

The Billboard

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Days of the Groping Orator Numbered

Business Adopts TelePrompter Devices; Firm Affects All Public Address Areas

By BOB BERNSTEIN

NEW YORK—Politics and big business have adopted many devices from the entertainment world, but none more modern and significant than the teleprompter. In fact, all the machines and techniques of TelePrompter Corporation, a company which grew from a tiny service to a vast, complex force, have influenced public speaking, popular opinion and elections.

Gone is the day when a poor memory could cost a statesman his election. Gone are the rough-and-tumble conventions and the cavernous echoes of the loudspeaker system. In their places are well-ordered sessions, timed to the second. Sentences pour forth without groping and hesitation, suits are unumpled, faces are bursting with the healthy glow of pancake make-up and nothing unexpected crops up to mar the neat schedule.

Problems Answered

Most of the change that has silently swept away the slipshod, boisterous good old days of oratory is because of TelePrompter, which has developed an answer for every VIP's problem. Today, you can act, orate, organize and debate by electronic control, with chorus, lighting, music and audience cued in accordingly.

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Telemation

There's Telemation, which can adjust the curtains, open doors, change slides and turn on film during a speech. There's Telelight, which makes any pattern of lighting automatic. There's Tellens-M for shooting complicated films, and

A Long Way From Video

NEW YORK—Less than half the business of TelePrompter Corporation today stems from its original creation, the teleprompter. Twenty-four other products are used widely by such varied clients as General Motors, the Mexican Chamber of Commerce, the U.S. Air Force and both political parties.

Customers include England, Canada, Cuba and South America, as well as the original TV networks and stations. The big feature now is complete catering of conventions, meetings and rallies.

Telexecutive which fits into an attache case for moments when the highest diplomacy is required. Alert to the changing needs of government as it was to television's, TelePrompter can now offer 100 services for any occasion on which one person is to address another. It all started with an unemployed singing actor named Fred Barton, who thought up a machine which could help the TV actor remember his lines the way a live prompter in the wings helped the theater actor.

1949 Debut

Late in 1949, Barton's TelePrompter, now used in 100 stations and by more than 150 network shows, made its famous debut. He has since abandoned his dramatic ambitions and become a vice-president of one of the nation's fastest-growing, most influential companies. While TV was embracing the TelePrompter as an integral part of the production of programs, the company moved into other green pastures.

Most striking in its ramifications was the job TelePrompter did for the two conventions this summer. It laid out the halls, set the angles for TV, movies and stills, directed all the speeches, coached the speakers and built a special lectern. The physical staging from soup to nuts belonged to Tele-

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NAMES PULL IN HUGE GROSSES AT BIG FAIRS

CHICAGO—Big names are giving some of the largest fairs thumping coliseum and grandstand grosses.

Of the headliners, those creating the biggest sensation have been Roy Rogers, Tennessee Ernie Ford and Pat Boone.

Greatest surprise thus far was the whopping business Rogers has given two fairs—Ohio State Fair, Columbus, and the Iowa State Fair, Des Moines.

At Columbus, Rogers was in for nine performances in five days. His show grossed \$122,950.25. In on a contract under which the fair got the first \$10,000, Rogers the next \$40,000, and the fair 25 per cent on everything over \$50,000, Rogers walked out with \$94,592.88 while the fair received \$28,197.62.

The amount he ambled off with lifted some unknowing eyebrows, but Ohio's State auditor in a specially prepared release, said, "Roy Rogers was worth every penny he received. In all probability it was the greatest over-all attraction ever viewed in Ohio."

Rogers' appearance at Columbus was credited in large part with jumping the fair's attendance about 150,000 over its previous peak gate and to have upped fair's receipts about \$150,000 over the comparable period last year.

Rogers jumped from Colum-

(Continued on page 77)

Fairs Thruout U. S., Canada Chalk Up a Whopping Big Year

Most Exceed or Near Peak Gates; Weather Still a Plague to Some

By HERB DOTTE

CHICAGO—The biggest participation shows of them all—the fairs of the U. S. and Canada—are having a whopping year.

With few exceptions, fairs thus far, when given weather, have either hit new attendance records or nudged their past peak gates.

The Minnesota State Fair, St. Paul, which last year in perfect weather topped the million mark at the gate, again hurdled that figure and went considerably better, even in the face of some bad weather.

The 10-day St. Paul event pulled 1,036,736 persons, as compared with 1,007,101 in 1955.

The eight-day Ohio State Fair at Columbus lifted itself up by the bootstraps, in part thanks to Roy Rogers, with a fat 150,000 gate count increase over its previous record gate, coming up with a new high of 660,000. Rogers and his company, presented in front of the grandstand, accounted for a \$122,750 gross and turnouts that upped all segments of the fair.

The nine-day Wisconsin State Fair, Milwaukee, had an extremely good run, pulling 779,536, even tho it had to contend with a seven-day home stand of the Milwaukee

Braves, considerable rain and the Republican National Convention.

Hoosiers Race

The 10-day Indiana State Fair, Indianapolis, pulled 824,409 in the first nine of its 10-day run and was a cinch to finish Friday (7) with a total tally in excess of last year.

The Canadian National Exhibition, Toronto, was hit by considerable rain yet went in the final days trailing last year's run by a mere 25,000. Its attendance in 1955 was 2,809,500. When it caught good weather, the CNE ran stronger than ever.

On its first Saturday it came thru with 305,000, the biggest day to that point in the long history of the fair. The following Saturday—the second of the three Saturdays in its run—it booted that record out of the books with another new single-day high, an attendance of 310,000 people.

Rain had its affect on some fairs, notably New York State Fair, Syracuse, hit hard and flooded the first two days of its run. Iowa State Fair, Des Moines, also was whacked by the weather. Fortunately, for the Tall Corn State, Roy Rogers came in for five shows in four of the fair's late days and hyped the gate and grandstand business, building up crowds and business that enabled it to finish with a higher cash surplus.

Drought Hurts

Drought conditions, combined with rain and unseasonable cold nights, hit Nebraska State Fair, yet the sturdy Lincoln event closed its run with its gate off only 12 per cent—a remarkable showing in the face of what it was up against. Drought conditions had gripped

(Continued on page 77)

Peak Activity On Midways

CHICAGO—Rides and shows are getting record business at major U. S. and Canadian fairs.

At the recent 10-day Minnesota State Fair, St. Paul, the Royal American Shows piled up a \$309,230.26 gross to eclipse the old mark, \$302,967.89, set last year.

Meanwhile, the Conklin Shows were well on their way at the Canadian National Exhibition, Toronto, to top their \$501,334 record set in 1955. Indications were that the midway take for the 16-day run,

(Continued on page 77)

NEWS OF THE WEEK

NBC-TV's Realignment of Staff Set Up on Teamwork Plan . . .

Final details of a network personnel realignment at NBC-TV see important changes being made all in the direction of getting greater teamwork and efficiency from the operation. . . . Page 2

United Artists May Launch Policy For Permanent TV Integration . . .

United Artists is said to be in TV film distribution to stay. It is reported to have from 200 to 250 pictures in its vaults earmarked for TV, and will subsequently put almost all its pictures in after they complete their theatrical runs. . . . Page 7

Rock and Roll in Heavy Demand As Fall Season Gets Under Way . . .

Despite heavy action on "quality" songs, examination of the best selling record charts proves there is not slackening in the popularity of rock and roll. No solace for Tin Pan Alley

music publishers is indicated for the fall season. Songs of all categories are achieving hit status. . . . Page 15

Stress Importance of Racks In Over-All Disk Market . . .

Practically every major label has quietly set up a special department to handle rack sales, thereby pointing up the growing importance of record rack operations in the over-all disk market today. . . . Page 17

DEPARTMENTS AND FEATURES

Amusement Games 109	Merchandise 87
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NBC Sets Team Operations To Meet Medium Expansion

Prexy Sarnoff Says Organization Geared for Complex Age of Color

NEW YORK — NBC's long-awaited official announcement about the realignment of its executive structure, as finally announced Friday (7), places President Bob Sarnoff at the head of an organization geared for a team operation.

Sarnoff's announcement on a closed circuit made it clear that the changes are being made with the future in mind, the future was exemplified by the age of color which is just around the corner and the additional complexities which will accompany it.

Sarnoff made clear that the nature of the TV industry has changed so greatly since 1948 that a stock-taking was needed. There was a recognition that the network business has grown beyond the capacity of a single individual to handle adequately even assisted by competent men.

With network billings having grown nearly tenfold in the past five years, along with the problem and detail which must accompany such rapid development, the web's leaders obviously felt that a re-

alignment of functions and responsibilities must be made to cope with the gigantic operation that a TV network now has become.

CBS Recognition

CBS-TV, too, has recognized this situation by setting up its own structure involving two separate corporations with separated presidents and by appointing two executive vicepres, Hubbell Robinson Jr. and Merle Jones.

NBC, following a microscopic study of its operation by the management consultant firm of Booz, Allen & Hamilton, has prepared its own modus operandi involving a greater division of responsibility and authority, with key executives given well-defined lines of communications above and below.

Four executive vice-presidents were designated with well-delineated duties and functions. They are Tom MacAvity for TV network sales and programs and Charles Denny for operations which include owned and operated stations, Spot Sales, the radio network, production facilities and California National Productions, the NBC subsidiary. Mac Clifford for ad-

ministration will have reporting to him talent and program contract administration, the law department, the treasurer and the vice-president for the Pacific divisions. (He will also oversee the personnel department engineering and facilities administration and the controller's office). David Adams is the fourth for corporate relations, which include station relations, the NBC Washington office and planning and development.

Numerous Shifts

Numerous shifts are already blueprinted with NBC-TV. Billy Goodheart is to take over as vice-

(Continued on page 6)

Max Factor to TV With 'Noah's Ark'

NEW YORK—Max Factor last week made its first important network programming purchase when it bought alternate weeks of "Noah's Ark," NBC-TV, Tuesdays 8:30-9 p.m.

It will share the program with Liggett & Myers, Doyle, Dane & Bernbach is the agency.

AVAILABILITIES

ABC Offers Three Shows for Co-Op

NEW YORK—With the new season exploding its opening fireworks, ABC-TV has begun to offer its availabilities for co-operative and regional sales. "It's Polka Time" joins "The Lone Ranger" and "Mickey Mouse Club" as the first three network stanzas being offered. The web insists stations drop local sponsors if a network advertiser should turn up later.

"Polka Time" is fully available for co-op deals, "The Lone Ranger" has alternate weeks open and "Mouse" has eight open segments out of 20 quarter-hours.

Still in the "left to sell" category for ABC-TV, but not yet offered for anything but a network sale, are the following:

Sunday — "Omnibus," one half. Also, the 8:30-9 p.m. and 10:30-11 p.m. time slots.

Monday — Bishop Sheen. Also, the 10:30-11 p.m. slot.

Tuesday—10-11 p.m.

Wednesday — "Navy Log," one half.

Thursday — "Wire Service," one half. "Ozark Jubilee," one half.

Friday—10-11 p.m.

Saturday—"Famous Film Festival," some participating spots left. Also, the 7-7:30 and 10:30-11 p.m. slots.

Rubber Option

The U. S. Rubber Company has an option on an undisclosed time period among those listed for its proposed "U. S. Musical Almanac" series.

ABC-TV anticipates a quick sell out on "Mickey Mouse" now that Walt Disney has liberalized the use of his cartoon characters for client commercials.

"Kukla, Fran and Ollie," on which Gordon Baking has a limited network deal rather than a strict regional one, is also being offered for co-op sales.

McCann Due to Get Colgate's Fab Acc't

NEW YORK — McCann-Erickson seems set to pick up the billings for Colgate's Fab when William Esty finishes servicing the product at the end of this year. There is also a good chance that it may pick up other Colgate products resigned by Esty, such as Vel and Rapid Shave.

The acquisition of the Fab billings, which run between \$4,000,000 and \$6,000,000, should give McCann-Erickson a stronger stake in daytime billings where much of the Fab TV advertising is. It should also project the McCann-Erickson billings to well over \$200,000,000 during the year of 1957 and well ahead of its nearest

BIG QUESTION OF WEEK: WHITHER PAT WEAVER?

NEW YORK—The announcement by NBC President Bob Sarnoff that Pat Weaver had resigned as chairman of the board of the network last Friday (7) came as an initial shock to the trade. However, the shock was more from the suddenness of the announcement than from surprise at the move.

Reports have been circulating for some time about lucrative offers which have been made to Weaver. These reportedly range from ad agency chief or partner to top post at other networks. He's even been reported considering setting up his own ad agency.

Altho Weaver's seven-year association with NBC in capacities from v.-p. in charge of the TV network to board chairman have been fruitful and exciting ones in many ways, there has been a growing feeling in trade circles that he was likely to request board to release him from his long-term contract, signed only last December just prior to the network's affiliate meeting in Chicago.

Off the Team

The current realignment of responsibilities at NBC (see other story) foreshadowed the simultaneous exit of Weaver from the web. A brilliant individual operative, Weaver is understood to have had reservations about functioning in the kind of corporate team operation which NBC feels the times require.

In addition, there's been no question that Bob Sarnoff, since his installation as president of the network, has functioned as top man in fact as well as title, as indeed the network's charter papers are known to require. To Weaver, accustomed to freedom to make major decisions, the relative quiet of the administrative functions of the board chairman is said to have palled as being insufficiently dramatic and exciting. Consequently, he reached the difficult decision that he must find new destinies with which to grapple.

The question being asked around the trade this weekend was: Where is Weaver going? With his potent background (ad manager for American Tobacco under George Washington Hill, radio-TV chief at Young & Rubicam, plus his NBC accomplishments) there's little doubt that Weaver can virtually write his own ticket.

One question about his possible association with another network is the nature of the settlement of Weaver's pact with NBC, which is understood to have been for 10 years at some \$110,000 annually. It's believed that as part of the settlement of his contract, Weaver agreed to defer any association with a rival web for a specified period. Estimates of the length of this period range from one to five years.

One thing is certain. Wherever Weaver lands, things will not be dull. The man who has been responsible for some revolutionary programming developments in network TV (and even the terminology therefore, such as "Spectaculars," "Telementaries" and "Operation Frontal Lobe") is anything but pallid.

There'll be some exciting days ahead for the organization with which Weaver will announce his affiliation some time soon.

