson Davis Hotel on the new Seeburg V-200 for operators and technicians.

The school was conducted by E. D. Blankendeckler, factory sales engineer of Seeburg.

(Continued on page 80)

**\$2,800 AID**

**Op Cools Off Own Quarters For 7 Reasons**

ST. LOUIS—According to Walter and Sidney Morris, of J. S. Morris & Sons, an air-conditioning unit helps an operator more when it is located in his own establishment than in one of his locations. The Morris brothers admit that they would like to see air-conditioning units in all of their locations, for collection reasons, but believe that dollar for dollar, the unit in their own shop is worth more than any three units in their locations. Here's how the \$2,800 air-conditioning investment at their own quarters pays off:

**Seven Reasons**

1. Far greater shop production.
2. Less absenteeism.
3. More accurate servicing.
4. Better employee and employer relations.
5. More even reconditioning of equipment.
6. Better painting and lacquering conditions.
7. Frequent visits from customers.

In carrying out the air-conditioning project, the Morris brothers took advantage of existing ducts, installed their eight-ton package unit without additional vents or outlets.

**Ork, Emsee Signed For RMSA Tourney; Event to Pull 500**

CHICAGO — Record Music Service Association has signed Dan Belloc and his orchestra and emcee Pat McCaffrey for its annual golf outing scheduled September 20. Over 500 operators and guests are expected to attend.

Both Belloc and McCaffrey have worked with local operators on previous occasions. Belloc was on hand for the RMSA event last year, and McCaffrey was emcee for the Music Operators of Northern Illinois last year.

A four-man committee is making all arrangements for the golf event. They are Carl Green; Phil Levin, president; Earl Kies and Joe Filitti.

**DIMANNOS WIN ON VIDEO SHOW**

NEW YORK—Mary and John DiManno, the husband-and-wife team that operates Ace Music, Jersey City, got as high as the \$500 bonus category on a television program recently.

If the DiMannos could have accomplished their assignment—balancing the dowl of a fishing rod on a helmet—they would have left with \$53,000. They didn't fare too badly in the loot department, tho. A new Westinghouse refrigerator was their prize.

**COINMEN YOU KNOW**

**New York**

John Sampson, Herman Distributing Company, reports that the new Rock-Ola's 200's should be on the floor in two weeks. . . . Ralph Schectman, in charge of the Newark Office of Leslie Distributors, is motoring thru New York State on his vacation.

Hymie Koepfel's daughter, Tobi, was married Saturday (25) at the Flatbush Jewish Center. Her husband, Bert Wasserman, is finishing his dental internship.

Joe Young and Irv Holzman holding down the fort at Young Distributing, as Abe Libsky and most of the office staff are on vacation this week. Joe and Irv left Thursday (23) for Buffalo to attend the Wurlitzer Centennial. About 20 New York operators accompanied them on the plane ride.

Earl Scott, Scott Music, Maysville, N. C., was a visitor to 10th Avenue last week. Scott, who operates 25 juke boxes in the New Bern-Maysville area, reports that dime play is just beginning in his region. He adds that pool games are going well.

Jack Small, J.&S. Amusements, bought a portion of the J.D.&H. game route. . . Hyman Sherman, A.S. Vending, bought a game route from Ruth Michaelson.

H.K. Amusements has changed its name to the H. E. C. Amusement Company. Partners are E. Landman, H. Kaplan and C. Krantz. . . . Jack Tashman, who had been ill several months, died last week in Memorial Hospital. Ted Blatt, Associated Amusement Machine Operators of New York counsel, and many game operators attended the funeral Sunday (19).

George Holtzman, AAMONY president, is vacationing at the Fontainebleu in Miami. He was recently visited by Claire Morano, AAMONY office manager, and George Morano, while the Moranos were en route to Cuba.

Sandy Warner is vacationing in the White Mountains. . . . Al Koondel is taking a Canadian vacation, following the Wurlitzer shindig in North Tonawanda, N. Y. Also going to the Wurlitzer affair are Mr. and Mrs. Max Klein. He is vice-president of the Westchester Operators' Guild.

Bernie Boorstein, Leslie Distributors, is passing out cigars. It's the Boorstein's first son, Myron. They have two daughters, Ellen and Margie.

Al Denver, president, and Sid Levine, counsel of the Music Operators of New York, left for the Wurlitzer Centennial at North Tonawanda, N. Y. Nash Gordon stayed at the office to work on the organization's annual affair to be held October 20 at the Waldorf-Astoria.

John Tartaglia, County Vending, Port Chester, N. Y., was a 10th Avenue visitor last week. . . . Izzy Edelman, Detroit pool table manufacturer, made the rounds on the Avenue.

Harry Zevon, Lane Music serviceman, is out of the hospital. . . . Jerry Basile, American Cigarette & Vending Company, is home sick. . . . Irv Klenetsky, music operator, has bought a new house in Flushing.

Joe Magnani, head of the sound department at Atlantic-New York, is vacationing in New Jersey. . . . Sam Bushnell, Conditional Sales Credit Corporation, was a 10th Avenue visitor last week.

Morris Rood, Runyon Sales, says the firms export sales are picking up. He has recently shipped juke boxes to Honduras, Venezuela and Austria.

Sam Goldsmith, Capitol Projectors, returned from a three-week vacation to the West Coast and the Canadian Rockies.

**Detroit**

By HAL REVES

**MOTOR CITY ODDS AND ENDS.** Jack Rice, who operates the Rice Music Box Company in partnership with his brothers, Harold and Martin, has been vacationing right at home. This firm, which is actively managed by the youngest brother, Martin Rice, of Oak Park, has just about tripled its route in the past two years. . . . Tom Kremski is now operating the Reliable Shuffleboard Exchange in Northwestern Detroit. In the coin machine business for years, he is a brother of Al and Jake Kremski, of the Great Lakes System of Flint. . . . Carl J. Von Gruenigen, of Von Gruenigen Music Company, who was seriously injured in an automobile accident two years ago, has recently resumed operation of his own route but is relying upon others for heavy service duties. He is keeping his activity and expansion at a standstill minimum pending further major surgery scheduled for the near future. . . . Richard A. Pinkston III is now a partner with his father, Richard A. Pinkston Jr., in the Pinkston Music Company, juke box operation. And there is a Richard A. Pinkston IV coming along to take his place in a few years.

Milton Howe, a businessman in the downriver suburb of Wyandotte, has established the new Automatic Beverage Distribution Company. . . . Aaron Katzman, Detroit bar owner, has moved into the juke box business, establishing his operation as the Kay Music Company. . . . Murray (Maurice) Nathanson, formerly an amusement machine operator at the M and N Company and the Northwest Coin Machine Company, has switched to toolmaking. . . . George Hester, who has operated the Cooperative Sales in the lower west side since 1939, with a mixed juke box and games route, is still confined to his home by illness, but manages to keep his business running with the active assistance of his route manager, Mike Harowski. . . . Anthony Sirocuc, of Circle Music Company of Dearborn, is vacationing in Northern Michigan.

**Miami**

By RAOUL SHAPIRO

**VACATIONERS COMING AND GOING.** With almost every one in the coin business either going on a vacation or coming back from one, it's almost impossible to keep up with who's who and what's what.

Sammy Marino, of Marino Music Company, still touring the State, and enjoying himself. X. Y. Zeverly, of Radio Center Music Company, and wife off on his vacation down New Orleans way. Jo Hiller, of Binkley Distributing Company, on her annual reprieve from work. Jo will spend a week at home, entertaining company from up North, and then off with hubby George to Jamaica, Havana and points south. Bill Binkley, boss man of Binkley Distributing Company, down from Jacksonville to take over in Jo's absence.

Back on the job after a six-week trip around the country is Willie Blatt, of Music Makers, Lucky Skolnik; other half of Music Makers, Inc., briefing Willie on what's what, and then off with his family to the Carolina Mountains for a couple of weeks. There is one guy who

*(Continued on page 89)*

**NEWS CLIPS**

**from last week's issue**

**Big Battle for Juke Sales Shapes Up for This Fall . . .**

Fall is the traditional big selling season for the juke box business, but from all signs this fall shapes up to be the biggest to date. There is good reason for this: A large number of new models so far introduced. Also there is a good deal of trade speculation about whether there will be more new models introduced before the year is out. What place the 200-selection phonograph occupies in the juke box business today—and what it may in the future—is a principal question.

**Expect 1,200 at Three-Day Wurlitzer Centennial Fete . . .**

The Rudolph Wurlitzer Company, which held its last major industry get-together in North Tonawanda 20 years ago, expects the one held in August to be the biggest. For the event, the firm has employed variety acts, record artists and carnival rides (for this week's report see separate story elsewhere in this section).

**California Operator Group Forms Financing Company . . .**

A diversified operating company headquartered in Los Angeles, set up in May, 1955, by 10 established music operators, formed a subsidiary financing firm. M.A.C. Vendors, Inc., was set up by the operators (all of whom have their own routes as well as having an investment in M.A.C.) to diversify with games and cigarette vendors. The new subsidiary firm, called Vendors' Finance Corporation, was capitalized at \$200,000. It will lend money to operators or anyone qualifying for a loan arrangement at regular interest rates. According to Ray R. Powers, the parent company's general manager, all stock in the financing subsidiary, with \$1 par value, is held by original investors in the operating firm.

**Political Convention TV Cuts Into Juke, Game, Bristo Takes . . .**

Unlike the World Series or even a boxing match, televised political conventions raise havoc with juke box and amusement game takes in taverns. At least the Democratic one did. With the Republican National Convention beginning earlier and ending earlier, it's likely its effects won't be as bad. The World Series and fights, too, draw patrons to the tavern and boost play before and after each game. The Democratic convention was on during the busiest hours normally for machines.

**Supplier Sees Strong Shuffle Comeback This Fall: Sales Up . . .**

The head of Sun-Glo Shuffleboard Supplies Corporation, Belleville, N. J., sees a strong comeback this year for shuffle games. Carmine Decepoli, Sun-Glo chief, said that altho thousands of pool games largely replaced the shuffle games this year, shuffle games are currently holding their own. To support this view, he said that Sun-Glo sales of powdered wax and weights—a fair barometer of shuffle game business in his opinion—in July and August were on a par with a year earlier (for the first six months they had been running behind).

**a continuing story of: LEADERSHIP in ACTION**

**\$20-\$25 A DAY****Holiday Rentals:  
Get Plans Set Now**

DENVER—"Altho the juke box holiday rental business is still four months away, now is the time to stop and take a realistic view of the market and begin eliminating profit-destroying pitfalls which normally arise."

That's the advice offered by Bill Storey, Denver phonograph operator. Storey goes after the Christmas and New Year phonograph rental business every year and as a result, he's mapped out a regular course of action.

The first and primary consideration, Storey explained, is profit. "Long experience has taught me that it is impossible to rent a phonograph for less than \$20, even if the rental customer is located just a few minutes away and plans to use the machine for just a few hours."

**\$25 Charge**

And the \$20 price is still a small profit margin, asserted Storey, who prefers to charge \$25.

"When it is considered that each machine going out on rental usually requires several hours of mechanical and electrical service in order to insure efficiency, and that it takes two men to transport it to the location and pick it up again, the \$25 price is very realistic," Storey said.

He pointed out that he explains these points to customers who balk at the price of rental. "Usually, this smooths ruffled feelings," he added.

**Rental Contract**

Another important consideration, Storey said, is a rental contract.

It's important that the details of how a phonograph is to be delivered, and the rental price are

down in black and white. The deposit collected should also be included in the contract, he said.

If a rental customer is unknown to Storey, he insists on a large deposit, guaranteeing to return the deposit when the phonograph is returned. The advantages of such demands are psychological, Storey pointed out, inasmuch as the renter will make sure nothing happens to the phonograph when he knows that he has a considerable cash deposit at stake.

To hold costs down, the Denver operator routes his rental deliveries as he does his collectors. On any one day, rental deliveries are made in one section of town only. And usually deliveries are held up until two or three machines are slated for the same neighborhood.

**Disk Variety**

The kind of music put on a rented phonograph is up to the customer. If a customer wants polkas or foreign tunes, Storey will load the phonograph with just that. However, most customers ask for a variety, and in this case Storey sets up a machine the same as one on location.

To fill these rental customer requests, Storey keeps a large inventory of records on hand. He also keeps the rental business in mind when he's trading in equipment—sometimes a phonograph is worth more as a renter than as a trade-in.

"Care in rentals is just as important as in ordinary location operations," Storey emphasized. "By taking care of the loose ends of the rental business in advance, we have shown a fair profit year after year."

**How Assn. Helps the Operators**

• Continued from page 78

tween United Music Operators of Michigan and a small Detroit suburb. Suburban Wyandotte passed an ordinance calling for a substantial increase in juke box fees, but before the new ordinance was put into effect UMO had requested a special hearing and action on the ordinance.

At present the issue is still undecided. But UMO, representing the local operators, indicated that should the ordinance stand as is, court action would be sought.

Individually, operators would be unable to bring such action about. Thru their association they have a much stronger voice and are in a better position to present their case.

**Group P-R**

**BETTER PUBLIC RELATIONS.** The cost of a good public relations program is normally too high for one operator to support alone. Combined co-operation, however, cuts the cost to fit an operator's budget.

The big problem in a public relations program is operator support. The association behind such a move

need not be big or rich, just so long as all operators work together.

Typical of what can be done was a program carried out recently by the newly formed association of the Music Operators' Society of St. Joseph Valley, with headquarters in South Bend, Ind.

Operators there began meeting together when the area started converting to dime play. As a result of these meetings the association was formed and a public relations program was adopted. To begin, the association invited newspaper reporters to their meetings in an effort thru informal discussions to create a better understanding of their business.

What happened was a series of stories on the efforts of the local operators and a feature three-page article in a Sunday supplement. The good will achieved thru these stories was unmeasurable. Dime play moved in quickly and easily, and the public there today looks at the operators as music experts.

**Boost for Mgt.**

**BETTER MANAGEMENT FOR ALL.** The experience of one operator, whether regarding his efforts to go to dime play or just ease collection costs, are always of interest to other operators. Not only are these experiences interesting but helpful.

The Nebraska Music Guild used informal discussions between operators as the big spark in going to dime play. During association meetings, operators were urged to tell how they were getting along with dime play conversions and

**BUSTED PARTS?  
EXCHANGE 'EM  
FOR FIX-IT COST**

ST. LOUIS—Joe McCormick, head of Musical Sales Company, exchanges good phonograph parts for broken ones plus what ever it costs him to fix the broken part.

McCormick believes that one of the worst drawbacks to any operator's success, particularly smaller operators, is the long wait for a part to be repaired. That's why he set up his exchange service.

Under the plan, McCormick maintains a huge inventory of parts for all leading phonograph lines. When an operator brings in a part which is not functioning correctly, McCormick estimates what the cost of repair will be, charges the operator that amount and gives him another part.

His current inventory of parts is large enough to satisfy about 90 per cent of all his customers.

**Wolfe School**

• Continued from page 78

Attending the school were A. H. Miller, district sales manager, Seeburg; Harry C. Clarkson, branch manager, Wolfe Distributing Company; H. Parker, Jack Callans and Charlie Wellborn, all of Wolfe Distributing Company. From Cohen Amusement Company, Montgomery, were: I. E. Cohen, Raymond Cchen, W. E. Brown, Paul Harrell and L. H. Tharp. Others were Curtis Einfinger, McCrory Music Company, Montgomery; Gary Yates, Yates Music Company, Auburn, Ala.; Ted Barnes, H. E. Bell and Radford Collins, all of Ted's Music Company, Columbus, Ga.

Dan Livingston and William Norris, Pensacola Amusement Company, Pensacola, Fla.; O. C. Wood and Winston Wood, Wood Amusement Company, Andalusia, Ala.; Joe P. Smith, W. L. Tolbert and L. M. McCary, Smith Amusement Company, Crestview, Fla.; L. M. Flow, Flow Amusement Company, DeFuniak Springs, Fla.; S. W. Andrews, Dixie Amusement Company, Dothan, Ala., and K. L. Rickles of Birmingham.

**'My Prayer' Leads**

• Continued from page 78

Ferris; "Whatever Will Be, Will Be," with Doris Day on Columbia, and "A Stairway to the Moon," with Sonny Graham on RCA-Victor.

Selected as most promising records were "Chigger, Chigger Wa-Wa," with Cab Calloway on Ampa, and "Canadian Sunset," with Hugo Winterhalter on RCA-Victor.

Appearing on the program were George A. Miller, MOA president; Louis Casola, Rockford, Ill., MOA director, and Jack Jeffries, Ocala, Ia., MOA director.

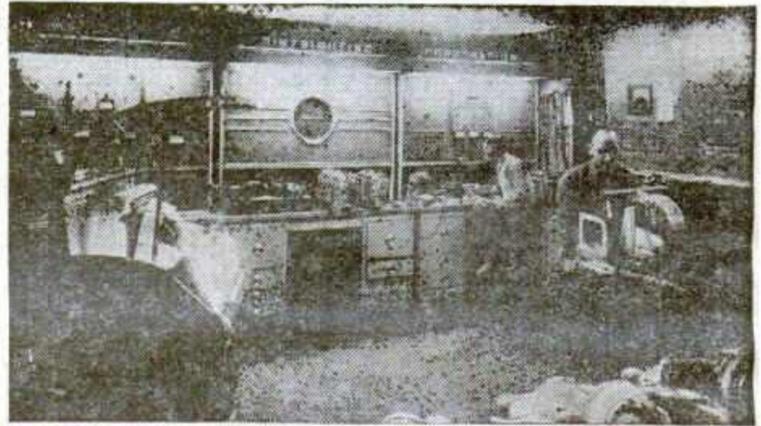
what methods they thought helped and worked the most.