Carle to NBC Music Strip

NEW YORK — The Frankie Carle show, a summer replacement which has made good, has been slotted by NBC-TV in the Monday 7:30-7:45 p.m. time period, as part of its music strip pattern.

In the same strip, Planters Nut and Chocolate Company, a new network advertiser for Planters Peanuts, has bought one out of every four Eddie Fisher shows. Fisher is seen Wednesdays and Fridays.

Frigidaire Puts Nix on 'Wife'

NEW YORK—Indications are that Frigidaire will cancel its co-sponsorship of "Do You Trust Your Wife?" after the December 25 telecast on CBS-TV. This would be the second show that failed to make the grade for Frigidaire in the Tuesday 10:30-11 p.m. time period.

The first was last year's "My Favorite Husband." It is not yet known whether the co-sponsor, Liggett & Myers Tobacco Company, will continue after the Christmas date.

Studebaker to Sponsor NBC Newscasters

NEW YORK—The Studebaker-Packard Corporation will sponsor the NBC-TV newscasts of Chet Huntley and David Brinkley on Mondays and possibly Fridays, 7:45-8 p.m., thru Benton & Bowles. Miles Laboratories has switched sponsorship from the Friday segment of the strip to Thursday, after Union Carbon & Carbide exits in November.

Huntley and Brinkley will fill the Monday and Friday stanzas, with John Cameron Swayze assuming the Tuesday, Wednesday and Thursday chores.

HIS FIRST

Capra 'Sun' In CBS Bow On Nov. 19

NEW YORK — Frank Capra, Academy Award-winning director, will have his initial property for TV unveiled November 19 by the American Telephone & Telegraph Company in the 10-11 p.m. "Studio One" time period on CBS-TV, which is to be pre-empted.

In preparation for several years, the show, "Our Mr. Sun," deals with the effect of the sun on every phase of life—animals, birds, people. It will be part life and part animation and is one of four programs already completed. Several top personalities will be used to narrate "Our Mr. Sun." N. W. Ayer is the agency.

Kellogg's Exits 'Waldo' Series

HOLLYWOOD—Kellogg's last week bowed out of its commitment to "Waldo," TPA-produced series starring a chimp, which the company bought several weeks ago for fall airing.

It's understood Kellogg's wanted an early evening net time period for the show, but was unable to come up with one to its satisfaction.

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Nighttime Fare Moves In on Sun. Afternoon

NEW YORK—More nighttime caliber programming continues to pile into Sunday afternoons. CBS-TV last week reprieved "Mama," and scheduled it in the Sunday afternoon 5-5:30 slot. It will be followed by "Gerald McBoing, Boing" which goes 5:30-6. Both programs will be spelled by "See It Now," which will be programmed once monthly.

Since NBC-TV will program the Ray Bolger show 5-5:30 p.m. Sundays in combination with "Wide World," which goes 4-5:30, and "Captain Gallant," 5:30-6, network viewers will be exposed to shows with stronger family impact.

The build-up in the Sunday afternoon time period is partially the result of the success of "Wide World" last season, which on many Sundays received impressive ratings. CBS last season programmed "Omnibus" 4:30-6.

Sweets Buys Half Of 'Heckle-Jeckle,' 2d Kiddie Show

NEW YORK — The Sweets Company of America has bought its second alternate week kiddie show sponsorship on CBS-TV, a rerun of "CBS Cartoon Theater," newly titled "Heckle and Jeckle."

No second sponsor is yet set for the Sunday 1-1:30 p.m. series. The other Sweets Company alternate week buy is "Tales of the Texas Rangers" Saturdays 10:30-11 a.m., which it shares with General Foods.

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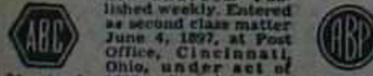
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'CINDERELLAS' TO DO BATTLE

NEW YORK—TV will see a battle of "Cinderellas" this season. CBS-TV has scheduled its Rodgers and Hammerstein spectacular "Cinderella" for Sunday in February. It will star Julie Andrews.

But NBC-TV, too, will offer a "Cinderella" spectacular, this one to be performed by the Sadlers Wells Ballet, probably in April on "Producers' Showcase," Mondays 8-9:30 p.m.

NBC Hope Dim On 'Telescope'

NEW YORK—NBC-TV's hope of programming a full schedule of documentaries in a new series, titled "Telescope," seems to be gone for the season of 1956-57. The web has one potential client, Breast of Chicken, interested in three of the teleumentaries.

North American Aviation, which was interested in a large number of shows in the series, changed its mind. The buy would have been for 10 of the "Telescopes," Maurice Chevalier's "Paris," one of the first of the "telescope" series, however, is still in production.

Remington Buy For 'Gunsmoke'

NEW YORK—Remington-Rand last week bought its second show, "Gunsmoke," for its electric shaver division. The advertiser will sponsor 16 telecasts in the Western series, sharing about one-third of it with Liggett & Myers, which will sponsor the remaining two thirds on the CBS-TV network, Saturdays 10-10:30.

Remington is already co-sponsor of "What's My Line?" Sundays 10:30-11 p.m. on CBS-TV. Its agency is Young & Rubicam.

NBC Tops CBS on Aug. ARB Afternoon Avgs.

NEW YORK—NBC-TV, which in July topped CBS-TV for the first time in two years on afternoon American Research Bureau ratings, repeated its victory during August. In fact, the August averages were even higher than the scores set for July.

An NBC bulletin compares the 2:30-5 p.m. period at CBS and the 3-6 p.m. period at NBC in 1955 with the 2:30-5 time this year. In 1955 CBS' average ARB was 8.3 against NBC's 4.9. This August, CBS dropped 24 per cent to a 6.3 average, while NBC rose 90 per cent to a 9.3 average. The 9.3 figure represents a 3 per cent rise over July, incidentally.

CBS, meanwhile, had slipped 22 per cent from 8.6 in July, 1955, to 6.7 this year. The month of August found an additional 6 per cent fall to 6.3 average.

Accounting for this continued increase in NBC ratings in part are "Matinee Theater," which rose from an 8.7 average in July to a 9.0 in August, topping "The Big Pay-off" on CBS by 18 per cent and Bob Crosby by 38 per cent, and the absolute afternoon ruler, "Queen for a Day."

Successful Shows Shy Away From Improvement Attempts

HOLLYWOOD—Do you tinker with a television program which survives the annual ax in an effort to improve it for the coming season?

No, is the almost unanimous reply of producers, most of whom are keeping their fingers crossed that the opposition, whether the same as before or different, won't come up with any spectacular innovations either. The result is that there's very little new in old shows going back on the air.

There are some exceptions, the most notable perhaps being "I Love Lucy," which has continuously had a policy of not standing still. The perennial top-rater introduces a young drummer phenom as the now five-year-old son of Lucy and Desi. The program will also have Desi taking a trip back home to Cuba.

Tho this trend to "get out of the kitchen," so pronounced last year, is continuing, it is not nearly as strong. Most of the outdoor action will be confined to the adventure dramas. The others, to a good extent for reasons of economy, are going back to the stage.

In general, comedies seem to have done the most reshuffling.

with the Danny Thomas Show (ABC) undergoing the greatest change. Jean Hagen having "died," Thomas is now a widower, which will permit the introduction of romantic interests.

"December Bride" (CBS) plans the hypoing of interest thru the use of guest stars, a practice which has worked well with "Lucy." In "Ozzie and Harriet" (ABC) much less, if anything, will be seen of the neighbor, Don Dedefore. On the other hand, "Life of Riley" (NBC) brings back its neighbors, with Bendix also taking a trip to Hawaii.

European Background
Three programs will take their viewers on European junkets, all of them having filmed footage on the Continent during the summer. These are the Jack Benny and Phil Silvers shows (CBS) and "You Asked for It" (ABC).

"You Are There" (CBS) will lean more toward stories about current events during its 26-week season. Another Armed Forces show, "Navy Log," will stick to true stories, introducing the central character of each on camera before the program.

Most of the live comedy pro-

grams are doing quick changes. George Gobel (NBC) has dropped both singer Peggy King and "wife" Jeff Donnell. Sid Caesar (NBC) has been divorced from Nanette Fabray. Jackie Gleason (CBS), after a none-too-successful half-hour honeymoon, returns to the hour format, with all of the old characters back.

There are practically no changes in the dramas. "Cavalcade Theater" (ABC) will do some fiction as well as true stories. Wyatt Earp (ABC) moves from Wichita to Dodge City. "Dragnet" (NBC), with the entire season's production already in the can, will do more human-interest yarns.

Basically, however, nearly all the shows are sticking to the proven plots of weeks gone by. As one producer put it, "You'd be silly to rock the boat when it's sailing along just fine."



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

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CBS Sets Complex Pro Grid Schedule

NEW YORK — CBS-TV has lined up an extensive professional football schedule for this fall involving 165 stations in the most complicated lines order ever received by American Telephone & Telegraph. The order consists of 62 separate pick-ups over a 13-week period—two Saturday and 13 Sunday periods—besides a Thanksgiving Day order.

Set up along regional network lines, CBS will pipe Midwest pro games to their area, Eastern games to their area, etc. A further complication in setting up the grid programming is that there are 11 teams all told, and each one will

have its own line-up of cities within their areas to carry their games.

If setting up the schedule has been a headache, sales certainly have not. In the East the New York Giants' games will be sponsored by Atlantic Refining a half, Ballantine Beer a fourth and Marlboro a fourth; Washington Redskins, Amoco half and Marlboro half; Baltimore Colts, National Bohemian Beer half and Marlboro half; Pittsburgh Steelers, Duquesne Beer half and Atlantic Refining half, and Philadelphia Eagles, Atlantic Refining half and Marlboro half.

In the Midwest, Standard Oil of Indiana has bought a third of the Chicago Bears and the Chicago Cardinals, with Marlboro and Falstaff sharing the other two thirds. The Green Bay Packers' games are split three ways with Standard Oil of Indiana, Pabst and Marlboro. Goebel Beer and Speedway Gas are sharing the Detroit Lions, with Marlboro taking a portion in areas where the beer and gas products are not distributed. On Thanksgiving General Tire & Rubber will sponsor the Detroit Lions and Green Bay Packers' game.

On the West Coast Burgomeister and Falstaff beers and Marlboro are sponsoring the San Francisco 49'ers and the Los Angeles Rams.

There will be 22 different announcers involved in this complex line-up. Missing from this year's schedule is the Cleveland Browns, which will be added next season.

Whitehall to Solo on 'Tune'

NEW YORK — On November 20 Whitehall Pharmacal will recapture full sponsorship of "Name That Tune," the CBS-TV Tuesday 7:30-8 stanza.

Its co-sponsor, Lanolin Plus, will bow out. Lanolin recently picked up full sponsorship of "Break the Bank," Tuesdays 10:30-11 p.m. on NBC-TV.

FLASH#2!

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JUMPS FROM

3.3 up to 6.3

"EAST OF THE RIVER"

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BRENDA MARSHALL



MONDAY

JUMPS FROM

4.6 up to 6.5

"ROARING TWENTIES"

with JAMES CAGNEY
HUMPHREY BOGART
PRISCILLA LANE



TUESDAY

JUMPS FROM

4.2 up to 9.0

"THE SEA WOLF"

with EDWARD G. ROBINSON
IDA LUPINO
JOHN GARFIELD



WEDNESDAY

JUMPS FROM

4.8 up to 9.0

"GOD IS MY COUSIN"

with DENN
RAYMON
DAN

...AND NEXT DAY (5 PM) RE-RUNS BOOSTED PREVIOUS MONTH RATINGS BY OVER 100%

● CAPTURE THE BIG AUDIENCES and THE BIG SPONSORS IN YOUR MARKET WITH WARNER BROS. MOVIES...TIE 'EM UP TODAY...CALL

AUGUST ARB RATINGS ALMOST

DOUBLE

FOR ALL SEVEN LATE NIGHTS

OVER JULY—FROM 4.9 up to 9.0



TUESDAY

FROM
13.4

"CO-PILOT"

MORGAN
WASSEY



THURSDAY

JUMPS FROM
4.3 up to **8.1**

"THE UNSUSPECTED"

with CLAUDE RAINS
JOAN CAULFIELD
CONSTANCE BENNETT



FRIDAY

JUMPS FROM
5.7 up to **8.1**

"BORDER TOWN"

with PAUL MUNI
BETTE DAVIS



SATURDAY

JUMPS FROM
7.1 up to **11.2**

"FLAXY MARTIN"

with VIRGINIA MAYO
ZACHARY SCOTT

a.a.p.

Associated Artists Productions, Inc.

NEW YORK 345 Madison Avenue • MUrray Hill 6-2323

CHICAGO 203 N. Wabash Avenue • DEarborn 2-4040

DALLAS 151 Bryan Street • RANDolph 6043

LOS ANGELES 9110 Sunset Boulevard • CREstview 6-5886

HAVE YOU SEEN FLASH No. 1?

WTVN Columbus increased the Mon. thru Fri. average for its "Early Home Theatre" more than 55%...from 7.6 up to 11.8! Its Saturday "Summer Playhouse" jumped from 6.7 up to 12.6!!

TOP SHOW PLUGGERS

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

KLZ-TV, Denver: "Long John Silver"

With a rather wide group to choose from in the four-channel or more category of The Billboard's 18th Annual Promotion Competition, the judges picked this outlet's job on "Long John Silver" for a neat tie for third place.

Sunbeam Bread and the station worked together on this launching. It all began with a cocktail party and the debut of a new local personality. The show was auditioned at a number of parties in Denver, Greeley, Colo.; Cheyenne, and Casper, Wyo., and Bob Davis as Sam Beam was launched. Not only did he appear at sales meetings but guested on shows of the station's other personalities. Davis, dressed and made up as Silver, delivers the ads on the show, but he also sees the kiddies in person on Saturday afternoons.

In fact, the station has put "Silvers" all over the area, with sales supervisors, in pirate regalia, making appearances at supermarkets. In addition to the usual ID saturation and ads, trailers, etc., KLZ displayed posters of the show on some 151 Yellow cabs in the city. Jolly Roger flags and some 10,000 little pirate flags waved from the hands of the youngsters. Pieces of eight were distributed—40,000 in all.

The result of this extensive campaign before debut and continuing is that the outlet has copped 64 per cent of the audience on a Saturday afternoon. The American Research Bureau gave it a 13.5 at 4:30.