Such discussions soon had all operators convinced that dime play was necessary and possible. With new know-how picked up at each meeting, operators found changeovers progressively easier.

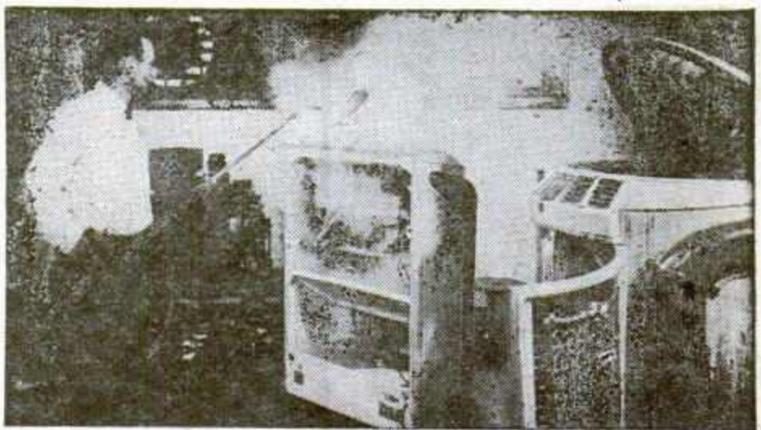
**ALL LEVEL LEGISLATION.** Nowhere is the watchful eye on national legislation more keen than at the headquarters of Music Operators of America. From here, operator defense is planned and put into action against copyright societies trying to eliminate the juke box exemption from the 1909 Copyright Act.

**WHY 40,000 WORDS?****Four Pictures Tell  
Juke Export Story**

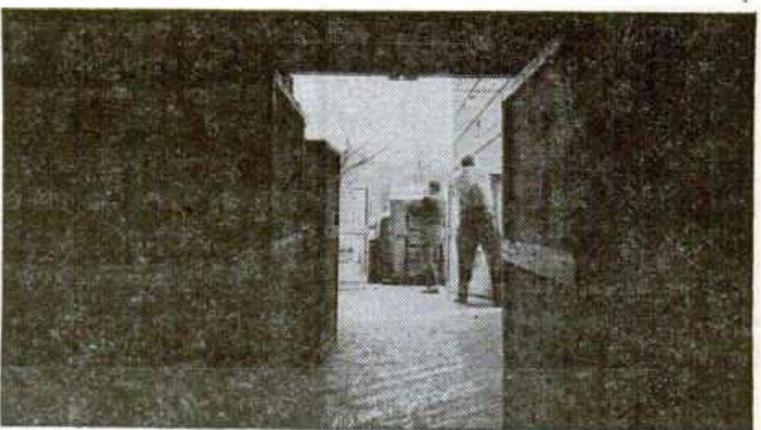
**PHONOGRAPHS PREPARED FOR EXPORT.** The first step for a Davis Distributing Company phonograph marked for export is in the firm's modern service department. Here machines are set up as on an assembly line, checked inside and out for needed adjustments and given a complete overhauling.



**SOUND SYSTEMS CHECKED.** Trained technicians check each phonograph's entire sound system before it is okayed for overseas shipment at Davis Distributing Company, Syracuse. The firm's sound lab features the latest electrical testing equipment available on the market.



**HIGH-PRESSURE STEAMING.** Phonographs slated for export at Davis Distributing Company undergo a thorough cleaning. Via a high-pressure steam-cleaning unit, machines emerge from the cleaning room as spotless as the day they left the factory.



**THE LAST STEP.** One more shipment of specially crated phonographs for export are placed on the loading dock at Davis Distributing Company. Machines shipped by Davis have been checked from top to bottom and have passed all types of inspections.

**104 SELECTIONS**

there is a

**WURLITZER  
PHONOGRAPH**  
for every location

**200 SELECTIONS**

THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

## How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "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.

### MOST ACTIVE EQUIPMENT

For Four-week period ending with issue August 25, 1956

ARCADE EQUIPMENT	HIGH	LOW	MEAN ADV.
1. GENCO—Rifle Gallery..	\$185.00	\$125.00	\$175.00
2. BALLY—Big Inning....	115.00	85.00	85.00
2. SEEBURG—Coon Hunt..	150.00	50.00	125.00
2. CHICAGO COIN—Midget Movies.....	135.00	125.00	125.00
2. WILLIAMS—Sidewalk Engineer....	185.00	150.00	175.00
2. EXHIBIT—Sportland ..	185.00	125.00	175.00
2. UNITED—Zingo .....	65.00	45.00	65.00

MUSIC MACHINES	HIGH	LOW	MEAN ADV.
1. SEEBURG—M-100-C ..	\$575.00	\$485.00	\$535.00
2. WURLITZER—1500 ...	275.00	199.50	225.00
2. WURLITZER—1800 ...	815.00	650.00	695.00
3. WURLITZER—1250 ...	175.00	125.00	165.00

SHUFFLE GAMES	HIGH	LOW	MEAN ADV.
1. KEENEY—Bonus Bowler.	\$125.00	\$ 75.00	\$ 75.00
2. BALLY—Magic .....	275.00	195.00	275.00
2. UNITED—Royal .....	95.00	80.00	85.00
3. KEENEY—Bikini .....	150.00	125.00	150.00
3. KEENEY—Pace Maker..	95.00	50.00	50.00

VENDING MACHINES	HIGH	LOW	MEAN ADV.
1. Acorn 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 10.00
1. Columbus 1c Bulk.....	8.50	5.00	6.50
1. National 930.....	110.00	95.00	95.00
1. Northwestern 49, 1c....	12.50	12.00	12.50
2. National 950.....	115.00	110.00	110.00
2. Northwestern Deluxe 1c & 5c.....	12.00	9.95	9.95
2. P X (10 Col.).....	125.00	115.00	115.00

#### PINBALL MACHINES (Manufacturers with 10 or more games listed below)

BALLY	HIGH	LOW	MEAN ADV.
1. Variety .....	\$175.00	\$105.00	
2. Gayety .....	150.00	115.00	
2. Miami Beach.....	295.00	225.00	

GOTTLIEB	HIGH	LOW	MEAN ADV.
1. Duette .....	\$235.00	\$225.00	
2. Dragonette .....	140.00	125.00	
2. Gold Star .....	150.00	125.00	
2. Southern Belle.....	195.00	175.00	
2. Wishing Well.....	195.00	95.00	

UNITED	HIGH	LOW	MEAN ADV.
1. Pixie .....	\$345.00	\$225.00	
2. Starlet .....	335.00	250.00	
3. Triple Play.....	215.00	190.00	

### ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

	High	Low	Mean Avg.
ABT Challenger (5/46) ..	\$ 30.00	\$ 25.00	\$ 25.00
Big Inning (B) (47).....	115.00	85.00	85.00
Coon Hunt (S) (2/54)...	150.00	50.00	125.00
Dale Gun (Ex).....	65.00	50.00	50.00
Midget Movies (CC).....	135.00	125.00	125.00
Pistol (CC) (1/49).....	75.00	50.00	50.00

	High	Low	Mean Avg.
Rifle Gallery (G) (6/54) ..	185.00	125.00	175.00
Shoot the Bear (S).....	145.00	89.50	125.00
Sidewalk Engineer (W) (5/55) .....	185.00	150.00	175.00
Sky Fighter (M) (9/53) ..	135.00	60.00	125.00
Sportland (Ex) (11/51) ..	185.00	125.00	175.00
Zingo (U) (1/51).....	65.00	45.00	\$ 65.00

### MUSIC MACHINES

SEEBURG	HIGH	LOW	MEAN ADV.
M-100-C (53) 100 sel., 45 RPM.....	575.00	485.00	\$535.00

WURLITZER	HIGH	LOW	MEAN ADV.
1250 (50) 48 sel., 78 RPM.....	175.00	125.00	\$165.00
1500 (53) 104 sel., 45-78 RPM Mix.....	275.00	199.50	225.00
1800 (2/55) (W).....	815.00	650.00	695.00

### PINBALL GAMES

BALLY	HIGH	LOW	MEAN ADV.
Atlantic City (5/52).....	\$ 75.00	\$ 45.00	\$ 50.00
Beach Beauty (1/55).....	475.00	315.00	360.00
Beach Club (2/53).....	85.00	45.00	65.00
Beauty (11/52).....	100.00	49.50	65.00
Big Time (1/55).....	275.00	225.00	255.00
Bright Lights (5/51).....	75.00	60.00	65.00
Bright Spot (11/51).....	75.00	50.00	65.00
Broadway (12/55).....	450.00	365.00	425.00
Coney Island (9/52).....	65.00	39.00	49.50
Dude Ranch (9/51).....	90.00	45.00	65.00
Frolic (10/52).....	85.00	50.00	85.00
Gayety (3/55).....	150.00	115.00	125.00
Gaytime (6/55).....	275.00	175.00	225.00
Hi-Fi (6/54).....	95.00	50.00	90.00
Ice Frolics (1/54).....	95.00	45.00	65.00
Miami Beach (9/55).....	295.00	225.00	265.00
Nite Club (3/56).....	525.00	450.00	525.00
Palm Beach (7/52).....	75.00	49.50	50.00
Palm Springs (11/52)....	90.00	50.00	75.00
Surf Club (3/54).....	110.00	65.00	75.00
Variety (9/54).....	175.00	105.00	135.00
Yacht Club (6/53).....	75.00	45.00	50.00

GOTTLIEB	HIGH	LOW	MEAN ADV.
Dragonette (6/54).....	140.00	125.00	\$129.00
Duette (4/55).....	235.00	225.00	235.00
Gold Star (3/54).....	150.00	125.00	150.00
Southern Belle (6/55)....	195.00	175.00	175.00
Wishing Well (9/55)....	195.00	95.00	185.00

UNITED	HIGH	LOW	MEAN ADV.
Cabana (3/53).....	45.00	45.00	\$ 45.00
Havana (2/54).....	75.00	49.50	75.00

	High	Low	Mean Avg.
Hawaii (6/54).....	75.00	50.00	59.50
Manhattan (4/55).....	175.00	150.00	175.00
Nevada (8/54).....	75.00	50.00	50.00
Pixie (9/55).....	345.00	225.00	285.00
Singapore (10/54).....	75.00	60.00	75.00
Starlet (11/55).....	335.00	250.00	295.00
Tahiti (8/53).....	90.00	45.00	50.00
Triple Play (8/55).....	215.00	190.00	200.00
Tropics (7/55).....	75.00	45.00	49.50

### SHUFFLE GAMES

	High	Low	Mean Avg.
Advance Bowler (CC) (5/53) .....	\$135.00	\$ 95.00	\$135.00
Bikini (K) (6/54).....	150.00	125.00	150.00
Bonus Bowler (K) (3/54) ..	125.00	75.00	75.00
Bonus Score Bowler (CC) (4/55).....	345.00	275.00	295.00
Cascade (U) (2/53).....	59.00	50.00	59.00
Century (K) (6/54).....	195.00	125.00	175.00
Chief (U) (11/53).....	100.00	95.00	95.00
Classic (U) (6/53).....	85.00	69.00	85.00
Clover Shuffle (U) (1/53) ..	70.00	65.00	65.00
Feature (CC) (7/54).....	175.00	125.00	\$175.00
Gold Medal (B) (3/55)....	300.00	300.00	300.00
Imperial (U) (9/53)....	175.00	75.00	100.00
Jet Bowler (B) (8/54)....	175.00	175.00	175.00
Leader Shuffle Alley (U) (11/53).....	125.00	100.00	125.00
League Bowler (U) (1/54) ..	120.00	100.00	115.00
Magic (B) (12/54).....	275.00	195.00	275.00
Pacemaker (K) (9/53)....	95.00	50.00	50.00
Playtime Bowler (CC) (10/54) .....	225.00	195.00	225.00
Rainbow Shuffle Alley (U) (8/54).....	100.00	99.50	100.00
Royal (U) (8/54).....	95.00	80.00	85.00
Super Frame (CC) (5/54) ..	155.00	95.00	155.00
Targette (U).....	175.00	145.00	165.00
Team Bowler (U) (1/54) ..	120.00	100.00	115.00
Tenth Frame Bowler (CC) ..	60.00	50.00	50.00
Triple Strike Bowler (CC) ..	275.00	225.00	250.00

### VENDING MACHINES

	High	Low	Mean Avg.
Acorn 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk.....	8.50	5.00	6.50
National M-2A (9 Col.)..	145.00	115.00	125.00
National 930.....	110.00	95.00	95.00
National 950.....	115.00	110.00	110.00
Northwestern 49, 1c.....	12.50	12.00	12.50
Northwestern Deluxe 1c & 5c.....	12.00	9.95	9.95
P X (8 Col.).....	115.00	85.00	115.00
P X (10 Col.).....	125.00	115.00	115.00

# VENDING MACHINES

82

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

September 1, 1956

## Beads Click in Midwest; Increase Bulk Ball Gum Operators' Grosses

### Credit New Item for Peak Sales; Best Summer Collections in Past Five Years

CHICAGO—Midwest ball gum vending operators are experiencing one of the best summers the industry has enjoyed in the past five years.

Ball gum operators in general credit the banner sales to the high popularity of snap-on beads, which have not only caught the fancy of girls, but boys and adults as well.

Current reports reveal the popularity of the interlocking beads is growing. The consensus of Midwest operators, like that of West Coast operators (The Billboard, July 28) is that the demand for the snap-on beads will continue for several months.

Three leading bulk distributors, King & Company, T. T. Vending Sales Company and Logan Distributing Company, report there is a big demand for the beads, and has been for the past several months.

#### Features Beads

Said Mike Sparacino, co-owner of Sparacino Sons, one of the largest bulk operations here:

"The beads are the fastest selling item we've had in the past five years. We are featuring them in all our machines. They have caught the fancy of the public like nothing before. Machines are emptying much faster than usual. Many that took from six to eight weeks to sell out are now sold out in three to four weeks."

Business will continue at the high level many operators believe as long as the youngsters continue to discover how to make various ornamental items.

Supporting this view is John Harper, head of his own firm here, who believed that only girls would buy the beads. "I was quite surprised to learn that boys as well as adults were buying them," he reported.

#### Make Designs

While girls make strings of beads and bracelets, the boys, he disclosed, make belts, headbands

and special ringlet designs for bicycles. The girls now have taken to making belts and head-dress bands.

Charles Needleman, of Variety Sales, reports: "Business is terrific. Some of my stops that took from three to four months to sell out are emptying in three weeks."

Said Bob Kantor, head of Confection Specialties, one of the largest bulk operators in the Midwest: "Business has been unusually active this summer. The beads have made a big hit with children and

adults like nothing before. The unusually cool weather had also helped to keep sales at a high level."

He expressed the opinion that the bead boom would continue thru the fall, especially if the charm manufacturers bring out vacuum plated ones.

Beads are by far the best sellers of all charms handled by the distributors, according to Paul Crisman, King & Company; Tony Tortorici, T. T. Vending, and Jack Nelson, Logan.

## Vendo Moves to Buy Vendorlator Firm

### Stockholders to Vote on Move Aug. 31; Operating, Sales Policies Remain Same

KANSAS CITY, Mo.—The Vendo Company has moved to acquire the Vendorlator Manufacturing Company, Fresno, Calif., bottle manufacturer, thru an exchange of stock, the terms of which have not been disclosed.

Directors of both companies approved the transaction last week and stockholders will vote on the move Friday (31).

Combined sales of the two firms for 1955 were \$35,552,172. Firm officials estimated that sales of the affiliated companies will be increased to \$40 million.

E. F. Pierson, chairman of the board of Vendo, announced that there will be no changes made in the operating or sales policies of the two firms.

"The action will provide additional facilities and personnel needed for the rapidly expanding product lines of both companies," he stated. "It will also permit more effective research activities thru the combination of facilities and elimination of duplicating efforts."

#### Venders Made

Vendo makes milk, ice cream, pastry, sandwich, hot and cold food, bottle drink and pre-mix equipment. Vendorlator, in addition to making bottle venders, hold subcontracts for aircraft parts and manufactures central system air conditioning equipment.

Vendo's earnings for the first six months of 1956 were \$936,258 or \$1.14 per common share after preferred dividends, as compared with earnings for all of 1955 of \$842,379, or \$1.01 per share. Net sales

currently are 10 per cent greater than that for the comparable period of 1955, Pierson reported.

Vendo became a publicly owned corporation last fall when 174,540 common shares were offered for sale. The common shares are traded over the counter. The firm recently declared an 8 per cent stock dividend.

#### Employs 1,200

The firm's plant here has more than 400,000 square feet, covers 32 acres and employs more than 1,200 persons. An affiliated plant is located in Mexico.

(Continued on page 83)

## IT'S A SPOT OF COFFEE IN ENGLAND NOW

LONDON—Are the English swinging over to coffee?

Warner Theater in Leicester Square, the company's London show place, has installed a coffee vender, a Rudd Melikian Coffee Club machine, the first to operate in Britain.

Britishers have a choice, too. They can have their coffee with cream, with or without sugar, or just plain black coffee. The vender also offers hot chocolate.

## Sunshine to Acquire Gordon In Stock Deal

NEW YORK — Thru an exchange of stock, Sunshine Biscuits, Inc., has agreed to acquire Gordon Foods, Inc., Atlanta, officials of the companies announced last week.

The transaction was approved by directors of both companies. Gordon stockholders will vote on the acquisition September 24.

Sunshine will effect the transaction by issuing an undisclosed number of common shares for all of Gordon's 420,000 outstanding capital shares.

Sunshine is one of the country's leading producers of biscuits, crackers and cookies. Gordon processes potato chips, corn chips, popcorn, salted peanuts and other

(Continued on page 84)

## Theater Meet To Highlight Vending Sales

### Motion Picture Men Look Forward to Full Line Service

NEW YORK—Automatic vending will play an important role in the International Motion Picture Industries show here September 20 thru 24.

That observation was made by Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn, president of the Popcorn Concessions' Association.

"Theater men and concessionaires are looking ahead," Nathan declared, "to an automatic vending food line for drive-in theaters snack bars similar to what is found in many industrial plants today."

Supporting Nathan's view is Lee Koken, director of concessions for RKO Theater Industries Corporation, New York, and PCA general convention chairman. Said Koken:

"We are sold on the advantages of automatic merchandising to supplement personal service stands in

(Continued on page 84)

## Wieners to Head Abco Divisions

NEW YORK—The New York headquarters of Abco, regional distributor for vending machines made by Eastern Electric, Inc., will be sales headquarters for both the Eastern Electro cigarette machine and the Lunch-O-Mat.

Last week The Billboard carried a story on the Abco organization which said that the showrooms of Wiener Sales, Abco affiliate, on 10th Avenue would be devoted only to the Electro.

Since then, the firm announced that Wiener Sales will also handle the Lunch-O-Mat. Bill Wiener will head the Lunch-O-Mat division, while Murray Wiener will be in charge of Lunch-O-Mat sales.

#### Abco Area

Their area will include New York, New Jersey, Eastern Pennsylvania, with the possibility of Maryland and Delaware being added. In charge of the entire Abco distributorship is Bernard B. Azarow, with offices in West New York, N. J.

Wednesday (22) the Wieners received their display Lunch-O-Mat. Bill Wiener said that Abco would warehouse several units and have one model on the floor at all times.

## Oregon Stove Mfr. Bows New Food Unit

PORTLAND, Ore. — Montag Furnace Company, one of the oldest manufacturing firms on the West Coast, has entered the vending field with a food machine.

The firm's vender is designed along the "freezer type" food cabinets to dispense frozen packages of cook meat selections, potatoes, vegetables, sandwiches and dessert. Also provided is a food warmer designed for wall use in which the food is heated.

Said Wesley Turner, Montag's sales representative for the food line that was in development for the past year:

"Using our equipment, Montag workers purchase their lunches from the frozen food vender at the morning coffee break at 10 o'clock. They then place their selection in the wall warmer, and by lunch time the meals are ready to eat."

#### For Small Plants

Continuing, Turner explained that small plants lacking cafeteria facilities can offer a catering type of service with a minimum of problems.

Employees, he said for example, for 50 cents can buy a "full-course lunch" of Salisbury steak, buttered whipped potatoes and a biscuit. Disposable aluminum foil dishes are used to package the food and plastic spoons and forks are provided.

Turner disclosed that the vender has been installed at the local plants of Southern Pacific, Union and Hyster companies. Montag,

he added, has contracted with a local restaurant, Burns, to prepare and deliver the food to the best installations.

The vender has a 200-item capacity with the selection placed in individual compartments in tiers, each with its own pull-down door. No price has been set on the unit. Those installed in Portland are owned by Montag.

Montag officials reported they have about 200 additional machines in various stages of assembly. Montag also builds home freezers in addition to its heating and cooking stoves.

## Trend Toward Boxed Cigarette Packs Seen

NEW YORK—Industry observers here feel that the pouch-type cigarette pack, standard in the cigarette business for a generation, may eventually be replaced by the box-type package.

Leader in this trend is Philip Morris, Inc., which has recently switched its Philip Morris longs and its Parliaments to flip-top boxes.

Currently the PM line-up has Philip Morris king-size, Parliaments and Marlboros in flip-top boxes. Only nationally distributed PM brand in a pouch pack in Philip Morris regulars. Benson & Hedges is packed in the slide-box container.

To date, no other manufacturers have announced plans to switch from pouch to box, but talk here is that such switches are in the offing for 1957.

One factor that may have been holding up the development of box-type packs is the lack of machinery for making the packs. For a while, Philip Morris had been granted exclusivity on machinery made by the British firm of Molins. This exclusivity is no longer in effect and the machinery is now available to all firms.

(Continued on page 83)

## 7-Up Ready on Pre-Mix Push

NEW YORK — The Seven-Up Company has named Lawrence L. Ferree Jr. pre-mix equipment manager. His job will be to assist franchised bottlers in developing pre-mix vending operations.

Formerly Northeast technical counselor, Ferree will work with the product department under Dr. B. C. Cole, assisting bottlers with production, equipment and installation problems.

D. J. O'Connor, sales manager, will direct the pre-mix programs of regional sales managers and counselors, while William E. Winter, sales promotion manager, will be in charge of pre-mix sales plans and training material.

J. D. O'Shea, formerly cooler and vender sales manager, will handle national accounts, initial sales contacts with national concessionaires and chain stores.

Replacing O'Shea as cooler and vender sales manager is Wesley K. Hill, former regional representative. Charles W. Wegner, cooler and vender service manager, will act as field engineer for both pre-mix and bottle venders.

## Calif. Bulk Assn. To Discuss Taxes At Sept. 14 Meet

LOS ANGELES—Bulk vending machines taxes and problems confronting operators, machine manufacturers and product suppliers will be discussed at the bi-monthly meeting of the California Automatic Vending Association September 14 in the Colonial Room of the Ambassador Hotel here.

B. J. (Bob) Grenier, president, announced dinner will be served at 6:30 p.m. with the meeting to get under way at 8 p.m. Tickets for the dinner are \$7.50 each.

# Vendo to Buy Vendorlator

Continued from page 82

Vendorlator's net sales for the fiscal year ended June 30 were \$14,757,722 and earnings were \$10,000. It occupies 250,000

square feet of leased plant in Fresno and employs 1,200.

John T. Pierson is president of Vendo. Other officers are: Robert W. Wagstaff, executive vice-president and secretary; J. E. Hagstrom, first vice-president in charge of manufacturing and engineering; Thomas A. Buckley, vice-president in charge of sales and marketing; Henry Gaddis, vice-president and treasurer; E. L. Benson, vice-president in charge of production, and Carl C. Pierson, assistant secretary.

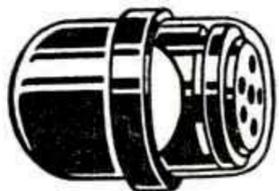
Vendorlator officers are: Harry S. Childers, chairman of the board; Spencer L. Childers, president; H. M. Tripp, executive vice-president; N. B. Swett, secretary; B. H. Watson, vice-president of finance and treasurer, and E. H. Behrend, vice-president of manufacturing.



**VICTOR'S SUPER MART VENDORAMA**  
(Trade Mark)

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending



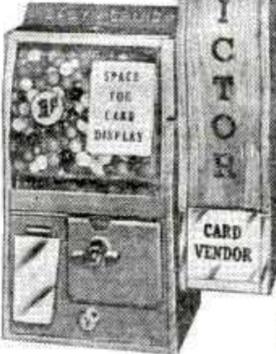
**VICTOR**

Originators of Capsule Vending. Now brings you our NEWEST CAPSULE. The female is made of high-impact material which eliminates breaking and coming apart of capsule in machine.

Write for FREE Samples

## 5-STAR BABY GRAND

PICTURE CARD VENDOR



Vending Beautiful, Interesting Cards Simultaneously with Ball of Gum Large Capacity—

1200 Cards 1200 Balls of Gum

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVENUE  
CHICAGO 39, ILLINOIS

# Boxed Cigarettes

Continued from page 82

In this country the American Machine and Foundry Company has also developed equipment for the manufacture of box-type cigarette packs, and it is expected that American cigarette manufacturers will be using this equipment this year.

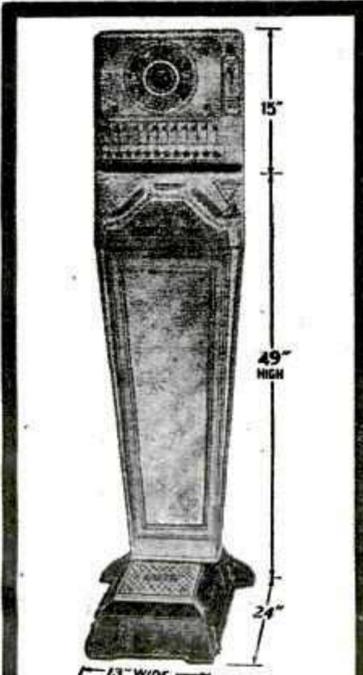
### Pennying Problem

Pennying packs may be a problem in box-type packs, but many operators feel that it is a problem which can be beaten. On the Philip Morris-type pack, the tight cellophane and rigid box construction makes pennying a difficult task. The pennies will pop thru the cellophane.

Possible solutions include the use of a looser cellophane wrapper, using a pliafilm wrapper, or making the boxes with a groove for pennies.

There is a good possibility, however, that the problem of pennying box-type packs may not even arise. A general price increase in cigarettes, coupled with rising taxes and the increased packaging cost could put regular brands on a straight 30-cent vend.

In any event, the replacement of pouch packs with box packs, if it occurs, will be a gradual development, and it is doubtful if the pouch pack will be eliminated entirely.



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.**

4650 W. Fulton St., Chicago 44, Ill.  
Est. 1889  
Telephone: Columbus 1-2772 | Cable Address: WATLINGITE, Chicago

**AT BIG SAVINGS**

**Ball and VENDING GUMS**  
LOW Factory Prices

**BUBBLE • CHICLE**  
**CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. . . . . 27¢ lb  
Chicle Ball Gum, 130 ct. . . . . 25¢ lb  
Chlor-o-Vend Ball Gum, 40¢ lb  
Chlor-o-Vend Chicks, 320 ct. . . . . 40¢ lb  
Chicle Chicks, 320 & 520 ct. . . . . 34¢ lb  
Bubble Chicks, 320 & 520 ct. . . . . 27¢ lb  
Tab (short stick), 100 ct. . . . . 38¢ box  
5-Stick Gum, 100 packs . . . . . \$1.90

**F.O.B. Factory. 150 Lb. Lots**  
**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**J. SCHOENBACH**  
Distributor For  
**oak Manufacturing Co., Inc.**  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
FResident 2-2900  
PHONE or WRITE FOR PRICES

**SUMMER SPECIALS!**

Silver King, 5c. . . . . \$ 8.50  
N. W. 10 Col., 1c Tab  
Gum Mach. . . . . 19.50  
Acorn, 5c . . . . . 10.00  
N. W. 49, 1c . . . . . 12.50  
Master 1c & 5c Comb. . . . . 8.50  
3 Col. Hot Nut 5c & 10c.  
Comb. . . . . 25.00  
3 Col. Shipman Stamp Mach. 17.50  
2 Col. Shipman Stamp Mach. 12.50

**STONER CANDY MACHINE**  
6 col.  
102 Bar Cap.  
Vends 5c & 10c Candy  
**ONLY \$125**

**LATE MODEL ROWE CANDY MACHINE**  
160 Bar Cap.  
with changer  
**ONLY \$150**

All machines completely checked and ready for location—Order with complete confidence.  
½ Deposit, balance C.O.D.

**Rake Coin Machine Exchange**  
609-A Spring Garden St., Philadelphia 23 Pa. LOMbard 3-2676

**CHARMS—Miniature Cigarette Lighter—It Works!**  
Will vend with 210 ball gum. Ass't. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Plaid. Packed dozen to a box—ass't. designs. \$2.50 per doz.; \$27.50 per gross. Full cash plus postage with order.

**EVCO MERCHANDISERS**  
397 Cortland Ave. San Francisco, Calif.  
Leon "Hi-Ho" Silver, Gen. Mgr.

**PLUG-IN BEADS**  
Pearlite Colors  
**NEW 210 COUNT GUM SIZE BETTER? They vend 1 for a penny.**

DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.  
In 25 M lots, \$3.50 per M.  
Less than 25 M, \$4.00 per M.

Send 35c for Regular Sample Kit of Charms

**SURE LOCK**—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

**World's Largest Selection of Miniature Charms**  
**PENNY KING COMPANY**  
2538 MISSION STREET PITTSBURGH 3, PA.

**CIGARETTE MACHINE CONVERSIONS**  
**IMMEDIATE DELIVERY**  
on 25c and 30c Coin Mechanism Conversions for  
**ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS NATIONAL** 930, 950 750, 9A

**UNEDA ALL MODELS**  
Also • **ROWE PRICE DIFFERENTIAL BARS**  
Available: • **NEW CIGARETTE MAGAZINES (Containers)** for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.  
TERMS ARRANGED—WRITE FOR INFORMATION.

**CIGARETTE VENDORS**

National Model 9A, 9 Cols., 370 Cap. . . . .	\$125.00
National Model 750, 7 Cols., 270 Cap. . . . .	110.00
Lehigh PX, 10 Cols., 300 Cap. . . . .	125.00
Lehigh PX, 8 Cols., 240 Cap. . . . .	115.00
Du Grenier Champion, 11 Cols., 420 Cap. . . . .	115.00
National 950, 9 Cols., 370 Cap., 25¢ & 30¢ . . . . .	115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ . . . . .	135.00
National 930, 9 Cols., 270 Cap., 25¢ & 30¢ . . . . .	110.00
King or Reg. . . . .	110.00
Rowe Diplomat, 8 Cols., 340 Cap., 25¢ & 30¢ . . . . .	145.00

All Equipment Unconditionally Guaranteed  
**COMPLETELY RECONDITIONED AND REFINISHED**  
Trade Prices, 1/3 deposit, balance C.O.D.

**Uneda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

**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 1¢ and 5¢ 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!

contact your DISTRIBUTOR or

West Coast Factory Sales Office  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 So. Grand Avenue, Los Angeles, California

East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone: AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave. Culver City, California

**WE HAVE OAK'S "PREMIERE"**

**T. T. VENDING SALES CO.**  
2659 N. Racine Ave.  
Chicago 14, Illinois

**VENDING MACHINE & SUPPLY HEADQUARTERS**

There's always a complete selection of the following new machines in stock. Satisfaction guaranteed.

- Victor
- Acorn
- Northwestern
- Watling Scales
- Shipman Stamp Machines
- Used equipment
- Filled or empty capsules
- Full line of charms, ball gum, stands, parts and merchandise

**WRITE FOR SPECIAL GUM AND CHARM PRICES**

**H.B. Hutchinson Jr.** 860 North Ave., N.E. Atlanta, Ga.  
Phone: TRinity 5-4300

# PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.

Send more details  Send scale   
\$20 deposit enclosed

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## THE HOTTEST ITEM IN YEARS GUGGENHEIM'S GLO-LANTERN

Really glows in the dark

Plastic .....11.50 per thousand  
Vacuum Plated .15.00 per thousand  
at your distributor or ...

**Guggenheim**  
INC.

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

## THE TRUTH ABOUT FALSE FINGERTIPS

Honesty is the Best Policy. FINGER-TIPS are the Best GIMMICK. They are TERRIFIC. Feature them along with our new low-priced PEARLIZED 12 MM. Beads and our beautiful Vacuum-Plated Colored CHARMS, Series #10.

FINGERTIPS .....\$15.25  
PEARLIZED BEADS ..... 2.50  
CHARMS, Series #10..... 3.00

All Prices Per 1,000  
f.o.b. Jamaica, N. Y.  
Or: At Our Distributors.

If you could see our orders for all three items listed above and hear the reports given us on results, you'd order HEAVY, AT ONCE. Honestly and sincerely—this is what you should do.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place  
Jamaica 35, L. I., N. Y.

# Theater Meet Plugs Vending

Continued from page 82

theaters. In theaters across the country patrons get quick and efficient service from vending machines which act as courteous, silent salesmen in the lobbies when our personal service stand is crowded.

A recent survey conducted by PCA disclosed the growing sales potential for all types of venders in theaters. Among products and

merchandise dispensed thru venders in theater are: Popcorn, ice cream, soft drinks, coffee, hot chocolate, hot soup, cigarettes, cookies, cosmetics, perfume, sanitary napkins, combs and a host of other toiletries.

Panel discussion will include the following topics on vending operations: "Automatic Drink Machine Operation," "The Future of the Vending Machine in Theaters," "Ice Cream and Milk Vending," "Vending Machines and Their Importance" and "Bulk Popcorn Machine Vending Yields Big Profits."

PCA along with the Theater Owners of America, Theater Equipment & Supply Manufacturers' Association and Theater Equipment Dealers' Association hold concurrent conventions and are co-sponsors of the International Motion Picture Industries Trade Show.

## Sunshine, Gordon

Continued from page 82

snack items for the vending industry.

For the fiscal year ended May 31, it reported sales of \$15,993,010 and profits of \$416,865, or 99 cents per share. Gordon owns processing plants in Cincinnati and Louisville, leasing others in Atlanta, Memphis, Birmingham, Nashville, Norfolk and Chattanooga.

Sunshine last year earned \$6,090,873, or \$5.96 a share on sales of \$119,173,092.