Harold Storm directed the promotion for "Silver," and H. B. Terry, general manager, rated bows, too.

(Next week: WTTV, Indianapolis.)

IKE ASKS NEW GLOBAL SHOW

WASHINGTON — President Eisenhower has invited Frank Stanton, of CBS, and other "distinguished American leaders" to tackle a new kind of programming. Eisenhower wants to put over a "people to people" program, involving representatives of all spheres of activity, to win friends abroad for American ways and world peace.

Among the representatives of the best in American entertainment invited to meet with the President are George Murphy, representing "talent group for the entertainment industry"; Eugene Ormandy, Philadelphia Symphony conductor, for music; William Faulkner, for writers, and Y. Frank Freeman, chairman of Motion Picture Producers' association, for movies. Stanton will represent radio and TV in the group, which will organize committees to put over the new hands-across-the-sea program.

NEW YORK — Westinghouse is still shopping around for a network advertiser who wants to swap shows. The sponsor is offering half of its "Studio One" on CBS-TV to another sponsor who has an hour show and wishes a co-sponsor.

Overtures are said to have been made to the Ford Motor Company for half of Ed Sullivan, but chances of the deal being worked out are not too good.

ABC O&O's Hold Planning Session

NEW YORK — A two-day planning meeting of ABC's nine owned radio and television stations took place this week under the chairmanship of Harold Morgan Jr., vice-president and controller.

The theme for the conclave was the integration of station operations into expanding network operations for 1956-'57.

Team Operations

• Continued from page 2

president in charge of sales. He will replace the veteran George Frey, who is to remain until the end of the year then take over a top executive post at Sullivan, Stouffer, Colwell & Bayles. Functioning under Goodheart will be Mike Dann and Walter Scott, who will share Joe Culligan's former post between them.

Dick Pinkham, vice-president in charge of programs for NBC-TV, will be offered another post within the company, probably as "Today," "Home," "Tonight" topper. No replacement is to be named for him, but Tom MacAvity will take over many of his duties until a top executive can be found. Mort Werner, however, will be moved up to act as MacAvity's assistant.

Nat Wolff will go to the West Coast to become vice-president in charge of programs in Hollywood. He will replace Fred Wile, who is expected to resign. And the new NBC treasurer is expected to be Earl Rettig, now a vice-president in its business department.

ADVISORY BOARD SURVEY

How to Set Up Fourth Web—Plans, Payment



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

In this second section on the discussion of a hypothetical fourth network, The Billboard's TV Editorial Advisory Board submitted ideas on how such a fourth web should be set up. Specifically, for their consideration were the following questions: What time periods would you ask your affiliates to option to your network? What kind of formula would you set up for the compensation of your affiliates? In your first season, what—if any—kind of programming would you emphasize?

On the last issue, the programming picture came very clearly into focus. If the Advisory Board's fourth network were to come into existence, viewers would enjoy an abundance of feature films and dramatic anthologies. There would be a lot of sports and news, plenty of music and variety programming, too. Minimized somewhat would be the panel and quiz shows, mysteries and special events. In other words, the board conceived a widely diversified schedule much along the lines the public is now used to.

Essentially Film

It should also be kept in mind that there was strong feeling in the first installment on this subject that the fourth network should be a film network. Consequently, the voting was especially heavy in favor of the feature film and anthology types of programming.

The other two questions brought forth considerable variance in opinion, indicating that there would have to be a great meeting of minds before the hypothetical fourth network would come solidly into existence. For example, on the matter of time the network would take from the individual stations—how much and when—opinions differed.

Altho the majority agreed with Henry C. Hart Jr., of the Horton-Noyes agency, that "three time periods encompass the listening times of three

different masses of viewers—women, children and the whole family," the amount of time and when were the crux of difference. Overwhelmingly among stations—19 out of 24 concrete suggestions—it was thought that the "network" should have three or more evening hours after 7 p.m. And board members in other segments of the industry went along on this.

Morning programming and the afternoon hours were about equally divided between two and three hours in each period. Agencies and stations were particularly at odds about the afternoon hours. Curiously, the stations were more generous than the agencies. The majority of the stations were willing to let this fourth network have three of the afternoon hours, while the agencies, which might be placing business on the web, thought two hours would be enough.

Summaries of opinion on time allotment ran like this in order of weight on each suggestion: The "network's" time should be the same as existing nets in order to compete. Stations need more time for local sales to obtain more revenue. The network needs the heart of the evening but can get greater co-operation if it doesn't take all the night schedule. The "fourth net" should have only those hours which could be sold nationally and which would be too costly to sell locally.

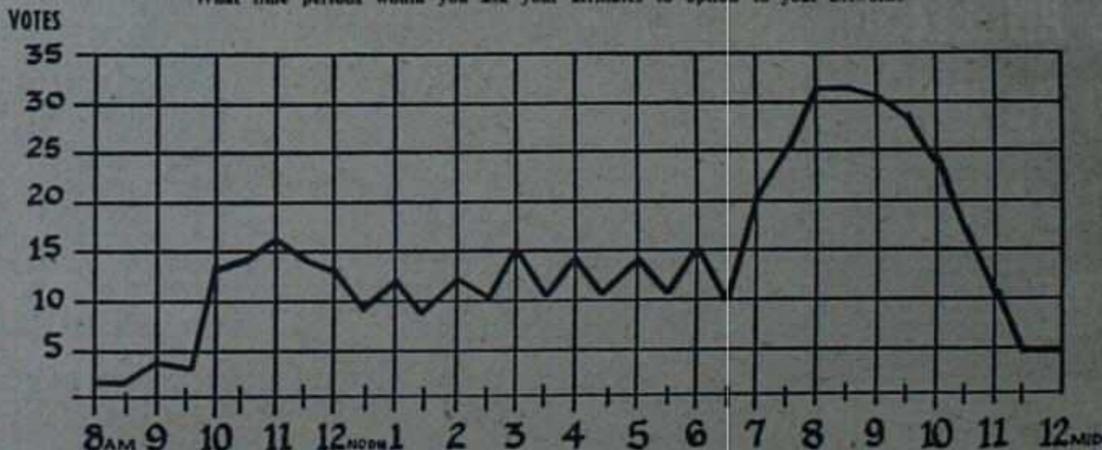
Best Time Periods

The time periods which found most favor for the fourth network were first of all the prime evening time, 7 to 10. Also, there was some demand for the 10 a.m. to noon period. The whole afternoon likewise held a high level of interest. (See graph below.)

Now on the question of how "would you set up a formula for the compensation of your affiliates," it was practically every man for himself, altho most seemed to favor the current network policy. (See quotes below.)

How They Voted

What time periods would you ask your affiliates to option to your network?



Stations Say . . .

ERVIN F. LYKE, president, WVET-TV, Rochester, N. Y.: "Probably current network formula is about right for payment plan."

L. W. SMITH, general manager, KVDO-TV, Corpus Christi, Tex.: "Stations should receive no less than 50 per cent of rate card, as such a network could do business much cheaper than present systems."

LOWELL W. WILLIAMS, general manager, WNOW-TV, York, Pa.: "Affiliate should be paid for each program. No waiting until passing a certain point before payments."

NATHAN LORD, general manager, WAVE-TV, Louisville: "Higher rate than now in practice, so as to capture existing affiliates."

GLENN P. WARNOCK, general manager, WAIM-TV, Anderson, S. C.: "Programming is the need. Compensation would depend on too many factors to make a fixed formula that would fit all markets."

GEORGE BAREN BREGGE, general manager, WPTZ-TV, Plattsburgh, N. Y.: "Formula for compensation would have to be '30 per cent of the gross' revenue."

Agencies Say . . .

ROY MACK, ROY MACK AGENCY, Los Angeles: "Percentage as usual with consideration of their viewing rating and time charges for their local sponsors. They should get more for their time usage on a network than for local usage, of course."

BOB EDRINGTON, AM-TV director, HENRY QUEDNAU ADVERTISING AGENCY, Tampa: "The rate would have to allow the affiliates at least 30 per cent and preferably 40 per cent of his usual local profit."

HENRY C. HART JR., AM-TV, HORTON-NOYES agency, Providence: "It would involve proved audience, rate structure and whether station was optional or basic. Attempt would be made to keep them happy."

Distributors Say . . .

JOHN A. ETLINGER, MEDALLION PRODUCTIONS, INC., Hollywood: "Compensation would entail 'a minimum weekly service fee plus 50 per cent of the net dollar received by the station from local and regional sales.'"

JOHN I. BOLEN, FOUNDATION FILMS, Pasadena, Calif.: "Payment should be 'pro-rata based on the number of viewers in the area.'"

Unattributable Station Quotes . . .

"Network rate 25 per cent higher than spot with station pay 50 per cent of time." . . . "Top television programming in return for commercial time." . . . "Offer programming as a sustainer and share in all the revenues derived." . . . "A film network—33½ per cent and no free hours because no cable and no sustaining."

The author of *All About Eve* turns her devastating spotlight on the politics and passions of Broadway plays and players

This new novel by MARY ORR is a revealing, behind-the-scenes picture of the production of a Broadway play, and of a temperamental star who'll resort to anything—threats, blackmail, and even adultery—to get her way.

DIAMOND IN THE SKY
By MARY ORR

\$3.95 at all bookstores



In the next TV Editorial Advisory Board study:
ANOTHER LOOK AT COLOR

Screen Gems Makes Local Regional Pitch

NEW YORK—During a three-day sales meeting here, Screen Gems firmed up a policy which will expand its sales service to local and regional advertisers and stations. Taking cognizance of the growing interest in advertising and station syndication programming, the expanded force will concentrate solely on syndicated and feature products in four major areas.

In line with this, a number of appointments were made. Newly appointed Richard Dinsmore will continue as Western area manager, Henry Gillespie was named Southeastern area manager, Frank Brown, Southern area manager, and Ben Colman, assistant director of syndicate sales in conjunction with his duties as Eastern area manager.

According to Robert H. Salk, director of syndicate sales, this is just the beginning.



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



KEYD CHANGES TAG TO KMGM

MINNEAPOLIS — While in the midst of "exploratory conversations" with M-G-M on a KTTV-type of deal, KEYD, here, last week changed its call letters to KMGM. Asked how come the station picked these particular call letters under these particular circumstances, Sy Weintraub, president, explained that the new call letters are just "more euphonious."

Ziv-TV Kicks Off 'Annapolis'

HOLLYWOOD — Ziv-TV last week put its "Annapolis" teleseries into full production, aiming the show for the January market. It's understood that the company already has a regional order in the East on the program.

"Annapolis" is patterned more or less after the other Ziv-TV service academy series, "West Point," and will consist of anthology episodes, with no single star running thruout.

At the same time the company has begun preliminary work on a new pilot, titled "Harbor Master," which will concern itself with waterfront occurrences. William Leicester is scripting the show.

UA's Release of Movies May Be Start of Long-Range Plan

39 New Pictures May Lead to 250 In Vault, Complete TV Integration

NEW YORK — United Artists' recent re-entry into TV film distribution with a package of 39 recent feature films is understood to be only the first step in a plan by which TV will become an integral and permanent part of UA's distribution operation.

UA is reported to have right now between 200 and 250 recent vintage pictures in its vaults that

are earmarked for TV. It is expected to dole them out in packages of 26, 39 or 52 over the next couple of years.

In the long range UA is said to be planning to put bundles of feature films into TV only a matter of months after they have completed their theatrical go around.

The only operation like this that TV has ever had is Robert Lippert's

Tele-Pictures. Over the last three years Lippert has put his pictures on TV thru his T-P subsidiary only 18 months after their last theatrical play dates.

To handle its TV sales, UA has hired a man thoroly familiar with this type of operation, Joen Leo, former Eastern sales manager of T-P.

No Staff

Right now UA's TV distribution is pretty much a one-man operation. It is not expected to build up any kind of staff. Its intention seems to be to keep its distribution cost minimal. It has been developing this operation without any hoopla or promotion. Even so, it has sold the 39-picture package to about 10 stations already, including WRCA-TV here, KTNT-TV, Tacoma, Wash., and KTVT Salt Lake City.

UA is said to believe that the quality and freshness of its pictures will enable it to get a good return from TV without a high-pressure distribution set-up. It is said to expect to gross at least \$80,000 per picture in TV. This mark has previously been reached in TV by such pictures as those in RKO tele-radio's "Bank of America" package.

Cash Deals?

To get the TV distribution rights to some of the pictures in its current 39-title package, UA is reported to have made cash deals with the producers. But thru its financing of production, UA has pinned down the TV rights at the outset on many of the pictures it has handled in the past few years. And this is now expected to become a fixed policy in the writing of its production and distribution contracts.

Since it is not a production organization, UA itself is not vulnerable, since as indies they rarely have permanent studio set-ups.

ANOTHER DEAL

M-G-M Gets 25% Of KTVR, Denver

DENVER — M-G-M last week acquired a 25 per cent interest in a second station, indie KTVR, Channel 2, here.

Following the pattern of Metro's deal with KTTV, Los Angeles, of a few weeks ago, the KTVR deal also gives the station the M-G-M library of 725 feature films. The Denver price on the library was reported at \$1,000,000. The price

on Metro's share of the station was not disclosed.

The formal negotiations on the deal started last Monday (3) and were closed with a hand shake on Friday (7).

KTVR was owned 50-50 by Gotham Broadcasting (owner of radio station WINS, New York) and the Founders' Corporation, owner of a couple of radio stations.

Channel 2 was the nation's first post-freeze TV station. It went on the air and got the CBS affiliation. KFEL's owner, Gene O'Fallon, decided to sell out. The sale to Gotham was concluded July, 1955. The transfer of 50 per cent to Founders' took place a few months later.

Negotiating last week's deal on the Metro side were Bud Barry, vice-president; George Muchnic, financial vice-president, and Pete Jaeger, sales executive. On the station's side were John Shaheen, president, and Hugh LaRue, vice-president and general manager.

\$1,800, and a number of small deal have been stymied because of this in recent months. Lippert Pictures, however, having made its peace with the guilds, is releasing pix to TV 18 months after the production date.

It's understood that the guilds, similar to the producers, have been consulting unofficially among themselves as to how to approach the subject. In what may provide the first clue to a course of action, talks have been held with the Lou Chesler group on post-1948 Warner Bros. features and with Matty Fox on RKO pix.