## One Dozen HOT Items!

	Per M
1 STEAMWARE, vacuum plated ...	\$16.50
2 STEAMWARE, plastic .....	12.50
3 "LIVE" DOG on Roll .....	14.00
4 SCOUT KNIVES, vacuum plated ...	7.75
5 HORSES (they stand), vacuum plated ...	8.00
6 BABY SHOES, vacuum plated ...	8.50
7 BABY SHOES, plastic .....	5.00
8 FISH (they stand), vacuum plated ...	7.75
9 CLOTHES PINS, vacuum plated ...	8.00
10 MARACAS, they rattle .....	10.50
11 TOILETS, all-time best seller.	12.50
12 PERFUME (250 pieces minimum) ..	8c ea.

PAUL A. PRICE CO. INC.  
55 Leonard St., N.Y. 13, N.Y. (GOrtland) 7-5147



**VICTOR Standard TOPPER 1c BALL GUM VENDER**  
\$13.25  
Each  
\$12.75 Each  
100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER**  
As High As \$6.00 Per Machine On VICTOR TOPPERS  
Send Us Your List.

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**A GIVEAWAY!**

4 VICTOR STANDARD TOPPERS PLUS 10,000 SNAP-ON BEADS PLUS 25 LBS. OF 210 BALL GUM \$74.50 TOTAL COST

Cash with order or 1/3 dep., bal. c.o.d. TIME-PAYMENT PLAN ARRANGED

**PIONEER VENDING SERVICE**  
Svd. Rubenstein  
590 Albany Ave. Brooklyn 3, N. Y.  
PResident 4-5358

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model ... \$110.00  
STONER 6-COLUMN CANDY, 102 capacity, prewar model ... 80.00  
STONER 8-COLUMN CANDY, 160 capacity, postwar model .. 165.00  
ROWE 8-COLUMN CANDY, 120 capacity .. 60.00  
DUGRENIER CHAMPION CIGARETTE, 11-column, king size .. 65.00  
DUGRENIER MODEL S 7-Column, king size .. 45.00  
UNEEDA 6-COLUMN CIGARETTE, king size .. 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

**NATIONAL VENDING SERVICE CO.**  
308 Furman St. Brooklyn, N. Y.  
TRiangle 5-1857

join the **Waves**

be a woman of the world!

YOUR NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

**CANCER % YOUR LOCAL POST OFFICE**

Give to the AMERICAN CANCER SOCIETY

**VICTOR'S 5-STAR BABY GRAND PICTURE CARD VENDOR BRINGS BIGGER PROFITS**

Vends beautiful, interesting cards simultaneously with ball of gum. Large capacity—1,200 cards, 1,200 balls of gum.  
Write for our prices on Victor's venders, candies, ball gum and charms.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2029 Prospect Ave. Cleveland 15, Ohio  
Phone: TOWer 1-6715

**New—For Additional Income ADVANCE AMCO® HANDY POCKET COMB VENDOR**

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in venders. Provides a highly appreciated location service and fits in well on location with other venders. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

**SPECIFICATIONS**  
Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33 1/2", width 4 1/2", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4 1/4" long, 1 1/4" wide, 7/64" thick

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

**PRICE OF MACHINE**  
10¢ Operation— Each  
Single ..... \$24.10  
2 to 11 ..... 19.30  
12 to 49 ..... 18.05  
50 or more ..... 17.60

**PRICE OF COMBS**  
Gross  
1 to 24 gross ..... \$3.50  
25 to 49 gross ..... 3.25  
50 to 100 gross ..... 3.00

Immediate Delivery on Machine and Combs. Order Today!  
Write for information on other types of vending machines & merchandise  
**J. SCHOENBACH 1645 Bedford Ave. Brooklyn 25, N. Y.**

**GIVE TO DAMON RUNYON CANCER FUND**

**Keeney's 3 VENDERS**

**SOUP COFFEE SNACKS**

**BRING 3-WAY PROFITS!**  
Write FOR FREE CIRCULARS TODAY!  
**J. H. Keeney & CO. INC.**  
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

**SUCCESSFUL VENDING REQUIRES:**

The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

**Northwestern Venders**

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

**NORTHWESTERN 5c PACKAGE GUM VENDER**

For full information on our complete line of profit-making venders write to—  
**THE NORTHWESTERN CORP.**  
2916 Armstrong St. Morris, Ill.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
ABT Guns	30.00
Acorn 1c or 5c	8.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.80
Pistachio Nuts, Large Tullin	.77
Pistachio Nuts, Vendor's Mix	.70
Pistachio Nuts, Shell	.57
Cashew Whole	.63
Cashew Butts	.61
Peanuts Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.32
Rainbow Peanuts	.30
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets—similar to M & M., 550 ct	.40
Assorted Fruit Charms, 100 ct	.42
Rain Blo Ball Gum, 60 ct.	\$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct., 200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.  
1/3 Deposit, Balance C.O.D.  
**STAMP FOLDERS, Lowest Prices**... Write

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

## Will Pool Games Be Back in Fall?

Fischer Sales Exec. Lists Seven Reasons Why They Will Stage Strong Comeback

CHICAGO — Coin-operated pool games will stage a strong comeback this fall and winter.

That is the optimistic view expressed by R. W. Weikel, general sales manager of Fischer Sales & Manufacturing Company, Tipton, Mo., a pioneer manufacturer of the game.

Weikel bases his future outlook of the game on seven points, and the fact that new adaptations of the game along the lines of its original play will rejuvenate interest now that the readjustment period is about over.

Pointing out that many distributors have interpreted the usual summertime slowdown to mean the end of bumper pool popularity, Weikel

stated he takes an entirely opposite view, basing his view on the following seven points:

1. Any time 100,000 plus games of one basic type are produced within a seven-month period of time—September thru March—there is bound to be a readjustment period.

2. The readjustment period coincided with the beginning of the usual summer slowdown period when players began thinking of golf, swimming, fishing, gardening, etc.

3. The history of bumper pool in Europe, where it originated, has set a pattern which so far has been followed by the U. S. market. After the initial distribution thruout Europe, bumper pool distribution fell off to almost nothing for a period of six months, then it came back strong and has been going along at a steady pace.

(Continued on page 86)

## Old Games Sold As Yule Gifts By Denver Op

DENVER—What to do with obsolete coin-operated amusement games is no problem to Lou Shulman, head of Modern Music Company here.

Shulman simply offers them at "outright sales" to the public as unusual gifts at Christmas time, reporting he has had excellent results.

Running a series of advertisements in local newspapers during the Yuletide season, Shulman points out in his ads that these unusual gifts are favorites with children and adult alike, offering special entertainment in the home.

Preparations for the holiday sale in under way the entire year, Shulman stated. "We repair

(Continued on page 86)

## Empire, Kitt Celebrate 15th Coin Birthday

CHICAGO—Empire Coin Machine Exchange celebrates its 15th anniversary in the coin machine business next Tuesday (2).

The firm's history has been one of steady expansion. Gil Kitt, president and founder of the firm, launched Empire Coin in a one-room office on North Avenue in 1941. Today the firm occupies quarters on Milwaukee Avenue which feature offices, showrooms, service and parts departments and storage space.

The firm currently handles such lines as United, Williams, Genco, Auto-Photo and Klopp. In 1941 Empire only jobbed equipment, held no franchises whatsoever.

In addition to local sales, Empire also built up a large export business.

Currently the firm is in the process of expanding its sales department. Joe Robbins, sales manager, said that present plans call for additional personnel on the road and in the office.

Kitt is also president of the National Coin Machine Distributors' Association.

## HARDTOPS POP STOPS FOR OP

NEW ORLEANS — A highly unusual departure in service vehicles is paying dividends for TAC Amusement Company, pinball operating firm here.

Instead of the usual station wagon or panel truck, the firm uses Chevrolet Bel Air hard-top convertibles. Each bears the TAC signature—a phonograph record in bright green against a yellow background.

According to the firm they not only attract attention but have been initially responsible for establishing new locations besides.

## Scientific Set For 10th Ave.

NEW YORK—Nat Cohn, Scientific Machines, Inc., Monday (27) moved from his Brooklyn plant to the 10th Avenue.

The 583 Avenue showroom is a modernistic, glass-front building. Cohn said he would give complete details on the move next week.

## 11 New Games Bowed In July and August

Gun Unit, Five-Ball Pins Spark Revived Interest as 1956 Models Reach 84 Mark

CHICAGO—Eleven new games were introduced during July and August in the coin-operated amusement game field, bringing the firm's total of new models to 84.

Two—gun and five-ball pin games—brought about a marked renewal of interest in the field (The Billboard, August 18.)

For the first time, July was the only month in 1956 thus far in which no new pool games were bowed. Three new versions of the game debuted in August.

First of Year

However, the introduction of a new gun game that month, the first of the 1956 year, State Fair Rifle Gallery by Genco Manufacturing & Sales Company, made news.

Rifle games, according to reports, (The Billboard, August 18), are clicking thruout the country. Reports from distributors disclosed

there is a big demand for good used gun games and that they are hard to secure.

This report was substantiated further by other manufacturers' renewed interest in gun games, and Genco's report that it has increased its daily working shift to 12 hours on production of the unit to meet demands.

Enter Chi Coin

August produced the setting for a big revival in the interest of five-ball novelty games. Chicago Coin Machine Company increased the "new look" in the field by re-entering it. This move was followed by reports that other game manufacturers may follow the pattern. (The Billboard, August 18.)

More—than 50 per cent of the games—six—debuted during the two months were of the pinball variety. The other singleton type was a new bowler by Bally Manufacturing Company.

Following is a list of the 10 new models presented during the two months:

July		
Games	Mfrs.	Type
State Fair Rifle Gallery	Genco	Gun game
Monaco	United	In-line pin
Classy Bowler	Gottlieb	Five-ball pin
Surf Rider	Williams	Five-ball pin
Deluxe Congress Bowler	Bally	Shuffle bowler
August		
Emco Junior	Emco	Regular pool
Double Header	Bally	In-line pin
Blondie	Chicago Coin	Five-ball pin
Hot Diggity	Williams	Five-ball pin
Rotation Rack	Marvel Billiard	Rotation pool
Break Pool	Marvel Mfg. Co.	Rotation pool

## September to Bring Forth New Galaxy of Games: Mfrs. Swing Indicates Revived Interest in Several Types, Location Studies Reveal

CHICAGO—September should be the big month for the coin-operated game amusement industry.

Manufacturers are expected to introduce an entirely new array of games now that fall is practically here. That is the consensus among distributors and operators, and it follows tradition.

Thruout the industry is the eager look for that "big, all-location, hot piece" that will set the country ablaze with new interest as did the pool game when introduced last September.

However, the current trend does not point to any one specific game to lead the field. The swing generally indicates a renewed interest in several.

Manufacturers disclose they have a number of different types of games on test locations, reporting in each case better than average acceptance by patrons.

Gun games are on the upswing

## Gottlieb Bows Sea Belles, New Five Pin Game

CHICAGO — Sea Belles, D. Gottlieb & Company's new two-player five-ball pin game is being shipped to distributors this week.

Main target of the game are the double bonus holes located in the center of the playfield. A player scoring in the holes when lighted doubles the scores indicated.

The game also features four mystery light-up pop bumpers for extra high scores, and has three bonus advancing targets. It also has two light-up kickers and two flippers.

The game features twin coin chutes, 10 cents for a single game or three games for a quarter.

as is play in the five-ball novelty field (The Billboard, August 18). Interest, too, is rising in shuffle and bowling type pieces, according to reports across the nation.

As to golf games (putting skill) manufacturers are in general accord that the unit does not lend itself to the location field. They claim it would occupy too much space, does not offer enough competition.

Since July only nine new games or conversion models have been introduced (see story elsewhere in this section). Of the nine, five were of the pin-game variety, one a rifle unit, two pool conversions, and a bowler, combining pool game play.

But, according to manufacturers, there will be a number of new games on the market within the next few weeks.

Alvin Gottlieb, advertising manager, D. Gottlieb & Company, disclosed the firm has a complete line of new equipment on test locations that will keep it in production for the remainder of 1956.

"Our tests on locations thruout the country show that all these new machines meet with approval," Gottlieb stated. "All are in the five ball-line."

Gottlieb during the latter part of July introduced a five-ball pin game featuring a bowling theme.

Genco Manufacturing & Sales Company, according to Ralph Sheffield, director of sales, has had remarkable success with its new gun game, State Fair Rifle Gallery, and has a 12-hour-per-day shift working to produce it.

At United Manufacturing Company, Bill DeSelm, sales manager, (Continued on page 86)

## Boston Juke Box Ops Protest Proposed Tax

BOSTON — A proposal to Mayor John B. Hynes to levy a \$50 annual tax on automatic phonographs brought a storm of protest from members of the coin machine industry and the Massachusetts Music Operators' Association this week.

The attempt to gain more revenue against the ever-mounting tax rate would strike all the way from night club seats to hospital beds and would be in addition to the tax of \$2 per week by the city and \$2 by the State for Sunday license fees. There is currently no levy on the week-day operation of a juke box in Boston.

David Baker, president of MMOA, said representatives of the group would appear at a hearing to be held by the city council within a few days. Other factions of the industry were also prepar-

ing to attend and register their protests.

One industry spokesman pointed out that a tax measure was being made out of license fees, since the city was attempting to lower its tax rate at the expense of the operator. The theory behind any license fee, he said, was simply to cover the cost of administration, and, therefore, this move was, he felt, unconstitutional.

Others who also planned a protest said they believed the operators were already paying more than their share in the present Sunday levy. The combined fee of \$4 car. either be paid each week or at a flat rate of \$100 by the year. Most operators use both methods of payment, since it is sometimes difficult to figure if a new location will last out the year for which the fee must be paid in advance.

## Ohio Judge's Anti-Free Play Ruling Studied

COLUMBUS, O. — Confusion continues to reign in Ohio over the legality of pinball machines. The Ohio State Liquor Department was given authority August 15 to seize free-play pinball machines in taverns and any other permit holders' places.

Franklin County Common Pleas Judge Rogert E. Leach filed a court entry modifying a restraining order issued February 17, 1954. That restraining order prohibited liquor department agents from seizing any pinballs.

Judge Leach's entry is in line with the recent decision by the Ohio Supreme Court which declared that all pinball machines which offered any type of awards including free plays.

Kiener Johnson, assistant Ohio attorney general, said that Judge Leach's entry means that agents now will be able to pick up pinball machines which offer free play or any type of awards.

However, State Liquor Director William C. Bryant promptly announced after the entry was made that further study would be required before his department takes any action.

Bryant said that in the light of the study, an "attempt will be made to determine what effective steps are permissible under the latest court order."

**Panoram Operators!**  
**FOR SALE**  
We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.  
**Phil Gould**  
283 Market St. Newark 5, N. J.  
Market 2-4275

**SAVE MORE MONEY—  
MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

**Galaxy of Games in Offing**  
Continued from page 85

stated the firm will be introducing new games within the month. He would neither confirm nor deny the reports that United is working on two shuffle type games, a five-ball pin unit and a new rifle game. Exhibit Supply Company, headed by Sam Lewis, has advertised to watch for its new gun

**ATTENTION - ALL OPERATORS!**  
Here's the surprise of your life! You can restore your pool table operating to original big play and takes!

**NEW RACK POOL TOPS**  
FOR ALL TABLES

BRAND-NEW PANELS • BRAND-NEW CLOTH (highest grade rubber backed, hand screened) • BRAND-NEW CUPS (2) • BALL RACK and OVER-SIZE CUE BALL.

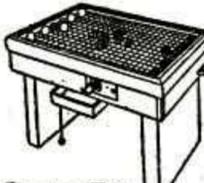
Complete Ea. \$35  
Lots of 5 or More \$30 Ea.

Like New Tables, Balls and Sticks with RACK POOL Tops. Reg. Size \$95 Jumbo Size \$145

CHARLEY PIERI  
**Monarch Coin Machine, Inc.** 2257 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7

**PURVEYOR'S SPECIALS**

**BINGOS**  
Big Time ..... \$240.00  
Gay Time ..... 230.00  
Variety ..... 175.00  
Pixies ..... 225.00  
Night Club ..... Write  
Broadway ..... 385.00  
Beach Beauty ..... 335.00  
Miami Beach ..... 250.00

**POOL TABLES**  
  
**\$79.50 & UP**

**POOL GAME SUPPLIES**  
Chalk, Gr. .... \$ 3.50  
10-Minute Cement, Tube ..... .20  
Cue Clamps, Ea. .... .25  
Plastic Cups, red or white, Ea. .... .50  
Coin Chutes, Ea. .... 10.80  
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  
Pads, 1000 ..... 7.50

**EXTRA SPECIAL KEENEY SPORTSMAN GUNS \$175.00**

WANT TO BUY LATE SHUFFLE GAMES A B C & CONGRESS SEEBURG B C & R WILL TRADE POOL TABLES OR PAY CASH

**PURVEYOR** 4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS JUNIPER 8-1814  
Better Buys

game, but outside of admitting several other items on "the fire," Lewis would say nothing more at this time.

Sam Wolberg, co-owner of Chicago Machine Company, which just re-entered the five-ball pin field with its "Blondie" (The Billboard, August 18), reported his firm is experimenting with four or five new games.

Fischer Sales & Manufacturing Company, Tipton, Mo., according to reports, is preparing to introduce a new pool unit more along the lines of the conventional game than the bumper type models.

Marvel Billiard Supply Company has just introduced a new conversion pool table top featuring "rotation rack pool" played with 10 numbered balls.