Post-1948 Features Problem on Horizon

HOLLYWOOD — Producers and talent guilds have begun feeling each other out on the release of post-1948 feature pictures to television. Informal talks have been going on for the past three or four months, ever since it became obvious that all of the majors would release their backlogs on video.

There has been a certain reluctance among the guilds, especially the Screen Actors' Guild, to even begin discussion on the subject because of the problem of distribution among its own members. Producers, however, are slowly bringing the matter to a head by working out a formula of payment according to the percentage the pic grosses on TV. This figure will probably be around 25 per cent.

There are several objections to such a formula (the guilds generally feel that 25 per cent is much too low anyway), the primary one be-

ing that there is almost no way in which the price paid for a block can be pro-rated equitably over the individual pictures in it.

The best estimate, both from producers and guilds, is that it will be at least a year, and more likely two years, until a formula can be worked out. That one will be arrived at, however, is inevitable.

Must Bargain

This was the expression of an SAG spokesman who declared that, despite the fact that the Guild feels the release of the features to television will put actors out of work, SAG must bargain in good faith and on reasonable terms, i.e., on terms which would make it profitable to sell the pix to TV.

Once SAG sets the pattern, the other guilds are expected to fall into line. Screen directors, for instance, are asking a minimum of

ADVERTISERS — AGENCIES — STATIONS

Now Available: Over 550 Hours of Color TV Film

The list is comprised of 183 features, 21 syndicated series and plenty of cartoons and shorts. It's one of the many features, statistical charts and directories that explore the color TV subject from all angles. Be sure to see it in . . .

The Billboard's
TELEVISION DEPARTMENT

SEPTEMBER 22
ISSUE

Published co-incidentally with
NATIONAL TV WEEK

KLZ-TV Racks Up \$250,000 Sales In 17 August Days

DENVER—The greatest number of important sales in the four-year history of KLZ-TV, here, was chalked up last month with more than \$250,000 being racked up the first 17 days. Syndicated packages accounted for the lion's share of the business that consisted of new and renewal accounts.

Among the biggest buyers were the Wander Company, which bought "Captain Midnight"; King Soopers, Inc., "Stage 7"; Mars Candy and Brown Shoe Company, alternates on "Buffalo Bill Jr."; Procter & Gamble, "Crunch and Des"; Socony Mobile, "Sheriff of Cochise County," and Bowman Biscuits, "Dr. Hudson."

Among the live local shows, Star Yelland's nighttime sports show was bought by Household Finance. It will alternate nightly with Standard Oil's 10 p.m. news program.

Dudley Productions Sets Crime Series

HOLLYWOOD — Carl Dudley Productions last week scheduled the pilot of a new teleseries, "Crime and Punishment." Program, which will have Jake Ehrlich, San Francisco trial lawyer, as narrator, will be based in part on the attorney's own courtroom experiences.



"SHEENA" FIRST WITH AUDIENCES IN 80% OF MARKETS RATED

Highest in sales opportunities for sponsors, the highest rated show in its time segment in most markets against local and network competition.

Atlanta: 53.9% share of audience;
Chattanooga: 63.5% share;
Cleveland: 58.3% share;
Columbus: 45.6% share;
Los Angeles: 32.8% share;
Memphis: 45.9% share;
Phoenix: 36.7% share

For rating and sales success stories on

SHEENA, QUEEN OF THE JUNGLE,

Source: ARB, June, 1956

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



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.
BRadley 7-2096

406 West 34th Street
Kansas City 11, Mo.

715 Harrison Street
Topeka, Kansas

CAPABLE GIRL

Would like filler job in Radio or Television for 5 to 15 minutes reading own poetry. Would also like to make recordings with organ or alto sax background. Call Miss Donaldson, A 2-1963, any morning before 11:30—any evening after 10:30.

UA Issues 39 Movies Of Post-1948 Vintage

The package of 39 feature films that United Artists has just put into TV distribution is the first to hit TV this year with all post-1948 productions. The major libraries that have gone into TV are confined to pictures that went into production before August, 1948. The necessity of negotiating a repayment plan with the Screen Actors' Guild and other unions has prevented the majors so far from putting more recent pictures into TV.

United Artists is setting up its own distribution operation. It has sold this package to 10 stations so far, including WRCA-TV, New York. The UA package includes 13 pictures in color.

The following is a complete list of the United Artists films.

TOP BANANA (Color)—1954
Phil Silvers, Rose Marie
THE GREEN GLOVE—1953
Clen Ford, Geraldine Brooks
BWANA DEVIL (Color)—1954
Robert Stack, Barbara Britton
NO ESCAPE—1954
Lew Ayres, Sonny Tufts
MAN WITH MY FACE—1952
Ed Gardner
MELBA (Color)—1954
Patrice Munsel, Robert Morely
THE VILLAGE—1954
John Justin, Eva Dahl Beck
MAN IN HIDING—1954
Paul Henreid, Kay Kendall
CANYON CROSSROADS—1955
Richard Basehart, Phyllis Kirk
SABRE JET (Color)—1954
Robert Stack, Coleen Gray
PERSONAL AFFAIR—1955
Gene Tierney, Leo Genn, Glynis Johns
MONSOON (Color)—1953
Ursula Thiess, Diana Douglas
SHOOT FIRST—1954
Joel MacCrea, Evelyn Keyes
MAN WITH A MILLION (Color)—1955
Gregory Peck, Jane Griffiths
TWIST OF FATE—1955
Ginger Rogers, Herbert Lom
HE RAN ALL THE WAY—1952
John Garfield, Shelley Winters

HOTEL SAHARA—1952

Yvonne De Carlo, Roland Culver

OUTPOST IN MALAYA—1953

Claudette Colbert, Jack Hawkins

THE FAKE—1954

Dennis O'Keefe, Coleen Gray

MAGNETIC MONSTER—1954

Richard Carlson, Jean Bryon

THE MARSHAL'S DAUGHTER

—1954

Ken Murray, Preston Foster

ISLAND OF DESIRE (Color)—1953

Linda Darnell, Tab Hunter

FORT DEFIANCE (Color)—1951

Dane Clark, Tracey Roberts

SHARK RIVER (Color)—1954

Steve Cochran, Carole Matthews

ACT OF LOVE—1955

Kirk Douglas, Dany Robin

THAT MAN FROM TANGIERS

—1954

Roland Young, Nancy Coleman

FORT ALGIERS—1954

Yvonne De Carlo

I, THE JURY—1954

Biff Elliott, Peggie Castle

THE SCARLET SPEAR (Color)—1955

John Archer, Martha Hyer

DIAMOND WIZARD—1955

Dennis O'Keefe, Margaret Sheridan

RIDERS TO THE STARS (Color)—1955

Herbert Marshall, William Lundigan, Richard Carlson

GOG (Color)—1955

Herbert Marshall, Richard Egan

OPERATION MANHUNT—1955

Harry Townes, Jacques Aubuchon

LAWLESS RIDER—1955

Johnny Darpenier, Frankie Darro

JACKIE ROBINSON STORY—1951

Jackie Robinson, Ruby Dee

THE SQUARESHOOTER—1952

Max Baer, Max Rosenbloom

NOOSE HANGS HIGH—1949

Abbott and Costello

CANYON CITY—1949

Scott Brady

HE WALKED BY NIGHT—1949

Richard Basehart, Jack Webb

Business Uses TelePrompter; Gone the Fumbling Speakers

• Continued from page 1

Prompter, which now makes a specialty of group communications.

Under the guidance of Fred Barton, Irving Kahn, president and chairman of the board; Hubert Schlafly Jr., vice-president in charge of sales, the firm's latest product is a device which will beam scripts in assorted shapes and sizes to any number of points at once. The method will be announced and offered for installation around January 1.

A single script in a single machine, placed in the control room, will be transmitted electronically to sensitized plates located anywhere a producer, performer or speaker wishes. The plates can be any shape or color, large enough to be read at vast distances and small enough to be concealed in furniture, costumes or hand props.

Cuts Staff

The use of only one script will simplify corrections and require just one TelePrompter employee at a telecast instead of the current two or three. The invention is the result of two areas of complaints. One from the viewers and producers called attention to the fixed stares and stiff performances of emcees, narrators and actors whose eyes are glued to the TelePrompter. The chance to scatter an increased number of machines in locations other than next to cameras will allow the performer

freedom of movement and variety of stance.

The second trend among complaints indicated that stations outside of New York and Los Angeles had little knowledge of the correct uses of TelePrompters and sister devices. The company has tried to eliminate this by dispatching roving teachers, but the new machine will solve the problem more quickly and completely.

Ed Sullivan

Officials of the company have always maintained that their machines are an aid to memory, not a substitute. They cite Ed Sullivan as an example of proper application. He has titles, sub-headings and key words written, rather than syllable - for - syllable paragraphs.

Too many performers have come to rely on the TelePrompter as such a crutch that they can't ad lib "good evening" unless it is flashed before them.

Stations will soon be offered this new equipment at no greater cost which makes for spontaneity on-camera and simpler operations off-camera.

Big School

While keeping up with the networks (and ahead of them), TelePrompter has gone into non-TV activities in a big way. Its public speaking division teaches executives of small and large businesses

HEAD SOUGHT

AFTD Hunts Leader for Organization

NEW YORK—During its summer of silence the Association of TV Film Distributors, which burst into existence last May when NBC-TV charged its members with sponsoring Dick Moore's criticism of the networks, has been quietly looking for a man to run the organization. Ideally, ATFD wants a man who has a good working knowledge of the TV film business and is also a well-known figure in Washington.

But for all practical purposes the ATFD members are inclined to think no such person exists. They would be more than happy to settle for a respectable business or political celebrity who has had no prior association with TV. ATFD has budgeted the job at \$40,000 a year.

The four ATFD members (Ziv-TV, Television Programs of America, Screen Gems and Official Films) hope to have the proper man hired in time for the ATFD to launch a broad industry program by the beginning of 1957.

Roach '56 Spot Biz at \$2¼ Mil

HOLLYWOOD — Billings of \$2,225,000 for 1956 for the Hal Roach Studios' commercial division were estimated this week by Sidney S. Van Keuren, v.-p. and general manager. This marks an increase in gross revenue of 67 per cent over 1955.

The advance figures are based on billings to date, plus scheduled production for the remainder of the year. Eleven new major accounts, plus six other presently active on storyboards, account for the over-all increase.

New Roach accounts include Mennen Products, Procter & Gamble, Slenderella International, AT&T, Hills Bros. Coffee, Chevrolet, Richfield Oil, the Nestle Company, Lucky Lager and Eastside Beer. Staff has been expanded to 17 full-time personnel on the West Coast, with production facilities also having been put into operation in New York.

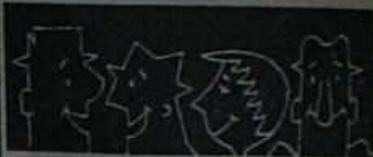
TV, Inc., Adds 4; Members Now 61

NEW YORK — TV, Inc., the station film buying organization, has added four more members over the summer, to bring its total to 61 stations. One of its new members is KOB-TV, Albuquerque, N. M., owned by Time, Inc. TV, Inc., already had one of Time's other stations, KTVT, Salt Lake City.

TV, Inc., will hold its next board of directors' meeting here October 14.

as well as announcers and emcees. More than 300 of America's top 500 companies utilize its help for closed-circuit conventions, board meetings and inter-city communications.

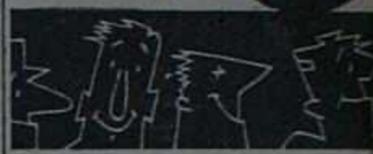
Among its users, TelePrompter numbers our three living presidents, Herbert Hoover, Harry Truman and Dwight Eisenhower. Soon a newer-than-new service will leap from the drawing board to installation: Tie-lines between far-flung offices for inexpensive, immediate communication. Western Union is so impressed, it has bought stock in the TelePrompter Corporation.



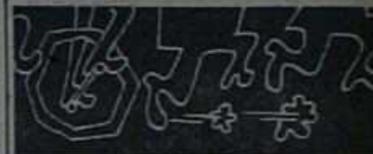
CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



QUALITY,
CREATIVITY
AND SERVICE..

HOLLYWOOD • 1416 NORTH LA BREA

KLING

FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD

Preferred by
Theatrical World
CONVENIENT

Ideally located in St. Louis, two blocks from the Union Station and in the center of the Midway District... Preferred, always, by experienced business because of its outstanding advantages... Every room with combination tub and shower... and air-conditioned rooms.

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Free Parking

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MEMBER THE DINERS' CLUB

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

Offices in
principal cities
throughout the
United States

MCA-TV

Film Division

animation inc.

8564 melrose ave.
hollywood

animation inc.

COMMERCIAL CUES

TCF-TV TAKES FIRST STEP

TCF Television Productions, subsidiary of 20th Century-Fox, has just completed its first group of TV commercials in association with All-Scope Pictures and Gordon S. Mitchell. The group included a series for Kaiser Aluminum and the Magna Power Tool Company. Now under way are two 20-minute educational films for the California Prune & Apricot Growers' Association.

SEX AINT ENOUGH

For consideration on whom should do your commercials, the choice between male and female is not enough. The question is: Which male and which female? The Schwerin Research Corporation did some testing on this subject recently and came up with some simple guide rules for making the proper choice. The first is to consider prospects that really differ from each other. Secondly, if two rate about equally well in tests, make your choice on the basis of all relevant outside factors, such as whether or not the announcer is already associated with other wares, etc. Thirdly, a pleasing quality is not enough. The spieler must fit the product. For example, a plain girl would be better suited to selling detergents than beauty products.

AD'S . . .