Bally Manufacturing Company reportedly has several new games which it will introduce in the future. It recently bowed a new in-line pinball game, and during the latter part of July began new production on its Deluxe Congress Bowler

**ATLAS... BETTER MUSIC for Your Money!**

A.M.I. MODEL A ..... \$ 95  
A.M.I. E-120 ..... 365  
WURLITZER 1650 (45 RPM) ..... 465  
WURLITZER 1900 ..... 825  
WURLITZER 1250 ..... 175  
WURLITZER 1500 ..... 275

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 6-5005

**WE WANT LATE MODEL BALLY BINGOS**  
NITE CLUB BROADWAY BEACH BEAUTY MIAMI BEACH GAY TIME

Write—Wire—Call—with best price!  
**WE'VE GOT Bargain Prices for BALLY—VARIETY—ICE FROLICS—SURF CLUB—BIG TIME—PALM SPRINGS, Etc.**

DISTRIBUTORS and LARGE OPERATORS: Send your complete inventory!

**Redd** 298 Lincoln St., Allston 34, Mass. ALgonquin 4-4040  
Exclusive distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

WE WILL SHIP ANYWHERE

**Pool Comeback**  
Continued from page 85

4. Pool has been an immensely popular game for many decades, and a few months' "flash" during one winter season in the coin-operated field is not going to spell its doom.

5. Nothing so far this year revealed by manufacturers shows any possibilities of capturing players' appeal as did bumper pool.

6. Conversations with many operators and distributors during the past several weeks disclosed that cash receipts have been picking up significantly considering its August, the top vacation month.

7. While somewhat slower, Fischer's production and shipments of bumper pool games has continued at a steady clip thru the summer months.

**New Versions**  
Further, Weikel declared, Fischer intends to continue to build many different types of pool games, and currently is readying an adaptation of the regular game for release in September.

"If test performances can be considered any criterion, this new game will be a strong shot in the arm for coin-operated pool games this fall and winter," he stated.

Marvel Manufacturing this week announced it is shipping a new Break Pool, rotation type, table top for conversion purposes of the game (see story elsewhere in this section). Marvel Billiard Supply Company bowed a Rotation Rack Pool table top conversion piece recently (The Billboard, August 18).

**Old Games Sold**  
Continued from page 85

and refinish the games during slack periods, and store them away until the Christmas season," Shulman explained.

The old machines are repainted in brighter than usual colors to give them a sparkling appearance that adds greatly to sales appeal. During the year Modern may accumulate from 25 to 50 machines which are offered from \$25 to \$100.

Parents of large families are among Modern's best customers, Shulman disclosed. The games are ideal pieces for play-rooms, and provide unusual entertainment for keeping children at home.

Modern also rents games and juke boxes for office parties as well as home parties and to civic clubs for special events.

**COIN MARKET PLACE**  
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**NEW ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 20¢ a word—Minimum \$4.00.  
CASH WITH ORDER

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATES: \$1.00 a line—\$14.00 per inch.  
CASH WITH ORDER  
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
**THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22**

**NEW MODEL PENNY DISPENSERS**



Price \$11.95

- ★ Free long plastic refill tube available with each penny dispenser.
- ★ All die-cast parts in mechanism.
- ★ Chrome-plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c tube available in quantity, and single 5c tube with base attached also available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

Patented Patents Pending

Exclusive Factory Representative  
For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington.

**DUNIS DISTRIBUTING CO.**  
100 Elliott Ave., W., Seattle 99, Wash., Ph.: Alder 0414 (Inquiries Accepted Now for Local Distributors)

**Business Opportunities**

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. se29

EXCELLENT MONEY-MAKING OPPORTUNITIES in coin radios and coin television for operators and distributors. Installations made in hotels and motels. Write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. se1-chnp

**Help Wanted**

PINBALL AND MUSIC MACHINE MECHANIC. Must be experienced; no lishes need apply; family man preferred. Apply to C. P. Morgan, 306 N. Pine, Ellensburg, Wash. se29

**Parts, Supplies & Services**

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-se29

**Used Coin-Operated Equipment**

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. se29

ACORN 6-LB. GLOBES IN CASES OF 9, 75¢ each, f.o.b. Los Angeles. Western Vending Machine Co., 2363 S. Robertson Blvd., Los Angeles 34, Calif. se15

CIGARETTE-CANDY-COFFEE-CIGAROMAT—FACTORY DISTRIBUTORS—  
U-Select-It, Candy & Coffee, Royal "17" & Mercury Cigarette Machines, Waiting Scales, Hay-A-Bag Sandwich & Potato Chip Machines. Write for complete information & prices.

TEXAS ASSOCIATED ENTERPRISES  
P. O. Box 1068 Amarillo, Texas

**Business Opportunities**

MUST SACRIFICE 7 V200 SEEBURGS TO dissolve partnership. Absolutely like new, make offer. Stapleton's, 300 E. Walnut, Springfield, Mo. se8

**SANITARY VENDING MACHINE HEADQUARTERS**  
"Spare" sanitary napkin vendors, DAV razor blade vendors, Advance 23C's National #3, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.  
Authorized factory distributor of ADVANCE VENDING MACHINES  
**NATIONAL SANITARY SALES**  
Dept. B-8, 6440 N. Western Ave., Chicago 45

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. se29

WILL PAY CASH FOR MILLS PANORAMS, any quantity, regardless of condition or quantity; also want Cabinets and Projectors, Parts. H. E. Loebbeck, 1438 N. Emporia, Wichita, Kan.

**Wanted to Buy**

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. se29

VENDING MACHINES WANTED—4 OR 5 Jacks, Northwestern 49's, Silver Kings, Acorns, Poppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17n

WANT LATE AUTO PHOTO. HOWARD, 19500 Puritas, Cleveland, Ohio. Clearwater 1-7022.

WANTED—USED BOWL-O GAMES OR Strikes and Spares and Arcade Type games. Staples Recreation Club, Corydon, Iowa.

WANTED—45 RPM RECORDS RECENTLY pulled from coin machines; any amount, \$14 per hundred, Phone Records, 334 Ogilthorpe Rd., Jacksonville 11, Fla.

## KEEP YOUR EYE ON THE EXHIBIT SUPPLY CO.

### Channick Named ISC Sales Mgr.

PHILADELPHIA — Walter Channick has been promoted to sales manager of the International Scott-Crosse Company here, Abe Witsen, ISC president, announced this week.

Channick has been a salesman with the firm for eight years. ISC is distributor for Rock-Ola, Williams, Bally and Gottlieb.

## BINGO SPECIALS!

### CLEAN GAMES READY FOR LOCATION

Variety .....	\$135	Beach Club .....	\$55
Galely .....	115	Dude Ranch .....	55
Ice Frolics .....	95	Palm Beach .....	50
Hi-Fi .....	90	Yacht Club .....	45
Surf Club .....	70	New Bally Pin Pool, Long .....	Write
Bally Beauty .....	60	New Keeney Flicker Pool .....	Write
New Pool Sticks .....		\$1.50 each	

Immediate delivery

1/3 DEPOSIT

FRANK MILLS, Mgr., Dept. R-6

## SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

### BUMPER POOL OPERATORS

#### RACK POOL PLAYFIELDS, 2-HOLE

SPECIAL INTRODUCTORY PRICE ..... \$25.95 each

NO. 1 REGULAR—HOLES CLOSE TO CUSHION.  
NO. 2 SPECIAL—HOLES AWAY FROM CUSHION. SPECIFY STYLE.

Playfields consist of NOVOPLY bases. Covered with top-quality billiard cloth. Plastic post bumpers on the sides of each hole.

Breaking and spotting cue ball marked on playfield. Included with each playfield is a 10-ball rack. These playfields are interchangeable on most all makes 36x52".

WE OFFER YOU QUALITY AT LOWEST PRICES

#### ROTATION POOL BALL SETS

When you order from Marvel, you get GENUINE ROTATION BALLS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/2". Per set \$18.50

ARAMITH ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/2". Per set \$19.75

DELUXE CUE BALLS, 2 1/4" ..... Each \$2.50

REGULAR CUE BALLS, 2 1/4" ..... Each \$1.95

2 1/2" 10 BALL RACKS ..... Each \$1.50

KELLY POOL BOTTLES ..... Each \$1.50

TALLY BALL SETS (Peas), Nos. 1-10, Incl. .... Per set .65

IMMEDIATE DELIVERY

INCLUDED WITH EACH SET OF ROTATION POOL BALLS ARE A HANG-UP RULE CARD AND AN INSTRUCTION SHEET FOR THE OPERATOR. REMEMBER ONLY MARVEL BILLIARD SUPPLY CO. FURNISHES RULES AND INSTRUCTIONS FREE WITH EACH SET OF ROTATION POOL BALLS.

For Top Quality Bumper Pool Supplies—Every Item You Need

... Write for Our Special Price List for Bumper Pool Supplies.

Pick up your phone—for fast service, ask for Charlie

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

**MARVEL BILLIARD SUPPLY CO.**

1804-05 W. LAKE ST., CHICAGO 12, ILL. Phone: M0400 6-8855

Exclusive Distributors for  
AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

#### USED 5-BALLS

Dix. 4-Bagger .....	\$325.00
Twenty Grand .....	49.50
King of Swat .....	325.00
Struggle Buggies .....	69.50
Bandwagon .....	245.00
Smoke Signal .....	175.00
Fairways .....	59.50
Four Corners .....	59.50
Guys & Dolls .....	59.50
Marble Queen .....	94.50
Gypsy Queen .....	189.50
Quartette .....	64.50
Southern Belle .....	195.00
Duette .....	225.00
Daffy Derby .....	84.50

#### USED MUSIC

AMI Model "A" .....	\$ 69.50
AMI Model "B" .....	99.50
AMI Model F-80 .....	595.00
Seeburg M100C .....	525.00
Seeburg M100R .....	775.00
Wurlitzer 1800 .....	750.00

#### ARCADE & KIDDIE RIDES

Zoo Ride .....	\$195.00
Ex. Sportland .....	175.00
Genco Sky Rocket .....	300.00
Wms. Jet Fighter .....	250.00
Ex. Dale Gun .....	29.50
Sidewalk Engineer .....	150.00
Recorio .....	49.50
Wms. Crane .....	Write

#### WANTED

AMI 80 and 120 selection wall boxes.  
CASH WAITING



**Miller-Newmark** distributing company  
42 Fairbanks, N. W.  
Grand Rapids, Michigan  
GL 6-8807

5743 Grand River Avenue  
Detroit, Michigan  
TYler 82230 — 82231

### NERVE CENTER

## Op Bulletin Board Keeps All Posted

NEW ORLEANS — "Keeping everyone posted" is a time-honored precept of good personnel management and it is one which Lou Boasberg, head of New Orleans Novelty Company, has put to work with good results.

The firm, which is one of the largest pin game operation in the South, employs 50 people. A bulletin board located just inside the entrance of the firm's headquarters keeps them all "posted."

A glassed-in cabinet houses the cork board. It's the "nerve center" of the organization, says Boasberg. On it are posted "goings-on" in company policy, improvements, promotions. Included are letters from suppliers and location owners which contain valuable information for all. It also serves as a suggestion box. All suggestions made to Boasberg which he thinks valuable are posted. News pertaining to employee events is also included.

## N. Y. Coin Row To Close Up Thurs. & Fri.

NEW YORK — Manhattan's 10th Avenue, between 42d and 46th Streets, will be a ghost town Thursday and Friday (6 and 7). All distributors along coin row here will be closed because of the Jewish New Year.

Normally, the coinmen stay closed only the first day of the two-day holiday. But, because the second day comes on a Friday, the distributors have decided to give long weekends to themselves and to their employees.

Also to be closed for the two days are the offices of the Music Operators of New York and the Associated Amusement Machine Operators of New York.

### Bulk Operators Meet

NEW YORK—The New York Bulk Vendors' Association held a regular meeting at the Central Plaza Thursday (23), with Moe Mandell, Northwestern Distributors, presiding.

Stanley Kreutzer, NYBVA attorney, discussed the legal status of the mixed ball gum-charm machine with the look-see viewer.

### 3000

GAMES & MUSIC IN STOCK!

- ★ BINGOS
- ★ NOVELTIES
- ★ SHUFFLE ALLEYS
- ★ SEEBURG & WURLITZERS

FOR COMPLETE SATISFACTION  
DEAL WITH THE WEST  
COAST'S OLDEST AND  
LARGEST DISTRIBUTOR  
OF  
GAMES & MUSIC

FOR EXPORT  
CABLE OR WRITE TODAY!

**ADVANCE**  
AUTOMATIC SALES COMPANY  
CABLE—PINGAME  
1350 Howard St., San Francisco

## BETTER—BUY—SHAFFER'S FOR QUALITY—SERVICE

#### SEEBURG

M100-C .....	\$545.00
M100-B .....	425.00
M100-A .....	225.00
3W1 WALL BOX (Chrome) ...	69.50

#### AMI

F-120 .....	\$625.00
E-120 .....	425.00
D-80 .....	299.00

#### WURLITZER

1800 .....	\$650.00
1500 .....	199.50
1250 .....	129.50
5207 WALLBOX	62.50

#### ROCK-OLA

1436 .....	\$149.50
1428 .....	59.50

#### CIGARETTE MACHINES

SMOKESHOP ...	\$79.50	ELECTRO, 8 Col. \$	79.50
KEENEY .....	99.50	ELECTRO, 10 Col.	125.00
NATIONAL—930—KING SIZE, 25c .....	\$69.50		

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. MElose 4-3571

## Valley—

**First Name in Pool Games**  
—Serving the Operator with the ultimate in profitable, dependable tables!



**JUMBO RACK POOL**

**BUMPER POOL**  
Regular and King Size

King Size **PRO POOL**

See Your Distributor or Write, Wire, Phone Direct

**VALLEY MANUFACTURING CO.**

833 MORTON AVE., BAY CITY, MICH. • TWinbrook 5-8587—8588



# COIN CALENDAR

September 3—Springfield Music Operators' Association, monthly meeting, association headquarters, Springfield, Ill.  
 September 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.  
 September 6—Summit County Music Operators' Association, monthly meeting, Akron, O.  
 September 6—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.  
 September 10—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.  
 September 12—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.  
 September 13—Massachusetts Music Operators' Association, monthly meeting, Baconsfield Hotel, Brookline.  
 September 14—California Automatic Vendors' Association, bi-monthly meeting, Ambassador Hotel, Los Angeles.  
 September 14—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.  
 September 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.  
 September 18—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.  
 September 19—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary.  
 September 20—Record Music Service Association, annual golf outing, Southmoor Country Club, Chicago.  
 September 20—Eastern Ohio Phonograph Operators' Association, monthly meeting, Youngstown, O.



**You SHOULD BE DOING BUSINESS WITH TRIMOUNT**

*America's foremost exporters of Reconditioned coin-operated equipment*

- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment
- All equipment is guaranteed mechanically and electrically perfect — all has been completely reconditioned
- Trimount has one of the country's largest parts departments with thousands of parts in stock for immediate delivery
- Trimount has a large Service Department completely staffed with highly trained technicians
- Export Shipping Department specially packs equipment to insure delivery in perfect condition

**WRITE FOR NEW PARTS CATALOG, EXPORTS BROCHURE, CATALOG SHEET AND PRICE LIST**

*Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.*



Remember **IN NEW ENGLAND IT'S TRIMOUNT**

40 WALTHAM STREET BOSTON 18, MASS

when answering ads . . . Say You Saw It in The Billboard

**SEVEN NEW EXCITING GAMES**  
*Amazing Money Getters.*  
 Lord's Prayer—Tremendous Collection  
 State Fair—Genco's Best Gun  
 Exhibit's Slate Top Pool—  
 Finest pool ever made.  
 And Four Novelty Rides—  
 Top any previously made.  
 Complete information on request

**Arcade Coin Changers**  
 Designed by Munves  
 Coin Counters, Coin Weighing Scales, Automatic Coin Changers.

**Games Rebuilt the MUNVES Way**  
 Look and Work Like New

**LATE MODEL GUNS**  
 Large Stock Exhibit, Genco, Keeney, United, Williams, etc.  
**WRITE FOR SPECIAL PRICE**

Four Floors, Chuck-Full of Games. New & Rebuilt like new. Parts & Supplies.

**FREE: 1956 Catalog—325 Illustrations**



**GIVE TO DAMON RUNYON CANCER FUND**

## A-1 USED FIVE BALLS

ARMY & NAVY . . . . .	\$ 50	NINE SISTERS . . . . .	\$100
BANDWAGON . . . . .	225	REGATTA . . . . .	175
C. O. D. . . . .	100	SNAFU . . . . .	150
CROSSROADS . . . . .	75	SKYWAY . . . . .	125
GUN CLUB . . . . .	75	STAR POOL . . . . .	100

Write for New List of Thousands of All Type Machines

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923  
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

## Canadian Lab Designs Fruit Juice Vender

TORONTO — Canada's horticultural products laboratory has given its approval for the vending of carbonated pure fruit juice drinks.

In fact, the research department has, at the request of the fruit industry, developed a four-selection machine to dispense the drinks, and have developed five drinks—apple, grape, cherry, red current, and a peach-apple mixture.

According to fruit representatives in the Niagara Peninsula, center of the provincial fruit area, the venders are to be located in factories next to machine dispensing coffee and soft drinks.