A newly designed camera by the Bowlds Engineering Company has been made on order for Animation, Inc. Four picture elements can be moved simultaneously with electrical controls by the camera's operator. The lens allows extreme close-ups and long shots without changing basic settings. . . . Jimmy Nelson, ventriloquist, spoke to the Metropolitan Advertising Men's Club, New York, this week on the subject of stars delivering TV plugs. . . . Gerald Hirschfeld, pioneer cinematographer of filmed TV commercials, has been appointed director of photography for MPO Productions and MPA TV Films. . . . Vet M-C-M animator Irvin Spence has joined Animation, Inc.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
HOUSEHOLD APPLIANCES (Furnishings, etc.)			
Westinghouse, Ice Tray, McCann-Erickson (Studio One)	1 (20)	LA	Lalley & Love
Laundromat, McCann-Erickson (Studio One)	2 (60)	LA	Lalley & Love
Housepower, Fuller, Smith & Ross (Conventions)	2 (20), 2 (60)	LA	Lalley & Love
Engineering Research, Ketchum, McLeod & Grove (Conventions)	3 (60)	LA	Lalley & Love
Moult Mfg. Co., Julienne Salad Makers, Bass	1 (300)	LA	East Coast
Corning Glass, Steuben Glass, Direct	1 (180)	LA	Craven
Presto, Appliances, Arthur Grossman	1 (60)	FA	Fred A. Niles
General Electric, Lamps, BBD&O (Medic)	1 (120), 1 (60)	LA	Sound Masters
JEWELRY AND ACCESSORIES (Watches, Cameras, etc.)			
Eastman Kodak, J. Walter Thompson	—	NA	Universal
LAUNDRY SOAPS, CLEANERS, POLISHES, PAPER SUPPLIES			
Lux Liquid, Soap, J. Walter Thompson	—	NA	Universal
Scott Tissue, Tissue, J. Walter Thompson	—	NA	Universal
B. T. Babbitt, Inc., Liquid-Am-O, H. B. Cohen	1 (60)	LA	Gray O'Reilly
Little Bo-Peep, Ammonia, Roche, Williams & Cleary	4 (60)	FA, LA	Fred A. Niles
Alcoa, Alcoa Wrap, Ketchum McLeod & Grove (Alcoa Hour)	3 (60)	LA	Lalley & Love
Lever Bros., Hum Detergent, SSC&B	6 (60)	LA	Sound Masters
NON-ALCOHOLIC BEVERAGES			
Orange Crush, McKim Agency	3 (60)	LA, FA	Clayton Cousens
Hoffman Beverage, Grey Advg.	1 (60)	LA, SE, M	Transfilm
Pepsi-Cola, Kenyon & Eckhardt	—	NA	Universal
Orange Crush, Kaster & Sons	1 (20)	LA	Fred A. Niles

(Continued next week)

WTTG Buys RKO Library, 60 Warners

WASHINGTON—WTTG, the independent station here, has bought the RKO library from C&C Television and 60 pictures out of the Warner Bros.' library from Associated Artists Productions. It will play these pictures in prime time. It has been running its "Evening Movie" show 8-9:30 p.m. across the board.

The Du Mont station increased its power on July 4. Since then, according to the station, Trendex has given it an increase of 66 per cent in its average daily audience, and the Nielsen Station Index gave it a 69 per cent increase.

Its sister station in New York, WABQ, bought 60 Warners last month and has just bought the RKO short-subject library from C&C.

Hefty Promotion Of 'Cisco' Disk By Ziv, Fraternity

CINCINNATI — As Ziv-TV's long-run syndicated "Cisco Kid" series rolls into a seventh-year sales drive, sponsors can look for plus publicity from disk jockey plays and store sales of Fraternity Records' new waxing of "The Cisco Kid," written and sung by Barbara Cameron, local radio and TV personality.

A full-scale promotion campaign has been thrown behind the record by Fraternity, while Ziv is concentrating on promotion of the record for sponsor benefit. Last week's pretest of the song in Cincinnati netted numerous local radio and TV plays, as well as plays on Cincy-originated net shows.

Hygo's U-I Serials Sell to 14 Thus Far

NEW YORK—The 31 Universal-International serials that Hygo Television Films put into TV earlier this summer are picking up steam. They have been bought by 14 stations so far. Hygo believes it may have a logical successor to the programming groove carved out by "The Little Rascals" two years ago.

Most of the 14 stations bought all 404 films in the library. Some took only part of the library with an option on the rest. They have been signing two and three-run deals, which, in the programming

ONE OF PACKAGE

'Bells' to Chime on TV With AAP Buy

NEW YORK—"The Bells of St. Mary's," the 1945 movie hit starring Bing Crosby and Ingrid Bergman, is expected to go into TV distribution shortly.

Associated Artists Productions last week was reported to be making a deal for a small package of feature films including, besides "Bells," the 1948 Gary Cooper hit, "Good Sam," and two of the Somerset Maugham films, "Trio," 1950, and "Encore," 1952. (The third Maugham omnibus film, "Quartet," has been in TV the past year, distributed by ABC Film Syndication.)

The package is said also to contain another three or four pictures of lesser quality.

They are being acquired, it is understood, thru a deal with Rainbow Productions, a subsidiary of Paramount Pictures.

This would be the first deal in which Paramount has put any fea-

ture films into TV. Last winter Paramount sold out its short subjects to UM&M TV, which subsequently sold out to National Telefilm Associates.

Not a Break

Nevertheless, the "Bells" deal is not considered a major break in the Paramount vaults. It is apparently being made to solve a special situation that Paramount faces on some of its distribution contracts. In the past, Paramount—as well as other majors—has tried to make TV deals to resolve such special situations.

It is not known how AAP, which is busily distributing the Warner Bros.' library to TV, intends to handle this new package. Eliot Hyman, president of AAP, was not available for comment last week.

'Friends,' Not 'Scouts,' Seg

NEW YORK—Toni is pulling out of its one-quarter sponsorship of "Arthur Godfrey and His Friends" on CBS-TV, not Arthur Godfrey's "Talent Scouts," as erroneously reported in The Billboard last week.

The network will give other Godfrey sponsors a chance to buy the vacated quarter of the Wednesday night stanza. If, however, none is interested, the web has a sponsor in readiness.

THE SMART ADVERTISING MONEY IS ON CODE 3

Brewers: Liebmann, Miller, Stroh

Coffee Roasters: Fleming, Dining Car

Bakers: National Biscuit, Mrs. Smith's Pies

Appliances: Crosley-Bendix

Various: Leo Optical, Patri 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



"MR. DISTRICT ATTORNEY"
STARRING DAVID BRIAN



ZIV SHOWS RATE GREAT!

38.2

in 2-station

BAKERSFIELD

beating I Love Lucy, Ed Sullivan, Disneyland, George Gobel, This Is Your Life, Sid Caesar and many others.

ARB—Mar. '56

ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York

Colo. Governor Puts Okay on Booster Stations

DENVER—Gov. Ed. C. Johnson this week appointed the fifth man to his "official communications staff" and thus paved the way for the fifth TV boosting station in the Rocky Mountain State. Private individuals are getting the governor's okay to erect booster towers in remote areas of the State and are encouraged to utilize this "on channel boosting" system to enable more people in the remote sections to receive better TV signals.

The governor's first approval of such a plan was given to the Northwest town of Craig, Colo. John Simmons, owner of that booster tower, was appointed to the newly created post of "communications staff member" to protect him from the Federal Communications Commission. The first such station was attuned to Channel 4, which is KOA-TV, the NBC outlet here.

More Bids

On the heels of that action came bids from owners in Rifle, Steamboat Springs, Glenwood Springs and, last week, Estes Park, who were given approval to "boost on channel" to make the TV signal available to "all who wish to use it, as long as no charge is made for such service."

In giving his okay to the construction for the booster towers, Gov. Johnson wrote to George C. McConaughy, FCC chairman, and explained the reason for his action. He pointed out the fact that Colorado was probably one of the most difficult areas to cover adequately by TV and that if satisfactory methods of obtaining this could be attained without hardship to commercial stations, it would prove to be a boon to the entire industry.

Johnson asserted that this experiment will prove valuable as a guide to the FCC for "there is much to be learned about serving small communities."

It is expected that the FCC will make an issue of Gov. Johnson's action and that final settlement will be made by the federal courts.

Winers Buy 6 WPIX Shows

NEW YORK—One of the biggest sponsor deals to be made on syndicated film in this market was concluded last week by United Vintner's, Inc., of San Francisco, makers of G&D Vermont and Italian Swiss Colony Wine. It bought half sponsorship of six shows on WPIX, which, of the seven stations in this market, will carry by far the heaviest concentration of syndicated film this season.

The six shows which United Vintner's will co-sponsor beginning September 30 are "The Whistler," Sunday, 10:30-11 p.m.; "Charles Boyer Stars" (part of "Star Performance"), Monday, 10:10-30; "City Detective," Tuesday, 7:30-8; "Ellery Queen," Wednesday, 10:30-11; "Dick Powell Stars" ("Star Performance" again), Thursday, 9-9:30, and "Federal Men," Friday, 8-8:30.

The second heaviest program sponsor on WPIX will be General Electric, which has half of four syndicated series.

Vintner's agency is Honig-Cooper.

PULSE LOCAL RATINGS FOR AUGUST

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

BIRMINGHAM
2 TV STATIONS—144,600 TV HOMES
Population—612,700 (31st in U. S.)
Buying Income—\$889,479,000 (41st)
Retail Sales—\$607,803,000 (44th)
Food Sales—\$142,033,000 (40th)
Drug Sales—\$16,699,000 (53d)
Automotive—\$141,745,000 (32d)
Above figures include following counties: Jefferson

- TOP NETWORK SHOWS**
1. 564,000 Question, WBRC, T. . . 42.5
 2. What's My Line? WBRC, Su. . . 35.0
 3. Big Town, WBRC, T. . . 33.8
 4. 564,000 Challenge, WBRC, Su. . . 31.0
 5. Alfred Hitchcock, WBRC, Su. . . 30.3
 6. Four Star Playhouse, WBRC, Th. . . 29.3
 6. Playhouse of Stars, WBRC, F. . . 29.3
 8. Studio One Summer Theater, WBRC, M. . . 29.0
 9. G. E. Theater, WBRC, Su. . . 28.8
 10. U. S. Steel Hour, WBRC, W. . . 28.6

- TOP MULTI-WEEKLY SHOWS**
1. Dinner Theater, WABT, M.-F. . . 19.3
 2. Circle Six Ranch, WBRC, M.-F. . . 14.6
 3. Circle Six Theater, WBRC, M.-F. . . 13.3
 4. Mystery Playhouse, WBRC, T.-Th. . . 13.0
 5. News, Sports, Weather (6:30 p.m.), WABT, M.-F. . . 12.9
 6. Mickey Mouse Club, WABT, M.-F. . . 12.7
 7. Song Shop, Misc., WABT, M.-F. . . 12.1
 8. CBS News, WBRC, M.-F. . . 11.8
 9. News, Sports, Weather (6:00 p.m.), WBRC, M.-F. . . 11.3
 10. Arthur Godfrey, WBRC, M.-Th. . . 9.6

- TOP SYNDICATED FILMS**
1. Mr. District Attorney (Ziv), WBRC, M.-9:00 . . . 28.5
 2. Man Called X (Ziv), WBRC, T.-7:00 . . . 24.8
 3. Amos 'n' Andy (CBS), WBRC, Th.-9:00 . . . 23.0
 3. Pendulum (Thompson), WBRC, F.-9:00 . . . 23.0
 5. Badge 714 (NBC), WBRC, F.-9:30 . . . 22.0
 6. Dr. Hudson's Secret Journal (MCA), WBRC, Th.-8:30 . . . 21.0
 6. Ellery Queen (TPA), WBRC, F.-8:30 . . . 21.0
 8. Life With Father (CBS), WBRC, F.-7:00 . . . 20.8
 9. Highway Patrol (Ziv), WBRC, T.-9:30 . . . 20.3
 10. Mr. and Mrs. North (Schubert), WBRC, T.-10:00 . . . 19.8
 11. Science Fiction Theater (Ziv), WBRC, Th.-8:00 . . . 19.3
 12. Waterfront (MCA), WABT, W.-8:30 . . . 18.3
 13. Stories of the Century (Hollywood), WBRC, F.-6:30 . . . 17.5
 14. Ramar of the Jungle (TPA), WBRC, Su. . . 16.3
 15. Susie (TPA), WABT, M., Su.-8:30 . . . 16.0
 16. Stories of the Century (Hollywood), WBRC, Su.-4:30 . . . 14.8
 17. I Led Three Lives (Ziv), WBRC, W.-10:00 . . . 13.8
 18. Jungle Jim (Screen Gems), WABT, Su.-1:00 . . . 13.5
 19. I Spy (Guild), WBRC, F.-10:30 . . . 12.5
 19. Annie Oakley (CBS), WBRC, Su.-5:00 . . . 12.5
 21. Susie (TPA), WABT, Th.-10:00 . . . 10.8
 22. Rosemary Clooney (MCA), WBRC, S.-6:30 . . . 10.8
 23. Cross Current (Official), WABT, M.-10:30 . . . 10.0
 23. Star and the Story (Official), WBRC, S.-10:30 . . . 10.0
 25. Looney Tunes (Guild), WABT, M.-F.-4:00 . . . 9.2
 26. Hopalong Cassidy (NBC), WABT, M., W., F.-3:30 . . . 6.0
 27. Hopalong Cassidy (NBC), WABT, S.-7:00 a.m. . . 3.6

BOSTON
4 TV STATIONS—870,100 TV HOMES
Population—2,991,300 (6th in U. S.)
Buying Income—\$5,472,790,000 (7th)
Retail Sales—\$3,782,581,000 (6th)
Food Sales—\$927,203,000 (6th)
Drug Sales—\$114,673,000 (6th)
Automotive—\$596,532,000 (6th)
Above figures include following counties: Essex, Middlesex, Norfolk and Suffolk

- TOP NETWORK SHOWS**
1. 564,000 Question, WNAC, T. . . 33.7
 2. Ed Sullivan, WNAC, Su. . . 32.0
 3. Father Knows Best, WBZ, W. . . 29.4
 4. Jackie Gleason, WNAC, S. . . 29.2
 5. G. E. Theater, WNAC, Su. . . 28.5
 6. Alfred Hitchcock, WNAC, Su. . . 28.2
 7. 564,000 Challenge, WNAC, Su. . . 26.5
 8. Climax, WNAC, Th. . . 26.4
 9. Screen Director's Playhouse, WBZ, W. . . 26.2
 10. Best of Groucho, WBZ, Th. . . 25.3

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WNAC, M.-F. . . 14.8
 2. 11th Hour News, Misc., WBZ, M.-F. . . 12.7
 3. News, Weather (7:00 p.m.), WNAC, M.-F. . . 12.5
 4. News Caravan, WBZ, M.-F. . . 11.4
 5. Patti Page, WNAC, M., W., F. . . 11.1
 6. Search for Tomorrow, WNAC, M.-F. . . 9.4
 7. Guiding Light, WNAC, M.-F. . . 9.2
 7. Newsletter (7:15 p.m.), WBZ, M.-F. . . 9.2
 9. Love of Life, WNAC, M.-F. . . 8.8
 10. Queen for a Day, WBZ, M.-F. . . 8.6