## GENCO State Fair

Greater than Big Top

### 5 BALLS

<b>GOTTLIEB</b>	<b>GOTTLIEB</b>
Hit 'n' Run . . . . . \$ 75.00	Twin Bill . . . . . \$195.00
Poker Face . . . . . 110.00	Jubilee . . . . . 375.00
Queen of Hearts . . . . . 110.00	
Grand Slam . . . . . 100.00	<b>WILLIAMS</b>
Chinatown . . . . . 85.00	<b>HOT DIGGITY</b>
Shindig . . . . . 125.00	Big Ben . . . . . \$145.00
Happy Days . . . . . 95.00	Grand Champion . . . . . 125.00
Marble Queen . . . . . 125.00	Times Square . . . . . 85.00
Green Pastures . . . . . 135.00	Jolly Joker . . . . . 95.00
4 Stars . . . . . 75.00	Race the Clock . . . . . 275.00
Gold Star . . . . . 150.00	9 Sisters . . . . . 125.00
Pinwheel . . . . . 115.00	Peter Pan . . . . . 175.00
Mystic Marvel . . . . . 175.00	Spitfire . . . . . 135.00
Hawaiian Beauty . . . . . 160.00	Skyway . . . . . 145.00
Stage Coach . . . . . 195.00	Army-Navy . . . . . 95.00
Daisy Mae . . . . . 175.00	Can Can . . . . . 275.00
Gypsy Queen . . . . . 185.00	Jalopy . . . . . 95.00

## POOL GAMES

Priced Way Below Cost!

United Hit Pool	United Flash Pool
Genco Baseball Pool	Keeney Flicker Pool
Williams Star Pool	Exhibit Spanish Pool
Chicoin Clover Pool	Valley Pro Pool

JUST A FEW OF EACH LEFT . . . EVERY ONE A REAL BARGAIN!

A Complete Stock of Used Pool Games of Every Make TAKE YOUR CHOICE. . . . . \$75.00

**SLATE POOL TOPS, \$89.50 ea.**

## WANTED

SEEBURG  
 B-C-G-R-Y  
 AMI  
 D-E-F

### ARCADE

UN. STAR SLUGGER, WMS. DEL. FOUR BAGGER  
 WMS. CRANE

Coin Recordia . . . . .	\$175.00
Mutoscope Photomatic (Pre-war) . . . . .	295.00
Heavy Hitter . . . . .	49.50
Bally Moon Ride . . . . .	275.00
Sidewalk Engineer . . . . .	195.00
Grandma Horosopa, New . . . . .	495.00
2-Player Basketball . . . . .	195.00
Telequiz . . . . .	99.50
AA Gun . . . . .	99.50
Space Ranger . . . . .	295.00
Mute Football . . . . .	275.00
4-Player Derby . . . . .	125.00
Flash Hockey . . . . .	99.50
Undersa Raider . . . . .	125.00
Set Shot Basketball . . . . .	275.00
Flying Saucer . . . . .	99.50
DeLuxe Baseball . . . . .	145.00
Super Home Run . . . . .	175.00
All Star Baseball . . . . .	175.00
Champion Baseball . . . . .	295.00
DeLuxe Ranger Gun . . . . .	295.00
DeLuxe Safari . . . . .	275.00
Sportsman . . . . .	175.00

Still Available . . . Several

## GENCO QUARTERBACKS

at Less Than Half Original Cost

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

## UNITED Handicap

Great New Regulation Alley

### SHUFFLE GAMES

United POOL ALLEY

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
Mam, High Score . . . . .	225.00
Chi Coin Fireball . . . . .	195.00
Bally Magic . . . . .	225.00
Crisa 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) . . . . .	\$25.00
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

### Klopp Coin Changers

2 MODELS  
 Dispenses 5 nickels for quarter  
 Dispenses 2 dimes and 1 nickel for quarter

## WE'RE AS FAR AWAY AS YOUR TELEPHONE . . .



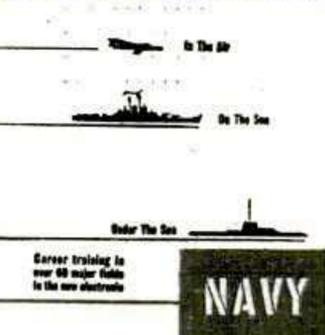
and we have plenty to sell!  
**TELEPHONE SYRACUSE 2-8255**

for the lowest price on the highest quality reconditioned machines.

**BIG TRADES ON the new WURLITZER 2000!**

**REX COIN MACHINE DISTRIBUTING CORP.**  
 821 So. Salina St. Syracuse 3, N.Y.  
 Phone: 2-8255

## CAREER AHEAD . . .



Career training in over 60 major fields in the new electronic **NAVY**

# COINMEN YOU KNOW

Continued from page 79

really has earned a rest. Dave Friedman, American Operating Company, catching up on his route after being away for a couple of weeks. Another guy that's been away but should be back when this appears in print is Gene Rogers, of E. C. Rogers, Fort Meyers. Gene was up Ohio way. With Gene away, Bill Rogers had to double in harness.

Red Gurkin, of Glades Music Company, Belle Glade, coming to town with Frank Brady, of Crosby Music Company, Pahokee, to make the rounds of the record distributors. Red says he enjoys riding with Frank more than ever, inasmuch as Frank's station wagon is air conditioned. Both Red and Frank report that business is poor up their way and can hardly wait for the fall when business should be back to normal.

Evelyn Diamond, of Diamond Amusement, sporting a new hairdo. On her it looks good. While she is busy filling record requests, hubby Morris busy telling all and sundry how many fish he has been catching lately. Another guy who had himself a ball fishing one day last week was Marvin Turner, of Palm City Music Company, Fort Myers. Marvin hooked into 10 Dolphin, and tho he only brought in one, had himself a barrel of fun. Ozzie Truppman, of Bush Distributing Company, spending the queerest vacation of all. Ozzie is supposed to be away for a rest, but he manages to come into the office a couple of times a day just to see how things are coming along. Unable to see Ozzie work so hard, Ted Bush, of Bush Distributing Company, off to Havana for a weekend.

Morris Marder, of M. & M. Service, has purchased part of a route from Moe Koepfel, of Magic Music Company. Morris had a close call the other day. Seems he was servicing a machine during a thunder storm and lightning struck the power lines, ran thru the building and right into the juke box. Net result was a stiff electrical shock for Morris and every coil in the machine burned. . . . Harry Silverman, of Ace Music Company, full of smiles the past week. Harry reports that collections on his games have shown a big increase for the first time in a long time.

## Milwaukee

By BENN OLLMAN

**OPS RETURN TO WORK.** Well on the road to recovery, following a spell of ulcer trouble, Johnny O'Brien, Major Distributing Company topper, is back on the job on a half-day basis at present. . . . Ray Martin, Omro, Wis., operator, motored down early Monday morning to make the round of coin-row equipment and diskery houses.

The list of operators slated to join Harry Jacobs Jr. and Woody Johnson, of United, Inc., on a trek to Buffalo for the Wurlitzer Centennial celebration includes Mr. and Mrs. Cliff Bookmeier, Green Bay; E. R. (Mickey) Green, Wausau; Mr. and Mrs. Johnny Barros, Merrill; Mr. and Mrs. Ervin Beck, Mitchell Novelty Company, Milwaukee; Mr. and Mrs. Charles Miller, Racine; Mr. and Mrs. Leo Konwinski, Iron River, Mich.; Mr. and Mrs. Casper Sitig, Racine; Mr. and Mrs. Sam Hastings, Hastings Distributing Company, Milwaukee; Mr. and Mrs. Ken Kulow, Wisconsin Novelty Company, Milwaukee; Mr. and Mrs. Doug Opitz, Hilltop Coin Machine Company, Milwaukee; Mr. and Mrs. Clint Pierce, Brodhead, and Mr. and Mrs. Val Andraes, Oshkosh.

Coffee vender John Cocking reports he is getting fine results and boosting receipts via a recently begun program of diversification. . . . Herb Wagner and Glenn Geadtke, of the C. & W. Novelty Company in South Milwaukee, made their regular Monday morning pilgrimage to Milwaukee supply firms for their route needs. Opening up of the fall bowling leagues should be a big business booster, they report.

## Boston Ops Bar Free Pinball Play

BOSTON—Free games on pinball machines were eliminated last week after what was termed as a friendly meeting between members of the Boston Police Department, the Watch & Ward Society and Attorney Paul Smith, lawyer for the Massachusetts Game Association.

The meeting was the result of complaints by the Watch & Ward and the police. Smith promised to do anything within reason that would permit operators to stay in business.

It was decided that buttons on pinball games, which when pressed erase free games and keep a total of games won and game played, should be removed.

## Enlarge Storage Space At N. C. Dixie Plant

DARLINGTON, S. C. — The Dixie Cup Company plant here is building another addition to the factory, the second this year, Marion R. DeWitt, plant manager, announced this week.

Scheduled for completion within the next several months, the new addition will increase the warehouse space to 50,000 square feet. It is the sixth since operations started in 1938.

## NATIONAL—The Best in Games!

ATTENTION, N. ILLINOIS and IOWA OPERATORS!  
RIDE THE CREST—DOUBLE THE PLAY with GOTTLIEB'S NEW  
**2-PLAYER SEA BELLES**  
IMMEDIATE DELIVERY—ORDER NOW!

### LATE 5-BALLS

DERBY DAY	2240
FRONTIERSMAN	225
WISHING WELL	195
SOUTHERN BELLE	185
SLUGGING CHAMP	175
STAGE COACH	160
DAISY MAY	145
SHINDIG	110
QUEEN OF HEARTS	90
4-PLAYER SCOREBOARD	335
2-PLAYER GLADIATOR	335
2-PLAYER MARATHON	325
2-PLAYER TOURNAMENT	275
2-PLAYER DUETTE	225

### WANTED!

CASH OR TRADE!  
GOTTLIEB 4-Player SUPER JUMBO  
4-Player JUBILEE  
SEEBURG 100 R  
100 G—100 W—100 C  
CALL COLLECT!

### 10 TELEQUIZ

with Film \$95 EACH  
A-1 CONDITION!

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14

BALLY

Exclusive  
Distributor  
For

ROCK-OLA

### SHUFFLE ALLEYS

Bally Gold Medal	\$300.00
Bally Jet Bowler	175.00
Bally Magic Bowler	275.00
Keeney Pacemaker	50.00
Keeney Bonus	75.00
Keeney Bikini	150.00
Bikini	125.00
Bonus Bowler	95.00
Century	175.00
Gold Metal	300.00
Imperial	175.00
Magic	275.00
Pacemaker	50.00
Rainbow Shuffle Alley	160.00
Arrow	250.00
Bonus Bowler	75.00
Hollywood	275.00
Playtime Bowler	195.00
Thunderbolt	275.00

### PINBALLS

Beach Beauty	\$375.00
Beach Club	45.00
Variety	150.00
Tropics	45.00
Atlantic City	49.50
Bally Night Club	Write
Bally Broadway	450.00
Miami Beach	265.00
Gaytime	275.00
Dude Ranch	45.00
Gayety	150.00
Yacht Club	50.00
Tahiti	50.00
Nite Club	\$25.00
Beauty	65.00
Big Time	275.00
Duette	235.00
Gold Star	150.00
Frolic	85.00
Cabana	45.00
Surf Club	45.00
Booster Pool, New	175.00
Havana	75.00
Hawai	75.00
Pixie	250.00

### MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select. . . Write  
Rock-Ola 1446 Hi-Fi, 120 Select. . \$445.00  
Rock-Ola 1438 Comet, 120 Select. 475.00

### WALL BOXES

Seeburg 3W1 Hammerloid . . . \$ 49.50  
Seeburg 3W1 Chrome . . . . . 45.00

### ARCADE

Bally Bull's-Eye Kiddy Gun . . . . . Write  
Bally Hot Rod . . . . . Write

### POOL TABLES? WE HAVE THEM

Bally Boosters  
Chicago Coin Advance  
Center Hole Plugs use as a 2-Hole or 3-Hole Game  
Light-Up Bumpers or Regular Bumpers  
King Size or Regular Size  
End Holes in or End Holes Out  
3-Sided Play or 4-Sided Play  
Used Pool Tables . . . . . \$100.00 & Up

## BEST IN THE MIDDLE WEST

### 5-BALLS

DUETTE	\$225.00
SLUGGING CHAMP	175.00
STAGE COACH	175.00
SWEET ADD-A-LINE	175.00
HAWAIIAN BEAUTY	125.00
BIG BEN	100.00
MARBLE QUEEN	75.00
POKER FACE	75.00
CROSSROADS	50.00
GLOBE TROTTER	45.00
RAG MOP	25.00

COMPLETE SELECTION OF  
BINGOS, BOWLERS & POOL TABLES  
1/3 Deposit, Balance C.O.D.  
or S/D.

SAM SOLOMONS HARRY STEWARD  
**UNIVERSITY Coin Machine Exchange**  
858 No. High St. Columbus 8, OHIO  
Tel: AXminster 4-3529

**Distributing, Inc.**  
450 Massachusetts Ave.  
Indianapolis, Indiana  
MEtrose 4-8468

**CLOSING OUT**

## BRAND NEW POOL GAMES

REGULAR AND KING SIZE  
**AT BELOW COST!!**  
(ANTI-WARP ADJUSTERS INCLUDED)

### POOL SUPPLIES

Cue Sticks . . . . . \$ 1.50  
Chalk, Gross . . . . . 3.50  
Plastic Cups, red, white, yellow . . . . . .50  
Plastic Bumpers, red or white . . . . . .50  
Pool Balls, set of 10, 2 1/4" 10.00  
Overhead Lights w/brkt. 10.00  
Anti-Warp Adjusters, set of two . . . . . 8.95  
Billiard Rail Brush, doz. 4.00  
Cue Repair Kit . . . . . 4.95  
Write for complete list of parts.

Put New Life Into Your Old Pool Games With . . .

### New ROTATION PLAYFIELDS

(Incl. triangle and oversize cue ball)  
FITS ALL REGULATION SIZE TABLES!!  
Write.  
Rotation Balls 1 to 10 . . . . . \$18.50 set

**MID-STATE CO.** 3369 Milwaukee Ave.  
Chicago 47, Ill.  
Tel.: Dickens 2-3444

## ANNOUNCEMENT TO FOREIGN BUYERS



Joe Ash says . . .

We can help you in your business. Active Amusement is tops in its field. For quality at the right price—we are never undersold!

We seek your friendship and value your business. For a pleasant surprise, write to us and find out what "getting acquainted" means at Active.

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO.  
in S. Jersey, Del. & E. Penna.

**ACTIVE AMUSEMENT MACHINES CO.**

666 N. Broad St.  
Phila. 30  
Remont 7-4495  
Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS!

## Davis Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

Our Only Address in Europe  
Holland—Belgie—Europe  
403 Ave. Louise, Brussels  
Phone 47.66.63

All currencies accepted: Francs, pounds, sterling, guilders, lire, marks, etc.

Private Western Union Wire.  
Cable Address: DAVIS.

Respected in Any Language  
Payable in Any Currency  
**BECAUSE . . .**

The world famous Davis 6-point Guarantee assures delivery of the finest rebuilt and reconditioned phonographs that are location ready. Our expert crating division prepares every shipment for maximum protection in world commerce. Purchases are payable in every currency because of established banking facilities through our exclusive European agent "Holland-Belgie-Europe." Davis World Export clients benefit by efficient handling of all import-export shipping requirements.

**WORLD EXPORT**

WESTERN EXPORT

DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East  
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

*Corp.*



**Aluminum  
De-Greased  
DISCS**

**METAL TYPER**  
Are in Demand  
BECAUSE THEY

1. Are Practically Service Free
2. Bring in DIMES
3. Require No Electrical Outlet

**ORDER NOW**



**TANDARD**

**ARVARD**

**METAL TYPER, Inc.**  
1318 N. Western Av., Chicago 22, Ill.

EXCLUSIVE FACTORY DISTRIBUTORS  
AMI-CHICAGO COIN-GENCO-EXHIBIT

<p><b>GENCO</b> <b>STATE FAIR</b> Greater Than Big Top</p> <p><b>LATE MODEL</b> <b>POOL TABLES</b> Hinged Top—\$89.50</p>	<p><b>NATIONAL</b> <b>950 CIG. VENDOR</b> 25c—King Size—\$110.00</p> <p><b>AUTOMATIC</b> <b>POOLS</b> Far Below Original Cost</p>
---	---

**BINGOS AND FIVE BALLS** At Great Savings

WRITE OR CALL—LET US HELP YOU SAVE MONEY

**MONROE**

**COIN MACHINE EXCHANGE INC.**  
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

## SUPPLIES IN BRIEF

### Cigar Production

Manufacture of large cigars during June totaled 482,999,828, a decrease of 42,561,230 from the number produced in June of 1955, according to the Treasury Department. Large cigar consumption during June decreased 35,490,748 from the number consumed in June, 1955. For the first six months of the year, however, production increased by 41,105,152 over the same period in 1955, while consumption increased 189,793,413 over the first six months of 1955.

### Cigarette Production

Cigarettes manufactured in June totaled \$37,322,842,695, a decrease of more than 1,559 million from the number produced in June, 1955, according to the Treasury Department. Cigarette consumption decreased by more than 1,127 million during June from the same month last year. Figures for the first six months of the year, however, set consumption at 211,594,392,607, an increase of more than

### Flip-Top Parliaments

NEW YORK—Parliament cigarettes in the new flip-top box were introduced Monday (27) in Alaska, Arizona, California, Hawaii, Idaho, Montana, New Mexico, Oregon, Utah, Washington, Wyoming and in El Paso, Tex.

### PIN GAMES!

WILLIAMS CUE TEE ..... \$75.00  
 WILLIAMS ARMY-NAVY ..... 55.00  
 WILLIAMS C.O.D. .... 35.00  
 WILLIAMS GUN CLUB ..... 55.00  
 WILLIAMS FAIRWAY ..... 40.00  
 GOTTLIEB JOKER ..... 30.00  
 WILLIAMS HAYBURNER ..... 35.00  
 WILLIAMS SILVER SKATES ..... 40.00  
 25 Kiddie Rides, Horses, Carousels, etc.  
 Send for low prices.  
 70 Arcade Pieces, Rifles, Baseballs, etc.  
 Lowest prices anywhere.  
 Send for complete list.  
**ODCO, Inc.**  
 1100 Broadway, Albany, N.Y. Tele. 5-0228

★★★ **ROYAL** ★★★

DISTRIBUTING, INC.

<p><b>Beach Club</b> . . . \$45.00</p> <p><b>Bright Lights</b> . . 60.00</p> <p><b>Dude Ranch</b> . . . 45.00</p> <p><b>Gayety</b> . . . . . 75.00</p>	<p><b>Miami Beach</b> . \$225.00</p> <p><b>Palm Springs</b> . 50.00</p> <p><b>Variety</b> . . . . . 105.00</p> <p><b>Yacht Club</b> . . . 45.00</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

## TOP BINGO BARGAINS

<p><b>YACHT CLUBS</b> <b>PALM BEACH</b> <b>CONEY ISLAND</b> <b>TROPICS</b></p>	<p><b>\$49.50</b></p>
<p><b>BEACH CLUB</b> <b>HAWAII</b></p>	<p><b>\$59.50</b></p>

ALL USED GAMES SHOPPED—READY FOR LOCATION.  
 DU GRENIER (7 Col.) Cigarette Machine, Model E7, all coin, 332 pack capacity, new (in original crates) ..... \$99.50  
 TERMS: 1/3 Deposit. With Order. WRITE, WIRE OR CALL

## Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

### If It's From WORLD WIDE It's a Bargain!

#### 5-BALLS

WISHING WELL	195
SOUTHERN BELLE	175
GYPSY QUEEN	165
PETER PAN	155
STAR POOL	135
JOCKEY CLUB	125
MYSTIC MARVEL	125
SCREAMO	110
QUEEN OF HEARTS	75
STRUGGLE BUGGIES	75
LAZY Q	75
MERMAID	65
DEALER	65
THUNDERBIRD	65
CYCLONE	55
FAIRWAY	55

#### BINGO GAMES

NITE CLUB	WRITE
BROADWAY	335
BEACH BEAUTY	355
MIAMI BEACH	265
CAYTIME	195
GAYETY	125
BIG TIME	255
VARIETY	165
STARDUST	345
STARLET	265
PIXIES	250
TRIPLE PLAY	195
NEVADA	75

#### POOL TABLES

JR. DLX. BANK POOL . . \$69.50  
 SR. DLX. BANK POOL . . \$4.50  
 SR. POOL w/Flip-Up  
 Bumpers—Hole-in-  
 Middle ..... \$4.50

#### ALL TYPE SCORE POOL GAMES

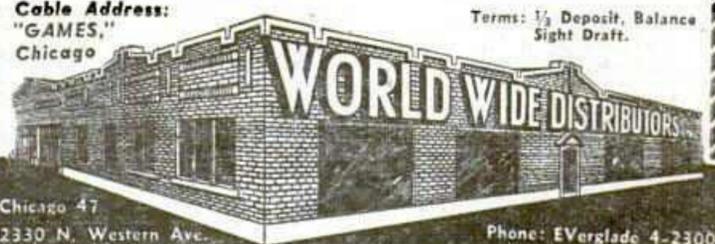
DIAMOND POOL—SCORE POOL  
 AUTOMATIC POOL  
 SUPER STAR  
 Only \$124.50

#### WANT TO BUY ALL TYPES BINGO GAMES

Late SHUFFLE GAMES  
 WILL TRADE  
 POOL TABLES  
 or PAY CASH!  
 CALL NOW!

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
 2330 N. Western Ave. Phone: EVERglade 4-2300

**THE NEW  
SMASH  
HIT!**

Williams

# HOT DIGGITY

INVITING!  
EXCITING!



NOVELTY or REPLAY



- ★ Ball in Top Hole when lit scores 1 Replay.
- ★ Side Rollovers score replay with numbers lit
- ★ Spell "W-A-L-T-Z"—"T-A-N-G-O"—or "P-O-L-K-A" and shoot ball in Center Hole for 1 Replay for each.
- ★ Spell "H-O-T D-I-G-G-I-T-Y" for 1 Replay, then shoot ball in Center Hole for 5 REPLAYS!!!

2 Skill Tracks at top of Playfield

**HIGH SCORES!**

INCORPORATES Williams  
BALANCED PLAYFIELD  
WITH  
MORE WAYS TO SCORE  
MORE AWARDS!!!

Center Hole "EXTRA SPECIAL" when player spells HOT DIGGITY

Special when lit "Mystery" hole

2 Special when lit Rollover lanes



CREATORS OF  
DEPENDABLE PLAY APPEAL

4242 W. FILLMORE ST.  
CHICAGO 24, ILL.

★ chrome plated flipper button cabinet guards

★ chrome cigarette trays on siderails!

when answering ads . . .  
Say You Saw It in The Billboard

**We Are Going Crazy with these BINGO GAMES**  
**Here is What We Have—What Do You Offer?**

<b>BALLY</b>	<b>UNITED</b>
Hi Fi Gayety Yacht Club Variety Miami Beach Frolics Dude Ranch	Surf Rider Beauty Night Club Broadway Palm Springs Beach Club Ice Frolics
	<b>WILLIAMS</b>
	Long Beach
	Rio Tahiti Hawaii Tropics Havana
	Singapore Nevada Cabana Stars

**DAVID ROSEN**  
 Exclusive A M I Dist. Ea. Pa.  
 855 N. BROAD STREET, PHILA. 23, PA.  
 PHONE: STEVENSON 2-2903

Write, Wire, Phone

**Tex. Vending Assn. 4-Day Meet Opens Sept. 27 in Dallas**

AUSTIN, Tex. — The Texas Merchandise Vending Association will hold its annual convention September 27 thru 30 at the Baker Hotel in Dallas, Edward L. Massman, convention chairman, announced.

J. B. Lanagan, president of the Nik-o-Lok Company, Indianapolis, will be the principal speaker. He is to address the luncheon meeting Saturday, September 29.

Two meetings will be held by the board of directors, September 28 and 29 with the nominating committee to meet September 28.

The convention is being held in conjunction with the Oklahoma and Texas Association of Tobacco Dealers, Massman said.

**GREATEST SAVINGS EVER OFFERED**  
 NOW AVAILABLE AT INTERNATIONAL SCOTT CROSSE CO.  
 All Equipment Not Only in Working Order But Fully Reconditioned with Repainted Cabinets

<b>BINGOS</b>	
Atlantic City, 5/52 ..... \$70.00	Gay Time, 6/55 ..... \$225.00
Big Time, 1/55 ..... 260.00	Hi Fi, 6/54 ..... 120.00
Beach Beauty, 11/55 ..... 385.00	Ice Frolics, 1/54 ..... 115.00
Bright Spot, 11/51 ..... 50.00	Miami Beach, 9/55 ..... 295.00
Broadway, 12/55 ..... 395.00	Night Club, 3/56 ..... 450.00
Coney Island, 9/52 ..... 80.00	Palm Beach, 7/52 ..... 65.00
Dude Ranch, 9/51 ..... 100.00	Palm Springs, 11/52 ..... 110.00
Frolic, 10/52 ..... 85.00	Spot Lite, 1/52 ..... 50.00
Gayety, 3/55 ..... 135.00	Surf Club, 3/54 ..... 115.00
Variety, 9/54 ..... \$135.00	
<b>POOL TABLES</b>	Booster Pool (new) ..... \$125.00
	Magic Pool (new) ..... 125.00
	Booster Pool (slightly used) ..... 100.00

All quotations are f.o.b. Philadelphia, packed for export. We are SPECIALISTS in having SLUG REJECTORS FIT ALL COINS at a nominal upcharge. WRITE NOW FOR OUR LATEST PRICE BULLETIN.

**INTERNATIONAL SCOTT CROSSE COMPANY**  
 SCOTT CROSSE COMPANY  
 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
 Rittenhouse 6-7712  
 Branch: 819-821 Lackawanna Ave., Scranton, Pa.

**Gross to Talk At NATD Meet**

NEW YORK — Boone Gross, president of the Gillette Safety Razor Company, will deliver the keynote address at the opening session of the National Association of Tobacco Distributors' Western Regional Conference at the Beverly Hilton Hotel, Beverly Hills, Calif., October 25-27.

Joseph Kolodny, NATD managing director, said that 50 major manufacturers will attend the three-day meet. The program will consist of a series of meetings and clinics.

**IF IT'S A MONEY MAKER, WE SELL IT**

<b>SHUFFLE ALLEYS</b>	<b>BINGOS</b>	<b>ARCADE EQUIPMENT</b>
C.C. Triple Strike ..... \$250.00	ABC ..... \$ 50.00	Bally Big Inning .. \$ 85.00
Build Up ..... 400.00	Beach Club ..... 45.00	Bally Defender ..... 125.00
Chief ..... 75.00	Bally Beauty ..... 45.00	Balloonomat, new 395.00
Cascade ..... 89.00	Brite Lifes ..... 40.00	Balloonomat, F.S. 345.00
Clover ..... 45.00	Brite Spot ..... 45.00	Coon Hunt ..... 150.00
Classic ..... 85.00	Cabana ..... 45.00	C.C. Basketball ..... 195.00
DeLuxe ..... 50.00	Dude Ranch ..... 85.00	C.C. Pistol ..... 50.00
Derby Roll ..... 175.00	Gay Time ..... 195.00	C.C. Hockey ..... 75.00
Imperial ..... 75.00	Gayety ..... 125.00	Champion Hockey ..... 125.00
Leader ..... 125.00	Leader ..... 50.00	Dale Gun ..... 50.00
League Bowler ..... 120.00	Miami Beach ..... 225.00	Evans Bat-A-Score 145.00
Olympic ..... 70.00	Manhattan ..... 175.00	Genco Quarterback 275.00
Rainbow ..... 99.50	Nevada ..... 50.00	K.O. Fifer, F.S. .... 350.00
Royal ..... 95.00	Palm Springs ..... 65.00	Life A League ..... 75.00
Speedy ..... 165.00	Palm Beach ..... 65.00	Midget Movies ..... 125.00
Team Bowler ..... 120.00	Spot Lite ..... 45.00	Auto. Card Vend. .... 50.00
10th Frame ..... 60.00	Stars ..... 45.00	Auto. Photomat ..... 350.00
6 Pl. Original ..... 50.00	Singapore ..... 75.00	Auto. Lord's ..... 295.00
Bally Victory ..... 150.00	Startet ..... 250.00	Panorams ..... 325.00
Bally Victory ..... 175.00	Surf Club ..... 95.00	Pitch'm & Bat'm ..... 175.00
C.C. 10th Fr. Dbl. .... 50.00	Tropicana ..... 65.00	Silver Bullet ..... 125.00
Score ..... 50.00	Yacht Club ..... 50.00	Shoe Brush Up ..... 95.00
Genco 8 Pl. .... 50.00	Variety ..... 125.00	Shoe Shine Machine 150.00
Rebound ..... 50.00	Pixie ..... 250.00	Twin Hockey, new Write
Genco Shuffle Pool 85.00	Atlantic City ..... 50.00	Un. Super Slugger, new
Got. Bowlette ..... 25.00	Caravan ..... 375.00	Vibrators, F.S. .... 150.00
	Circus ..... 50.00	Zodiac, new ..... 395.00
	Coney Island ..... 50.00	Zingo ..... 65.00
	Frolic ..... 50.00	Chester Peillard ..... 75.00
	Long Beach ..... 50.00	Football ..... 75.00
	Spot Lites ..... 50.00	Ex. Love Meter ..... 25.00
		Keeney Air Raider ..... 125.00
		Keeney Submarine ..... 125.00
		Liberator ..... 75.00
		Rapid Fire ..... 110.00
		Roovers Name ..... 45.00
		Skill Jump ..... 125.00
		Auto Voice Recorder ..... 375.00
		<b>RIDES</b>
		Merry-Go-Round ..... \$350.00
		T-V Ride ..... 275.00
		Bally Moonride ..... 275.00
		Stutz Bear Cat ..... 550.00
		<b>GENCO UPRITES</b>
		35 Jumping Jacks, 400 & Gold
		Nuggets ..... \$45.00 ea.
		Silver Chests 55.00 ea.

**CIGARETTE MACHINES**

LEHIGH 12-COL. NEW All-Coin Combination (mechanical) ..... \$235.00  
 PX 8 COL. .... 85.00

Mercury, 9 col. .... \$145.00  
 National 130, used ..... 95.00  
 National 150 ..... 110.00  
 PX 10 Col ..... 115.00  
 Electro 8 Col. .... 95.00  
 Keeney 9 Col. Elec. 135.00  
 Electro 10 Col. .... 145.00  
 All used equipment shipped and refinished with 25¢ and king size.

**MILLS**

**COFFEE VENDORS**  
 12 excellent shapes, 400-cup capacity \$350.00 ea.

**COUNTER GAMES**

Kicker & Catcher ..... \$20.00  
 Adv. Shocker, new ..... 17.50  
 ABT Challenger ..... 25.00  
 Three of a Kind ..... 20.00  
 Pop Up ..... 20.00  
 Champ. Basketball ..... 20.00  
 Ship. Wizard ..... 20.00  
 Whiz ..... 20.00

**WURLITZER DISTRIBUTORS**

**Cleveland Coin MACHINE EXCHANGE, INC.**  
 2029 PROSPECT AVE., CLEVELAND 18, OHIO  
 All Phones: Tower 1-6715  
 Terms: 1/3 deposit with all orders, balance C.O.D.

M. S. GISSER  
 Sales Manager

**DOUBLE THE PLAY WITH ...**

**GOTTLIEB'S 2 PLAYER SEA BELLES**

- Beautiful DeLuxe "New Look" Cabinet
- Twin Chutes 10c - 3 for 25c
- Chrome Plated Flipper Button Cabinet Guards
- Plated Cigarette Holders

- New Twin Double Bonus
- Super High Scoring—Over 1000
- 4 Mystery Light-up Pop Bumpers
- 3 Bonus Advancing Targets
- 2 Light-up Cyclonic Kickers
- 2 Super-Powered Flippers
- 3 or 5 Ball Play

Subject to AMUSEMENT TAX Only!

AVAILABLE AT YOUR DISTRIBUTOR NOW!

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

**Amusement Pinballs**  
 as American as Baseball and Hot Dogs!

**BUY THE BEST . . . . WE DO . . . .**



Joe and Wally say:  
Everyone Calls Us **"FIRST"** for  
Finest Equipment!

### Buymore Named Oak Distributor

LAWRENCE, L. I., N. Y. — Buymore Sales Company here has been named Long Island distributor for bulk vending machines manufactured by the Oak Manufacturing Company.

Manny Greenberg, Buymore president, has been a bulk, cigarette and juke box operator for 25 years. His son, Bernie Greenberg, and his son-in-law, Marvin Kriendel, both of whom will be associated with him, are also veteran operators.

The Lawrence headquarters will have an air-conditioned showroom and parking space for visitors.

### Freund Named to Rockwood Berth

NEW YORK—Henry L. Freund has been named to the newly created post of executive vice-president of Rockwood & Company, candy manufacturer. He is former president of the Essex Graham Company, candy manufacturer.

Rockwood recently introduced two new vend packs, a 10-cent Pecan Feast and a 10-cent Chocolate Wafer.

#### ARCADE

**NEW!**  
Chicago Coin's  
**STEAM SHOVEL  
TWIN HOCKEY**  
The Greatest!

**FIRST-Conditioned**  
Bally MOONRIDE...\$238  
Genco BASKETBALL 195  
SIDEWALK ENGINE'R 185  
Mut. DRIVEMOBILE 165  
C.C. BASKET CHAMP 145  
Mut. SUPER BOMBER 145  
Cap. MIDGET MOVIES 135  
Chi Coin GOALES... 95  
TELEQUIZ (w/film)... 95  
Evans TEN STRIKE 85  
BATTING PRACTICE 75  
Amuse. BOOMERANG 65

#### TARGET GUNS

Un. DL. CARNIVAL...\$215  
Gen. RIFLE GALLERY 185  
Seeb. SHOOT BEAR 145  
Mut. SKY FIGHTER 135  
UNDERSEA RAIDER 125  
SKY GUNNER... 115  
Exh. SIX SHOOTER... 95  
C.C. PISTOL PETE... 75  
Ex. SHOOT THE BULL 70

**WANTED**  
Baseball Games  
5-Balls  
Late Shuffle Games  
Highest Cash  
or Trade!

#### POOL GAMES

**FIRST-CONDITIONED**  
These are cleanest Pool Games in existence. All balls refinished. Carry a "New Game" guarantee.

**FROM \$75**  
All Models Available  
**3-Hole Games!**  
Lighted Bumpers!  
Electric Scoring!  
**NEW GAMES**  
Regular and  
King Size  
**FROM \$125**

**EXPORT BUYERS:**  
Depend on our experience for First - Quality Equipment and fast, reliable service! Write for literature and price list.