- TOP SYNDICATED FILMS**
1. I Led Three Lives (Ziv), WNAC, T.-8:30 . . . 23.3
 2. Man Behind the Badge (MCA), WNAC, Su.-10:30 . . . 20.2
 3. Mr. District Attorney (Ziv), WNAC, T.-10:30 . . . 18.2
 3. Dr. Fu Manchu (Hollywood), WNAC, Th.-8:00 . . . 18.2
 5. Highway Patrol (Ziv), WBZ, W.-10:30 . . . 17.9
 6. Big Playback (Screen Gems), WBZ, F.-10:45 . . . 17.7
 7. Superman (Flamingo), WNAC, F.-6:30 . . . 17.4
 8. Ellery Queen (TPA), WNAC, F.-10:30 . . . 16.9
 9. Ramar of the Jungle (TPA), WNAC, Th.-6:00 . . . 15.0
 10. Steve Donovan, Western Marshal (NBC), WNAC, W.-7:30 . . . 13.8
 11. Studio 57 (MCA), WBZ, T.-10:30 . . . 13.7
 11. Waterfront (MCA), WNAC, Su.-7:00 . . . 13.7
 13. Wild Bill Hickok (Flamingo), WNAC, T.-6:30 . . . 13.5
 14. Badge 714 (NBC), WNAC, W.-6:30 . . . 12.9
 15. Curtain Call (MCA), WNAC, Th.-10:00 . . . 12.7
 16. Sherlock Holmes (NTA), WNAC, Th.-10:30 . . . 12.4
 17. Sheena, Queen of the Jungle (ABC), WNAC, M.-6:00 . . . 12.2
 18. Greatest Drama (Gen'l Tele-radio), WNAC, T.-7:15 . . . 11.7
 18. Sky King (Nabisco), WNAC, W.-6:00 . . . 11.7
 20. City Detective (MCA), WNAC, F.-11:00 . . . 11.6
 21. Stories of the Century (Hollywood), WNAC, T.-6:00 . . . 11.5
 22. Mr. and Mrs. North (Schubert), WNAC, W.-11:00 . . . 11.2
 22. Annie Oakley (CBS), WNAC, Su.-5:00 . . . 11.2
 22. The Falcon (NBC), WNAC, Su.-11:00 . . . 11.2
 25. Patti Page (Oldsmobile), WNAC, M., W., F.-7:15 . . . 11.1
 26. Cisco Kid (Ziv), WNAC, S.-9:00 a.m. . . 11.0
 27. Jungle Jim (Screen Gems), WBZ, Su.-7:00 . . . 10.9
 28. My Little Margie (Official), WNAC, Th.-11:00 . . . 10.4
 28. Science Fiction Theater (Ziv), WBZ, W.-6:30 . . . 10.4

CHICAGO
4 TV STATIONS—1,782,000 TV HOMES
Population—6,150,900 (2d in U. S.)
Buying Income—\$13,380,431,000 (2d)
Retail Sales—\$8,161,023,000 (2d)
Food Sales—\$1,720,971,000 (3d)
Drug Sales—\$255,124,000 (2d)
Automotive—\$1,344,473,000 (3d)
Above figures include following counties: Cook, Du Page, Kane, Lake, Willis, Ill.; Lake, Ind.

- TOP NETWORK SHOWS**
1. 564,000 Question, WBBM, T. . . 32.5
 2. 564,000 Challenge, WBBM, Su. . . 27.2
 3. Ed Sullivan, WBBM, Su. . . 26.3
 4. What's My Line? WBBM, Su. . . 25.0
 5. Lawrence Welk, WBBM, S. . . 24.6
 6. Do You Trust Your Wife? WBBM, T. . . 23.9
 7. Climax, WBBM, Th. . . 21.6
 8. Jackie Gleason, WBBM, S. . . 21.2
 9. Dragnet, WNBQ, Th. . . 21.0
 10. Lux Video Theater, WNBQ, Th. . . 20.7

- TOP MULTI-WEEKLY SHOWS**
1. Weather, Connors (10:00 p.m.), WNBQ, M.-F. . . 12.1
 2. Mickey Mouse Club, WBBM, M.-F. . . 12.0
 3. News Roundup (10:00 p.m.), WBBM, M.-F. . . 11.5
 4. News-Bentley (6:00 p.m.), WBBM, M.-F. . . 11.3
 5. CBS News, WBBM, M.-F. . . 10.3
 6. Little Rascals, WBBM, M.-F. . . 10.1
 7. Guiding Light, WBBM, M.-F. . . 10.0
 8. Search for Tomorrow, WBBM, M.-F. . . 9.9
 9. Love of Life, WBBM, M.-F. . . 9.3
 10. Bob Crosby, WBBM, M.-F. . . 9.2

- TOP SYNDICATED FILMS**
1. Great Gildersleeve (NBC), WNBQ, M.-9:30 . . . 17.7
 2. Mayor of the Town (MCA), WNBQ, S.-10:00 . . . 16.9
 3. Susie (TPA), WBBM, S.-9:30 . . . 14.4
 4. Badge 714 (NBC), WGN, T.-8:00 . . . 14.2
 5. Racket Squad (ABC), WGN, T.-8:30 . . . 13.3
 6. I Led Three Lives (Ziv), WGN, T.-9:30 . . . 13.2
 6. Science Fiction Theater (Ziv), WNBQ, S.-10:30 . . . 13.2
 8. Annie Oakley (CBS), WBBM, S.-5:20 . . . 12.4
 9. Highway Patrol (Ziv), WBBM, Th.-9:00 . . . 11.0
 10. Superman (Flamingo), WBBM, S.-5:00 . . . 10.5
 11. Guy Lombardo (MCA), WNBQ, F.-7:00 . . . 10.4
 11. City Detective (MCA), WGN, F.-9:30 . . . 10.4
 13. Waterfront (MCA), WBBM, S.-10:30 . . . 10.2
 14. Little Rascals (Interstate), WBBM, M.-F.-4:00 . . . 10.1
 15. Confidential File (Guild), WBBM, W.-10:00 . . . 9.9
 15. Gangbusters (Gen'l Tele-radio), WBBM, Th.-9:30 . . . 9.9
 17. Jungle Jim (Screen Gems), WNBQ, S.-6:00 . . . 9.7
 18. Man Called X (Ziv), WGN, Th.-9:30 . . . 8.9
 19. My Little Margie (Official), WGN, M.-F.-10:00 a.m. . . 8.3
 19. San Francisco Beat (CBS), WGN, T.-9:00 . . . 8.3
 21. Foreign Intrigue (Official), WBBM, W.-10:30 . . . 8.2
 22. Stu Erwin Show (Official), WGN, M.-F.-10:30 a.m. . . 8.0
 23. Uncommon Valor (Gen'l Tele-radio), WGN, F.-9:00 . . . 7.7
 24. The Visitor (NBC), WGN, S.-6:30 . . . 7.4
 25. My Little Margie (Official), WGN, M.-7:00 . . . 7.3
 25. Cisco Kid (Ziv), WBBM, Su.-5:00 . . . 7.3
 27. Studio 57 (MCA), WBBM, T.-10:00 . . . 7.2
 27. Liberate (Guild), WGN, W.-9:30 . . . 7.2
 27. New Orleans Police Department (NTA), WGN, Th.-9:00 . . . 7.2

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—\$59,943,000 (98th)
Above figures include following counties: Mecklenberg

- TOP NETWORK SHOWS**
1. 564,000 Question, WBTV, T. . . 53.8
 2. I've Got a Secret, WBTV, W. . . 50.0
 2. Playhouse of Stars, WBTV, F. . . 50.0
 4. Millionaire, WBTV, W. . . 49.5
 5. Crusader, WBTV, F. . . 48.8
 6. Boxing! WBTV, W. . . 47.0
 7. Alfred Hitchcock, WBTV, Su. . . 45.3
 7. 4 Star Playhouse, WBTV, Th. . . 45.3
 7. G. E. Theater, WBTV, Su. . . 45.3
 10. Climax, WBTV, Th. . . 45.0

- TOP MULTI-WEEKLY SHOWS**
1. Arthur Smith, WBTV, T., Th. . . 40.5
 2. Harvesters, WBTV, T., W. . . 30.8
 3. Weather-Vespers (6:45 p.m.), WBTV, M.-F. . . 26.0
 4. Esso Reporter (6:30 p.m.), WBTV, M.-F. . . 25.5
 5. Looney Tunes Jamboree, WBTV, M., T., Th., F. . . 23.8
 6. Search for Tomorrow, WBTV, M.-F. . . 16.7
 7. Love of Life, WBTV, M.-F. . . 16.2
 8. Guiding Light, WBTV, M.-F. . . 16.0
 9. Valiant Lady, WBTV, M.-F. . . 15.9
 9. Weather, News Final (11 p.m.), WBTV, M.-F. . . 15.9

- TOP SYNDICATED FILMS**
1. Eddie Cantor (Ziv), WBTV, T.-9:30 . . . 44.3
 2. Doug Fairbanks Presents (ABC), WBTV, T.-8:00 . . . 42.3
 3. Big Playback (Screen Gems), WBTV, W.-10:00 . . . 33.5
 4. I Led Three Lives (Ziv), WBTV, Th.-7:00 . . . 32.8
 5. Turning Point (Gen'l Electric), WBTV, T.-7:30 . . . 30.8
 6. Death Valley Days (Pacific Borax), WBTV, T.-7:00 . . . 30.5
 7. Science Fiction Theater (Ziv), WBTV, Su.-6:00 . . . 28.8
 8. Superman (Flamingo), WBTV, T.-5:30 . . . 27.3
 9. Looney Tunes (Guild), WBTV, M., T., Th., F.-5:00 . . . 23.8
 10. Sky King (Nabisco), WBTV, M.-5:00 . . . 23.3
 11. Highway Patrol (Ziv), WBTV, F.-10:30 . . . 22.8
 12. Wild Bill Hickok (Flamingo), WBTV, W.-5:30 . . . 21.0
 13. Hopalong Cassidy (NBC), WBTV, W.-5:00 . . . 19.3
 14. Looney Tunes (Guild), WBTV, S.-10:00 a.m. . . 19.0
 15. Rosemary Clooney (MCA), WBTV, Su.-10:45 . . . 17.5
 15. Sportsman's Club (Syndicated Film), WBTV, W.-6:15 . . . 17.5
 17. Life With Elizabeth (Guild), WBTV, Th.-2:00 . . . 14.8
 18. Texas Rasin' (Tex. Rasin', Inc.), WBTV, T.-11:30 . . . 8.5

Sterling Talks Empire Pkg.

NEW YORK—Sterling Television has taken over the distribution of the "Empire" package, 18 feature films including "Forever and a Day," "Storm in a Teacup," "South Riding" and "Wings in the Morning." Tho it has been in TV for a couple of years, this package has never actually had very wide distribution.

The rights are owned by Del Handel, who originally did his own distribution. About a year ago he turned the package over to RCA Recorded Program Services, which relinquished it after several months.

KENS Buys RKO 'Movietime' Pkg.

NEW YORK—The latest station to take the RKO library, "Movietime U. S. A." from C&C Television is KENS-TV, San Antonio. Last week a deal was made with WITI-TV, Milwaukee, which took 370 of the pictures and an option for the remaining 370.

The library is now understood to be placed with a total of 55 stations.

Gannaway Sets 26 More

HOLLYWOOD—Twenty-six more episodes of the "Country Show," nationally spot booked and syndicated series, will be filmed by Al Gannaway Productions in Nashville next month. Faron Young, Webb Pierce, Marty Robbins and Carl Smith star.

'Popeyes' Go After Adults as Lead-In To Feature Shows

NEW YORK—They're going after adults as well as the kids with the new flock of cartoons. Four of the 13 stations that have bought the "Popeye" package so far are planning to run these subjects as a 10-minute lead-in to their late-evening feature films.

This came out in a presentation that Associated Artists Productions made recently to a meeting of 20 advertising and agency executives.

AAP told the advertisers it could help them get exclusive product identification via participations on station "Popeye" shows in as many markets as wanted. This is a continuation of the sales technique AAP has been using on feature

'Danger' Goes To Syndication

HOLLYWOOD—"High Road to Danger," new telefilm series with Steve Brodie in the host role, is being put into syndication by Medallion Productions. The program, of which there are seven hours in the can, went on the air on Station KHJ-TV here Friday (7).

The film consists of footage shot by Medallion, as well as some bought from other sources. Series, of which there are seven in the can, consists of danger-adventure episodes.

films. The distributor tries to bring the station and spot advertiser together.

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 "A" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study.

USE OWN

NARTB Film Pact Skipped By Distributors

NEW YORK — The standard film contract form that the National Association of Radio & TV Broadcasters issued early this year has not received any great degree of acceptance from those distributors that do most of their business directly with sponsors.

A couple of distributors have even tried to boycott this form, even when its salesmen are doing business with stations. If a station insists on using the NARTB form, one of these distributors adds a lengthy appendix of its own provisions.

A spokesman for one of the major first-run syndication outfits said he had nothing against the NARTB form except that it was actually appropriate only for feature-films. His outfit has continued to use its own form and has met with no objections from its customers. Of the hundreds of contracts it has written in the past six months, he noted that his company had never made much use of the old National Television Film Council form either, and for the same reason.

During the long period of time while the NARTB film committee was working on this form, Chairman Harold See, manager of KRON-TV, San Francisco, kept insisting that the distributors should form a responsible organization that could speak for them on this problem. That was before the association of TV Film Distributors had come out in the open. When the NARTB finally issued its documents, it indicated it could not wait any longer for the distributors to get together.

The four distributors that comprise ATFD (Official Films, Screen Gems, Television Programs of America and Ziv-TV) are understood to have told the NARTB last spring (before ATFD was actually incorporated) that its contract form was not right for first-run film series. They offered to go down to Washington to talk it over, but over the summer the whole issue has been hanging fire.

Year-End Pix Plan For INS-Telenews

NEW YORK—INS-Telenews is scouting the stations to see if there is interest in year-end round-up programs on news and sports. INS is thinking of a half-hour film on the year's news and another half-hour film of sports highlights.