**WE PROUDLY OFFER TODAY'S  
"BIG THREE"  
IN MONEY-MAKING EQUIPMENT!**  
**CHICAGO COIN'S  
BLONDIE**

THIS 5-BALL CREATION WILL MAKE EARNING HISTORY WITH ITS EXCITING MATCH FEATURE GALS!

**INTERNATIONAL MUTOSCOPE'S  
LORD'S PRAYER**

NOTHING LIKE IT EVER BEFORE! AMAZING COLLECTIONS! GOOD FOR YEARS AND YEARS AND YEARS!

**EXHIBIT'S  
SLATE POOL**

THE FINEST POOL GAME EVER MADE! FOR YOUR VERY BEST LOCATIONS. LIMITED QUANTITY AVAILABLE.

CABLE ADDRESS:  
"FIRSTCOIN," Chicago

**COIN MACHINE  
EXCHANGE, INC.**

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

#### BINGO 5-BALLS

#### BALLY

BROADWAY...\$395  
GAYTIME... 235  
PALM SPRINGS... 90  
PALM BEACH... 75  
YACHT CLUB... 75  
ATLANTIC CITY... 75  
SPOTLIGHT... 65  
CONEY ISLAND... 65

#### UNITED

STARLET...\$295  
TAHITI... 90

#### 5-BALL GAMES

Excellent Selection  
Available at all  
times. Write for  
complete list.

#### SHUFFLE GAMES

#### CHICAGO COIN

\*HOLLYWOOD...\$275  
\*PLAYTIME... 225  
\*FLASH... 195  
\*FEATURE... 175  
\*STARLIGHT... 165  
\*SUPER FRAME... 155  
\*CRISS CROSS TRGT 125  
\*ADVANCE... 135  
\*KING... 120  
\*GOLD CUP... 115  
\*TRIPLE SCORE... 85  
\*DOUBLE... 75  
\*NAME... 65

#### UNITED

\*DeL. MARS...\$215  
\*SPEEDY... 165  
\*LEAGUE... 115  
\*CHIEF... 105  
\*ROYAL... 85  
\*CLOVER... 70  
\*STAR 10TH FRAME 60

#### KEENEY

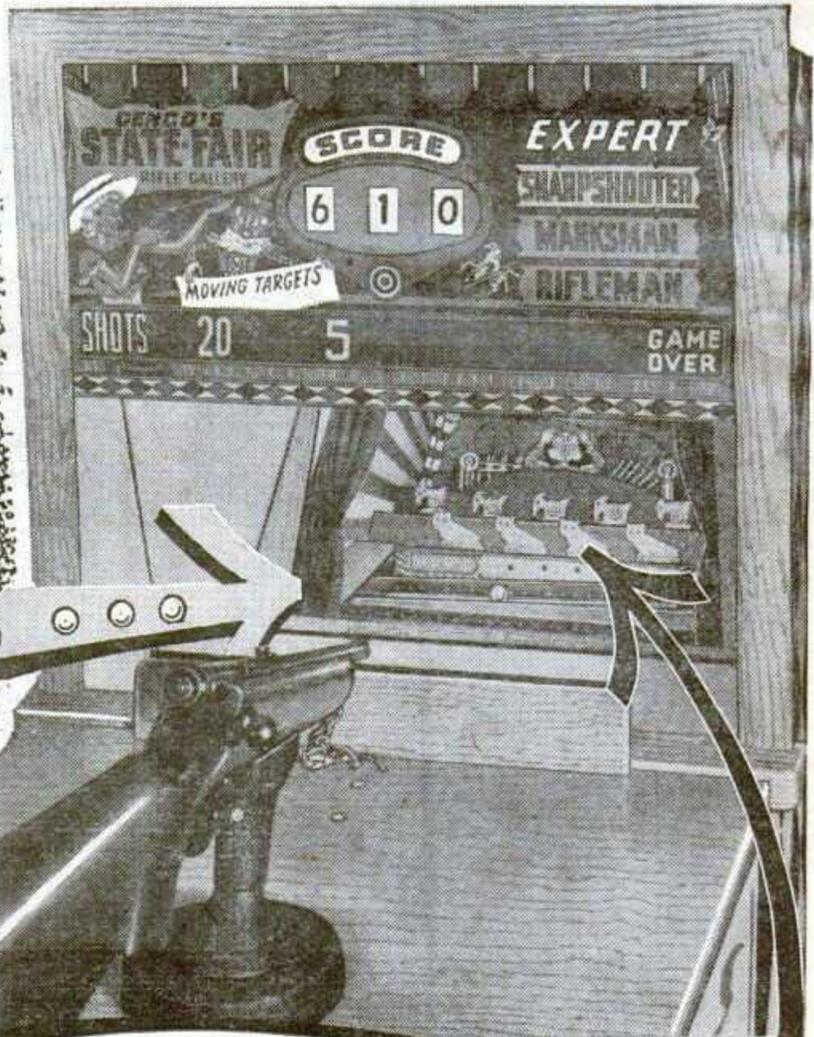
\*DIAMOND...\$175  
\*BIKINI... 150  
\*BONUS... 125  
\*DOMINO... 75  
\*CARNIVAL... 65  
\*10 PLAYER... 55  
\*6 PLAYER... 45

\*Indicates Match Play



# AN ENTIRELY NEW IDEA in Rifle Game Targets!

**GENCO'S  
STATE FAIR  
MOVING TARGET  
RIFLE GALLERY**



**FREE-ROLLING BALLS**  
JUST LIKE  
THE REAL THING!  
Roll down 2 lanes—players  
try to shoot them off!

**EXCITING NEW  
COMEDY-ACTION  
TARGET**  
snaps back and  
waves arms when hit

**PLUS**

Pat. Pend.  
**FLIP-OVER TARGETS!**  
**LIGHTED CANDLES—**  
snuff out when hit!

Adjustable Replay—Optional Match

50"x29"x70" high  
crated wt.—320 lbs.

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue  
Chicago 14, Illinois



**chicago coin... INTRODUCES**

# Blondie



*With a Chorus Line of 5  
Flashing - Match Feature Gals....  
Get To Know.... Ann.... Babs.... Cindy.... Dot.... Eve  
And Starring  
.... New Multiple Match Play!*

- ★ Single Match Feature in Each Game!
- ★ Multiple Match Feature Can Be Played With Replays. Up to 5 Times Per Game!
- ★ "Blondie" Can Be Operated As 5 or 3 Ball Game!
- ★ Lighting Bumpers 1 to 5 Score Additional Scores of 500,000!
- ★ Hitting Targets 6 to 10 Scores Additional 1 Million!
- ★ No. 10 Hole Scores Special When No's. 1 to 10 Are Hit!
- ★ Top Score... 9 Million 200,000
- ★ 2 Super Sensitive Action Kickers!
- ★ 2 "Lively" Thumper Bumpers!
- ★ Dyna-Powered Flippers.... of course!

You Can't Afford to "Pass Up Blondie" If You Are Interested In Real Earnings!



**chicago  
coin  
MACHINE COMPANY**

New Modern Large DE-LUXE CABINET

An All-Location Attraction! May Be Operated As A Regular, Free Play or Match Game!

Equipped With Cheat-Proof National Slug Rejector Coin Chute!  
New Tamper-Proof Cash Box!

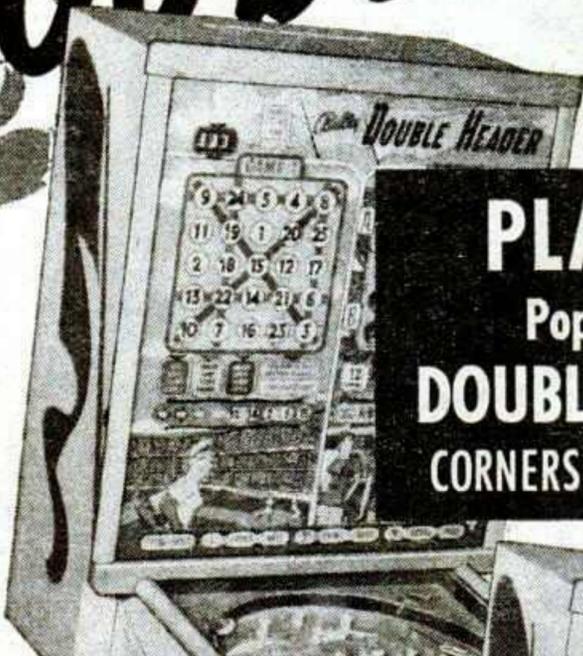
2 Steady Money Savers for Locations Where Space Is a Problem!  
**TWIN HOCKEY**  
Two Sided Play! 1 or 2 Can Play!  
Regular or Match Models With Free Play!

**STEAM SHOVEL**  
Adjustable to Match, Free Play or Regular Play!  
A Natural for Retail Stores...  
Terminals... Arcades... Dime Stores... etc.

1725 West Diversey Blvd., Chicago 14, Ill.

Earn big-league money with sensational new

# Bally® DOUBLE-HEADER 2 games in 1



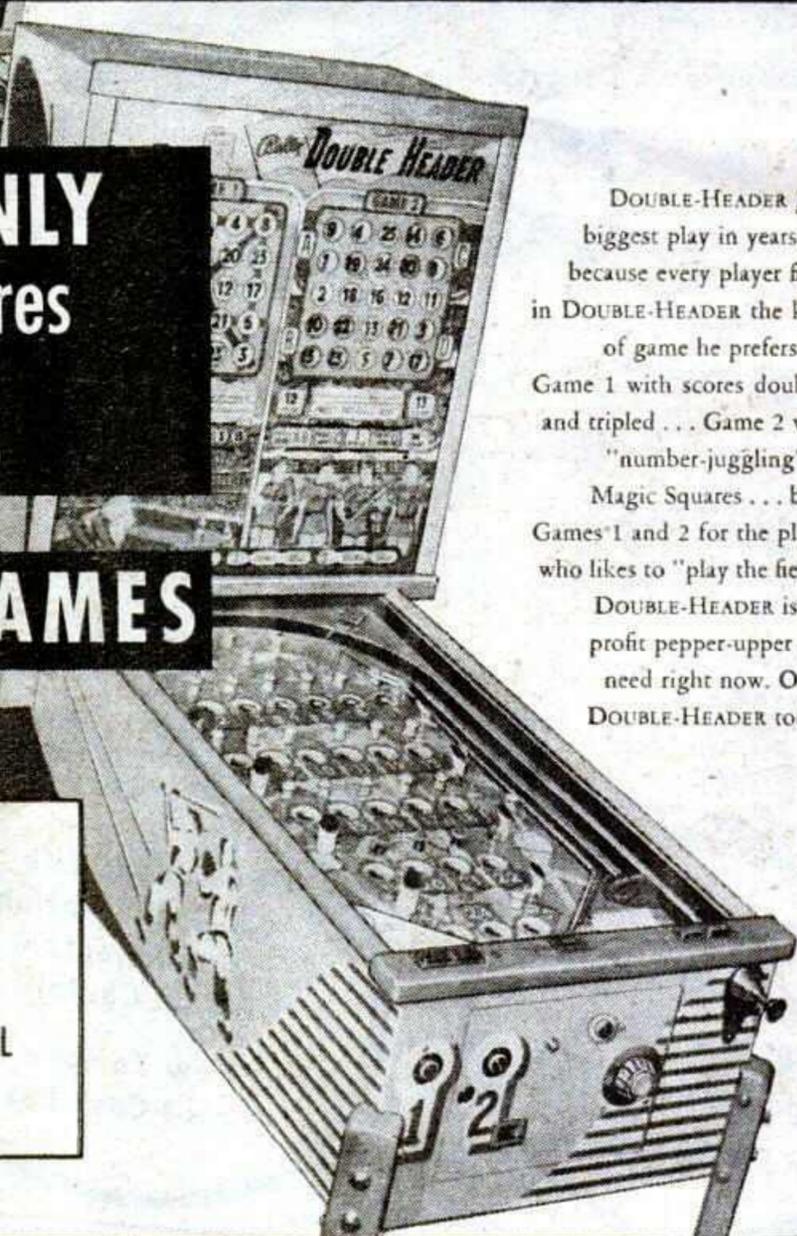
**PLAY GAME 1 ONLY**  
Popular SELECT-A-SPOT Feature  
**DOUBLE SCORES • TRIPLE SCORES**  
CORNERS SCORE • GAME 1 ADVANCING SCORES

**PLAY GAME 2 ONLY**  
**Famous Magic Squares**  
4 SPOTTED NUMBERS  
GAME 2 ADVANCING SCORES

**OR PLAY BOTH GAMES**

DOUBLE-HEADER gets biggest play in years... because every player finds in DOUBLE-HEADER the kind of game he prefers... Game 1 with scores doubled and tripled... Game 2 with "number-juggling" of Magic Squares... both Games 1 and 2 for the player who likes to "play the field." DOUBLE-HEADER is the profit pepper-upper you need right now. Order DOUBLE-HEADER today.

NOW AT YOUR  
**Bally DISTRIBUTOR**  
DE LUXE ABC BOWLER  
DE LUXE CONGRESS BOWLER (Match) • PIN-POOL  
BALLY MANUFACTURING COMPANY  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



YOUR **Bally** DISTRIBUTOR \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ always has good deal waiting for you

**NEW**

UNITED'S

# Pool Alley

A  
Combination  
of  
**2**  
great  
American  
favorites



**"SPOT" BALL HITS "TEE" BALL  
FOR SCORES**

ONE OR TWO CAN PLAY  
ONE OR TWO BALL PLAY

*Attractive New*  
Single, Double, Triple Frame Scores

FOR 2 SHOTS

Pool

**Singles for all  
current popular releases**



**TWO TUNES PER SIDE**

**ADDITIONAL PLAYING TIME  
REQUIRED**

**E.P.'s for standards,  
show tunes, all-time favorites**

# Pool Alley

A Combination of **2** great American favorites

**NEW**

UNITED'S



**"SPOT" BALL HITS "TEE" BALL FOR SCORES**

**ONE OR TWO CAN PLAY  
ONE OR TWO BALL PLAY**

**Attractive New  
Single, Double, Triple Frame Scores  
1 OR 2 SHOTS PER FRAME**

**10TH FRAME EXTRA SHOTS FEATURE**

**FRONT END PLAY  
HINGED PIN-HOOD  
HINGED PLAYFIELD**

**NEW**

**EQUIPPED WITH  
UNITED'S  
FAMOUS  
SLUG-  
REJECTOR**

**NEW**

APPROXIMATE  
SIZE:  
25 IN. BY 80 IN.

**NEW**

**NEW**

**UNITED MANUFACTURING COMPANY  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS**

**ORDER FROM YOUR UNITED DISTRIBUTOR TODAY**

**SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • SELECT-PLAY Shuffle Alley • POOL GAMES**

**Singles for all  
current popular releases**



**TWO TUNES PER SIDE**

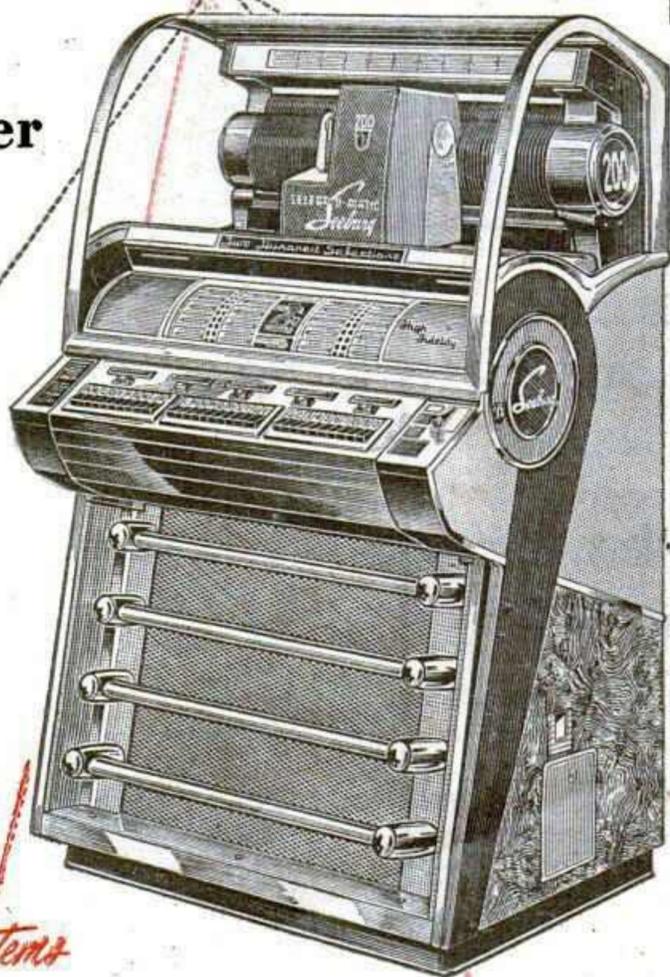
**ADDITIONAL PLAYING TIME  
REQUIRED**

**E.P.'s for standards,  
show tunes, all-time favorites**

# Program for profit with both kinds of records

## The Seeburg V-200 is the answer

The Seeburg V-200 provides the opportunity of featuring "music for everyone"—*profitably*. That's because with the Dual Credit System it is possible to program singles (Hit Tunes) at one price and E.P.'s (Standards and Show Tunes) at a proportionately higher price. *The operator is compensated for the additional time required to play E.P. records.*



**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

*America's Finest and Most Complete Music Systems*