Last year INS did quite well in syndicating a year ender.

CINCINNATI

3 TV STATIONS—305,000 TV HOMES
Population—997,000 (16th in U. S.)
Buying Income—\$1,846,653,000 (16th)
Retail Sales—\$1,237,083,000 (18th)
Food Sales—\$288,030,000 (16th)
Drug Sales—\$39,028,000 (20th)
Automotive—\$233,243,000 (18th)
Above figures include following counties: Campbell and Kenton, Ky.; Hamilton, Ohio.

TOP NETWORK SHOWS

- 1. 564,000 Question, WKRC, T., 27.5
2. Lux Video Theater, WLW-T, Th., 24.3
3. What's My Line? WKRC, Su., 22.0
4. Lawrence Welk, WCPO, S., 21.5
5. 564,000 Challenge, WKRC, Su., 20.9
6. I've Got a Secret, WKRC, W., 20.5
7. Ed Sullivan, WKRC, Su., 19.8
8. Best of Groucho, WLW-T, Th., 19.5
9. Playhouse of Stars, WKRC, F., 19.2
10. Alfred Hitchcock, WKRC, Su., 19.0
10. 4 Star Playhouse, WKRC, Th., 19.0

TOP MULTI-WEEKLY SHOWS

- 1. 56-58 Club, WLW-T, M-F., 12.3
2. Mickey Mouse Club, WCPO, M-F., 12.2
3. 3 City Fin (11:00 p.m.), WLW-T, M-F., 11.4
4. News, Weather (11:00 p.m.), WKRC, M-F., 10.5
5. Fantomime Hit Parade, WCPO, M-F., 8.3
6. CBS News, WKRC, M-F., 7.7
7. News Caravan, WLW-T, M-F., 7.5
8. Our Gang Comedy, WCPO, M-F., 7.2
9. Home Theater, Misc., WKRC, M-F., 7.1
9. Soho, Weather (7:00 p.m.), WLW-T, M-F., 7.1

TOP SYNDICATED FILMS

- 1. Stories of the Century (Hollywood), WKRC, T-9:30, 17.5
2. Science Fiction Theater (Ziv), WLW-T, T-8:30, 17.2
3. Man Called X (Ziv), WKRC, W-8:00, 16.5
4. Death Valley Days (Pacific Borax), WKRC, T-10:30, 16.3
5. I Led Three Lives (Ziv), WLW-T, F-8:30, 16.2
6. Elery Queen (TPA), WKRC, M-10:00, 15.5
7. Captured (NBC), WKRC, T-10:00, 15.4
8. Highway Patrol (Ziv), WLW-T, Th-8:00, 14.5
9. Headline (MCA), WKRC, Su-10:30, 13.5
10. Count of Monte Cristo (TPA), WKRC, Th-10:00, 12.5
11. My Little Margie (Official), WKRC, S-10:30, 12.4
11. Your All Star Theater (Screen Gems), WKRC, W-10:30, 12.4
11. Studio 57 (MCA), WLW-T, W-9:30, 12.4
14. Liberate (Guild), WCPO, T-8:30, 12.0
15. The Falcon (NBC), WKRC, S-10:00, 11.3
15. City Detective (MCA), WKRC, F-10:30, 11.5
15. Annie Oakley (CBS), WLW-T, T-8:00, 11.5
18. Cisco Kid (Ziv), WCPO, Su-5:00, 10.5
19. Lone Wolf (MCA), WKRC, Th-10:30, 10.4
20. Science Fiction Theater (Ziv), WLW-T, M-7:30, 9.4
21. Superman (Flamingo), WLW-T, M-6:00, 9.0
22. Wild Bill Hickok (Flamingo), WLW-T, W-6:00, 8.5
23. Ramar of the Jungle (TPA), WLW-T, F-6:00, 8.4
24. Range Rider (CBS), WLW-T, Th-6:00, 8.0
25. Greatest Fights of the Century (Baum), WCPO, Th-9:30, 7.5
26. Foreign Adventure (Official), WCPO, T-9:30, 7.2
27. Dateline Europe (Official), WCPO, Su-9:00, 6.9

CLEVELAND

3 TV STATIONS—457,100 TV HOMES
Population—1,616,800 (11th in U. S.)
Buying Income—\$3,597,116,000 (10th)
Retail Sales—\$2,136,950,000 (11th)
Food Sales—\$502,023,000 (10th)
Drug Sales—\$76,207,000 (10th)
Automotive—\$402,002,000 (11th)
Above figures include following counties: Cuyahoga, Lake.

TOP NETWORK SHOWS

- 1. 564,000 Question, WJW, T., 31.4
2. Lux Video Theater, KYW, Th., 30.7
3. Medic, KYW, M., 30.5
4. R. Montgomery Summer Theater, KYW, M., 27.7
5. Godfrey's Talent Scouts, WJW, M., 26.5
6. Lawrence Welk, WEWS, S., 26.3
7. 564,000 Challenge, WJW, Su., 26.2
8. Wyatt Earp, WEWS, T., 26.0
9. Warner Brothers, WEWS, T., 25.7
10. Ed Sullivan, WJW, Su., 25.6

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WEWS, M-F., 13.2
2. 11th Hour News, Weather, KYW, M-F., 12.2
3. Reporter, Sports Final (11:00 p.m.), WJW, M-F., 9.9
4. Billies of the News (6:30 p.m.), WEWS, M-F., 9.5
5. Weather, Cover, Reporters (6:45 p.m.), WEWS, M-F., 9.1
6. Queen for a Day, KYW, M-F., 8.8
7. Looney Tunes, WJW, M-F., 8.4
8. CBS News, WJW, M-F., 7.9
9. Dinner Theater, WEWS, W., F., 7.9
8. Guiding Light, WJW, M-F., 7.9

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJW, T-10:30, 24.7
2. Big Playback (Screen Gems), WEWS, W-10:45, 17.3
3. Death Valley Days (Pacific Borax), WJW, S-7:00, 14.5
4. Man Behind the Badge (MCA), KYW, W-10:30, 14.0
5. I Led Three Lives (Ziv), WEWS, F-9:00, 13.7
6. Annie Oakley (CBS), WJW, S-6:30, 12.9
7. Range Rider (CBS), WEWS, Su-7:00, 12.5
8. Badge 714 (NBC), WJW, F-7:00, 11.9
9. Waterfront (MCA), WEWS, Th-7:00, 11.2
10. Police Call (NTA), WEWS, S-10:30, 11.0
11. Kit Carson (MCA), WEWS, W-7:00, 10.9
11. Jungle Jim (Screen Gems), KYW, F-6:00, 10.9
13. Captured (NBC), WJW, Th., S-10:30, 10.5
13. Willy (Official), KYW, F-6:30, 10.5
15. Science Fiction Theater (Ziv), KYW, T-7:00, 10.4
16. Gene Autry (CBS), KYW, Th-6:00, 10.3
17. Racket Squad (ABC), KYW, S-7:00, 10.2
18. Kit Carson (MCA), WEWS, Su-6:00, 9.4
19. Sheena, Queen of the Jungle (ABC), KYW, W-6:00, 9.2
19. Foreign Intrigue (Official), WEWS, Su-10:00, 9.2
21. My Hero (Official), KYW, M-6:30, 9.0
21. Wild Bill Hickok (Flamingo), WEWS, T-6:00, 9.0
21. Amos 'n' Andy (CBS), WJW, Th-7:00, 9.0
24. Susie (TPA), WEWS, F-7:00, 8.9
24. Looney Tunes (Guild), WJW, S-11:00 a.m., 8.9
26. Superman (Flamingo), WEWS, Th-6:00, 8.7
27. Captain Z-Ro (Atlas), KYW, M-6:00, 8.5
27. Kit Carson (MCA), WEWS, S-7:00, 8.5
29. Looney Tunes (Guild), WJW, M-F-6:00, 8.4

LOS ANGELES

7 TV STATIONS—1,744,000 TV HOMES
Population—5,666,200 (1st in U. S.)
Buying Income—\$11,272,051,000 (1st)
Retail Sales—\$8,036,302,000 (1st)
Food Sales—\$1,842,322,000 (1st)
Drug Sales—\$254,796,000 (1st)
Automotive—\$1,595,823,000 (1st)
Above Market Statistics are for: Los Angeles and Long Beach and include the following counties: Los Angeles, Orange.

TOP NETWORK SHOWS

- 1. 564,000 Question, KNXT, T., 39.1
2. Do You Trust Your Wife? KNXT, T., 38.8
3. Ed Sullivan, KNXT, Su., 29.8
4. Phil Silvers, KNXT, T., 27.9
5. What's My Line? KNXT, Su., 25.5
6. Navy Log, KNXT, T., 23.3
7. 564,000 Challenge, KNXT, Su., 21.7
8. Dragnet, KRCA, Th., 21.3
9. Disneyland, KABC, W., 21.1
10. Our Miss Brooks, KNXT, F., 20.1

TOP MULTI-WEEKLY SHOWS

- 1. Queen for a Day, KRCA, M-F., 9.5
2. Mickey Mouse Club, KABC, M-F., 8.5
3. Art Linkletter, KNXT, M-F., 8.2
4. News-Geo, Putman (6:45 p.m.), KTTV, M-F., 8.0
5. News-Geo, Putman (11:00 p.m.), KTTV, M-F., 7.9
6. Channel 9 Theater, Misc. KHJ, M-F., 7.4
7. Waterfront, KTTV, W-F., 7.2
8. News-Jack Latham (11:00 p.m.), KRCA, M-F., 7.0
9. News Caravan, Misc., KRCA, M-F., 6.8
10. Modern Romances, KRCA, M-F., 6.7

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KTTV, M-9:00, 17.4
2. Code 3 (ABC), KTTV, M-9:30, 15.9
3. I Led Three Lives (Ziv), KTTV, S-8:30, 15.2
3. I Led Three Lives (Ziv), KTTV, S-8:30, 15.2
3. Confidential File (Guild), KTTV, Su-9:30, 15.2
5. Badge 714 (NBC), KTTV, S-7:30, 14.6
6. Life of Riley (NBC), KTTV, M-8:30, 14.3
7. Science Fiction Theater (Ziv), KTTV, M-8:00, 13.4
7. San Francisco Beat (CBS), KTTV, S-9:30, 13.4
9. Dr. Hudson's Secret Journal (MCA), KTTV, Su-9:00, 13.2
10. Confidential File (Guild), KTTV, F-9:30, 12.9
11. Susie (TPA), KTTV, S-8:00, 12.5
12. My Little Margie (Official), KTTV, M-7:30, 12.4
13. I Search for Adventure (Bagnall), KCOP, Th-7:00, 11.6
13. Mr. District Attorney (Ziv), KTTV, S-9:00, 11.6
15. Cross Current (Official), KNXT, Su-5:00, 11.3
16. I Married Joan (Interstate), KTTV, M-6:00, 10.9
16. Rosemary Clooney (MCA), KTTV, T-9:00, 10.9
18. Life With Father (CBS), KNXT, F-7:00, 10.7
19. Amos 'n' Andy (CBS), KNXT, Su-10:30, 9.7
20. Douglas Fairbanks Presents (ABC), KRCA, M-10:30, 9.4
20. Superman (Flamingo), KTTV, S-7:00, 9.4
22. Highway Patrol (Ziv), KTTV, Th-7:00, 9.3
23. City Detective (MCA), KTTV, F-8:30, 8.9
24. Liberate (Guild), KTTV, T-9:30, 8.6
24. Paris Precinct (NTA), KTTV, T-10:30, 8.6
24. Little Rascals (Interstate), KNXT, Su-4:00, 8.6
27. Crunch and Des (NBC), KRCA, F-8:30, 8.2

NEW YORK

7 TV STATIONS—4,092,700 TV HOMES
Population—14,124,600 (1st in U. S.)
Buying Income—\$28,954,669,000 (1st)
Retail Sales—\$17,069,367,000 (1st)
Food Sales—\$4,380,677,000 (1st)
Drug Sales—\$423,332,000 (1st)
Automotive—\$2,243,498,000 (1st)
Above Market Statistics are for New York and N. E. New Jersey and include the following counties: Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester, N. Y.; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union, N. J.

TOP NETWORK SHOWS

- 1. 564,000 Question, WCBS, T., 27.3
2. Ed Sullivan, WCBS, Su., 25.8
3. Climax, WCBS, Th., 24.3
3. 564,000 Challenge, WCBS, Su., 24.3
5. What's My Line? WCBS, Su., 24.1
6. Medic, WRCA, M., 23.9
7. Alfred Hitchcock, WCBS, Su., 23.5
8. G. E. Theater, WCBS, Su., 21.1
8. Lux Video Theater, WRCA, Th., 21.1
10. Best of Groucho, WRCA, Th., 20.3

TOP MULTI-WEEKLY SHOWS

- 1. News & Weather (11:00 p.m.), WRCA, M-F., 12.1
2. News, Weather & Sports, WCBS, M-F., 11.6
3. Late Show, WCBS, M-F., 8.2
4. Search for Tomorrow, WCBS, M-F., 6.9
5. Mickey Mouse Club, WCBS, M-F., 6.8
6. Love of Life, WCBS, M-F., 6.6
7. Guiding Light, WCBS, M-F., 6.5
8. Valliant Lady, WCBS, M-F., 6.4
9. CBS News, WCBS, M-F., 6.3
10. Arthur Godfrey, WCBS, M-Th., 6.2

TOP SYNDICATED FILMS

- 1. Doug. Fairbanks Presents (ABC), WRCA, M-10:30, 10.3
2. Highway Patrol (Ziv), WRCA, M-7:00, 10.2
3. Science Fiction Theater (Ziv), WRCA, F-7:00, 8.1
4. Guy Lombardo (MCA), WRCA, Th-7:00, 6.6
5. Great Gildersleeve (NBC), WRCA, T-7:00, 6.4
6. Amos 'n' Andy (CBS), WCBS, S-6:30, 6.3
7. I Death Valley Days (Pacific Borax), WRCA, W-7:00, 6.1
8. Elery Queen (TPA), WPIX, Su-9:00, 5.4
9. My Little Margie (Official), WCBS, M-F-9:00 a.m., 5.3
9. The Goldbergs (Guild), WABD, Th-7:30, 5.3
9. Annie Oakley (CBS), WCBS, S-5:30, 5.3
12. Laurel and Hardy (Governor), WCBS, S-1:30, 5.2
12. City Detective (MCA), WPIX, Su-9:30, 5.2
14. Amos 'n' Andy (CBS), WCBS, M-F-9:30 a.m., 5.0
15. Superman (Flamingo), WABC, T-6:00, 4.9
16. Looney Tunes (Guild), WABD, M-F-6:30, 4.7
17. Patti Page (Oldsmobile), WCBS, S-6:15, 4.5
18. Gene Autry (CBS), WABC, M, W, F-6:00, 3.9
18. Rin Tin Tin (Screen Gems), WABC, S-6:00, 3.9
20. Little Rascals (Interstate), WPIX, M-F-6:00, 3.7
20. Range Rider (CBS), WPIX, S-6:00, 3.7
22. Waterfront (MCA), WABD, T-7:30, 3.5
23. Abbott and Costello (MCA), WPIX, W-6:30, 3.4
23. Wild Bill Hickok (Flamingo), WABC, Th-6:00, 3.4
25. Ramar of the Jungle (TPA), WPIX, M-Th-6:30, 3.3
25. Mr. and Mrs. North (Schubert), WABD, T-8:30, 3.3

THIS WEEK'S FILM BUYS

- FLAMINGO FILMS
STARS OF THE GRAND OLE OPRY
WTOC, Savannah, Ga.; Ballard & Ballard
MCA-TV
DR. HUDSON'S SECRET JOURNAL
WTOC, Savannah, Ga.; Sunshine Biscuit
MAYOR OF THE TOWN
WTAP, Parkersburg, W. Va.; Broughton's Dairy
ROSEMARY CLOONEY
WWTW, Cadillac, Mich.; Michigan Bakeries
SCREENCRAFT PICTURES
JUDGE ROY BEAN
KBTW, Denver; KSBW, Salinas, Calif.; Shreveport, La.; Adv. TBA
THE MICKY ROONEY SHOW
KBTW, Denver; KEVT, Santa Barbara, Calif.; KGO, San Francisco; Adv. TBA
TELEVISION PROGRAMS OF AMERICA
SUSIE
WTAP, Parkersburg, W. Va.; Winsan's hardware
THE LEGIONNAIRE
WREN, Rockford, Ill.; Ripon Foods

- ZIV TELEVISION PROGRAMS
DR. CHRISTIAN
KGBT, Harlingen, Tex.; Lee Optical
KOPO, Tucson, Ariz.; S&W
MAN CALLED X
WWTW, Cadillac, Mich.; Olson's Food Stores

Bagnall Racks Up 'Adventure' Sales

HOLLYWOOD — George Bagnall & Associates last week sewed up several new sales for "I Search for Adventure." Jack Douglas-produced show. Buyers are Boushelle Rug Company, Chicago; Wichita Savings & Loan, Wichita; Sherling Beer, Evansville, Ind., and Carnation Company, New Orleans.

NTA to Show Kind Of TV-er Possible With Para Shorts

NEW YORK — National Television Associates next week will begin showing stations a sample of the kind of program that can be put together from its library of Paramount shorts, which it calls the "Panorama of Entertaining Programming." NTA hired Hollywood producer George Bilson to put together the half-hour audition film. NTA has been mailing stations colorful four-page brochures on each of the 13 groups in the "PEP" library. The distributor has also put all the pieces together into a spiral bound book for the use of its sales staff.

STAR PERFORMANCE
"Indeed, Old Boy! Proving that right now in over 128 markets!"
FRANK LOVEJOY
"Magical Star. Pulls Viewers like magnet, eh, Pip!"
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

• Network Adventure Shows

AUGUST RATINGS	
Rank	Show, Sponsor & Web
1.	Gunsmoke L&M (CBS)25.8
2.	Dragnet L&M (NBC)23.8
3.	Wyatt Earp Genl. Mills, Parker Pen (ABC).....20.0
4.	Robin Hood J&J, Wildroot (CBS)18.8
5.	Warner Bros. Presents Genl. Elec., Monsanto, L&M (ABC)17.6
6.	Lassie Kellogg (CBS)17.6
7.	Crusader Colgate, R. J. Reynolds (CBS).....15.2
8.	Adventure Theater Hudnut, Amer. Tobacco (NBC)15.1
9.	Tales of the Texas Rangers Curtiss, Genl. Mills (CBS)15.0
10.	Big Town Lever, A. C. Spark Plug (NBC).....13.7

AMONG MEN	
Rank	Show, Sponsor & Web
1.	Frontier Reynolds Metals (NBC)98
2.	Gunsmoke L&M (CBS)97
3.	Wyatt Earp Genl. Mills, Parker Pen (ABC).....88
4.	Adventure Theater Hudnut, Amer. Tobacco (NBC)....85
4.	Warner Bros. Presents Genl. Elec., Monsanto, L&M (ABC) .85
6.	Dragnet L&M (NBC)84
7.	Crusader Colgate, R. J. Reynolds (CBS)....77
8.	Combat Sargeant Co-Op (ABC)76
10.	Big Town Lever, A. C. Spark Plug (NBC)....76
10.	The Lone Ranger Amer. Dairy, Genl. Mills (ABC)....73

AMONG WOMEN	
Rank	Show, Sponsor & Web
1.	Gunsmoke L&M (CBS)1.06
2.	Dragnet L&M (NBC)1.04
2.	Adventure Theater Hudnut, Amer. Tobacco (NBC)....1.04
4.	Big Town Lever, A. C. Spark Plug (NBC)....1.03
5.	Crusader Colgate, R. J. Reynolds (CBS)....98
6.	Bold Journey Ralston-Purina (ABC)96
6.	Warner Bros. Presents Genl. Elec., Monsanto, L&M (ABC) .96
8.	Lassie Kellogg (CBS)94
9.	My Friend Flicka Colgate (CBS)92
10.	Frontier Reynolds Metals (NBC)88

AMONG CHILDREN	
Rank	Show, Sponsor & Web
1.	Fury Genl. Foods (NBC)1.66
2.	Tales of the Texas Rangers Curtiss, Genl. Mills (CBS).....1.50
3.	Captain Gallant H. J. Heinz (NBC)1.42
3.	Rin Tin Tin National Biscuit (ABC)1.42
5.	Wild Bill Hickok Kellogg (CBS)1.36
6.	Roy Rogers Genl. Foods (NBC)1.30
7.	Robin Hood J&J, Wildroot (CBS)1.16
8.	My Friend Flicka Colgate (CBS)1.15
9.	Lassie Kellogg (CBS)1.14
10.	The Lone Ranger Amer. Dairy, Genl. Mills (ABC)....1.06

Web Winners

I'VE GOT A SECRET—CBS-TV Garnering second place in the American Research Bureau national ratings for August, this three-year-old increases its vitality with age. Its 33.9 ARB figure knocked off the Ed Sullivan show, "\$64,000 Challenge," "Lux Video Theater" and "What's My Line?" Big factor in its success story is the maintenance of permanent stars Garry Moore, Faye Emerson, Jayne Meadows, Henry Morgan and Bill Cullen, a unique achievement in TV. Also a plus is conviction of all concerned that the show can and will reach the No. 1 spot.

Films to Watch

LIBERACE—Guild Films Quite a number of stations have begun to strip Liberace and other musical series in daytime, following the pattern that WPIX, New York, used a few years back on this series and the pattern about 50 stations have been using on "My Little Margie." The earliest ratings on this pattern have been quite promising. Back in April, WDAF, Kansas City, Mo., drew an average 4.2 (American Research Bureau) in the 12-12:30 p.m. strip with Liberace and other music films. The high for the strip was 4.6. In San Francisco, KPIX drew a 3.4 average ARB in July 10-10:30 a.m. against a high of 3.8 for "Ding Dong School."

• ARB Top 25 Network Shows

August Ratings of Leading Web Programs

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

(* Indicates Film)

Rank	Show, Sponsor & Web	August Rating
1.	\$64,000 Question, Revlon (CBS).....	43.6
2.	I've Got a Secret, R. J. Reynolds (CBS).....	33.9
3.	Ed Sullivan, Lincoln-Mercury (CBS).....	33.5
4.	\$64,000 Challenge, Revlon, Kent (CBS).....	32.6
5.	Lux Video Theater, Lever (NBC).....	32.2
5.	What's My Line? Rand, Montener (CBS).....	32.2
7.	*Best of Groucho, DeSoto-Plymouth (NBC).....	30.2
8.	Lawrence Welk, Dodge (ABC).....	29.0
9.	Climax, Chrysler (CBS).....	26.3
9.	*Ford Theater, Ford (NBC).....	26.3
9.	Robert Montgomery Presents, Johnson, Schick (NBC).....	26.3
12.	*Gunsmoke, L&M (CBS).....	25.8
12.	*Phil Silvers, Amana, R. J. Reynolds (CBS).....	25.8
14.	*The Millionaire, Colgate (CBS).....	25.6
14.	*Do You Trust Your Wife? Frigidaire (CBS).....	25.6
16.	Godfrey's Talent Scouts, Toni, Lipton (CBS).....	25.0
17.	U. S. Steel Hour, U. S. Steel (CBS).....	24.7
18.	*Medic, Dow, Gen'l. Electric (NBC).....	24.3
19.	*Dragnet, L&M (NBC).....	23.8
19.	*Navy Log, Maytag, Sheaffer (CBS).....	23.8
21.	*Honeymooners, Buick (CBS).....	22.9
22.	Steve Allen, Avco, Jergens, Brown & Williamson (NBC).....	22.6
23.	*Burns and Allen, Carnation, Goodrich, Gen'l. Mills (CBS).....	22.5
24.	*Playhouse of Stars, Schlitz (CBS).....	22.4
25.	Alcoa Hour, Aluminum Co. of America (NBC).....	22.0

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

JULY RATINGS	
Rank	Show & Distrib.
1.	I Led Three Lives (Ziv).....11.6
2.	Crunch & Des (NBC).....11.1
3.	Man Called X (Ziv).....11.0
4.	Crosscurrent (Official).....10.6
5.	Count of Monte Cristo (TPA).....10.5
6.	Waterfront (MCA).....10.3
7.	Jungle Jim (Screen Gems).....10.1
8.	Superman (Flamingo).....10.0
9.	I Search for Adventure (Bagnall)8.3
10.	The Three Musketeers (ABC).....8.1

AMONG VIEWERS	
Rank	Show & Distrib.
1.	I Led Three Lives (Ziv).....215
2.	Dateline Europe (Official).....212
3.	Man Called X (Ziv).....208
4.	The Three Musketeers (ABC).....207
5.	Crosscurrent (Official).....205
6.	Crunch & Des (NBC).....204
6.	The Hunter (Tafon).....204
6.	Secret File, U.S.A. (Official).....204
9.	China Smith (NTA).....203
10.	Overseas Adventure (Official).....202
10.	Waterfront (MCA).....202

AMONG MEN	
Rank	Show & Distrib.
1.	Man Called X (Ziv).....85
2.	Dateline Europe (Official).....84
3.	Foreign Intrigue (Official).....83
3.	Secret File U.S.A. (Official).....83
3.	Waterfront (MCA).....83
6.	The Falcon (NBC).....82
6.	I Led Three Lives (Ziv).....82
8.	Overseas Adventure (Official).....80
9.	Crosscurrent (Official).....80
9.	Dangerous Assignment (NBC).....80
9.	The Hunter (Tafon).....80

AMONG WOMEN	
Rank	Show & Distrib.
1.	Dangerous Assignment (NBC).....91
2.	Foreign Intrigue (Official).....90
3.	Dateline Europe (Official).....89
3.	I Led Three Lives (Ziv).....89
3.	Secret File, U.S.A. (Official).....89
6.	Crosscurrent (Official).....88
7.	Man Called X (Ziv).....86
7.	Overseas Adventure (Official).....86
9.	The Falcon (NBC).....83
10.	Waterfront (MCA).....81

AMONG TEENS	
Rank	Show & Distrib.
1.	Count of Monte Cristo (TPA).....24
2.	I Search for Adventure (Bagnall)22
2.	Long John Silver (CBS).....22
2.	Superman (Flamingo).....22
5.	Dateline Europe (Official).....21
5.	Foreign Intrigue (Official).....21
5.	Jungle Jim (Screen Gems).....21
5.	Man Called X (Ziv).....21
5.	Passport to Danger (ABC).....21
5.	Waterfront (MCA).....21

AMONG CHILDREN	
Rank	Show & Distrib.
1.	Ramar of the Jungle (TPA).....96
2.	Superman (Flamingo).....94
3.	Long John Silver (CBS).....84
4.	Jungle Jim (Screen Gems).....82
5.	Sheena, Queen of the Jungle (ABC)78
6.	The Three Musketeers (ABC).....50
7.	Crunch & Des (NBC).....46
8.	China Smith (NTA).....35
9.	The Hunter (Tafon).....32
10.	Biff Baker, U.S.A. (MCA).....29

• Pulse Top 25 Non-Net Shows

July Ratings of Leading Film Shows

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	Show & Distributor	Avg. July Rating
1.	Life of Riley (NBC).....	18.6
2.	Celebrity Playhouse (Screen Gems).....	16.2
3.	Highway Patrol (Ziv).....	15.6
4.	Dr. Hudson's Secret Journal (MCA).....	14.6
5.	Mr. District Attorney (Ziv).....	14.4
6.	Rosemary Clooney (MCA).....	12.8
7.	Mayor of the Town (MCA).....	12.2
8.	Star and the Story (Official).....	11.9
9.	Badge 714 (NBC).....	11.7
10.	I Led Three Lives (Ziv).....	11.6
11.	Code 3 (ABC).....	11.5
11.	Science Fiction Theater (Ziv).....	11.5
13.	Doug, Fairbanks Presents (ABC).....	11.3
14.	Crunch & Des (NBC).....	11.1
15.	Man Called X (Ziv).....	11.0
16.	Amos 'n' Andy (CBS).....	10.7
17.	Confidential File (Guild).....	10.6
17.	Crosscurrent (Official).....	10.6
17.	Man Behind the Badge (MCA).....	10.6
20.	Count of Monte Cristo (TPA).....	10.5
21.	Annie Oakley (CBS).....	10.4
21.	Steve Donovan, Western Marshal (NBC).....	10.4
23.	Great Gildersleeve (NBC).....	10.3
23.	Waterfront (MCA).....	10.3
25.	Jungle Jim (Screen Gems).....	10.1

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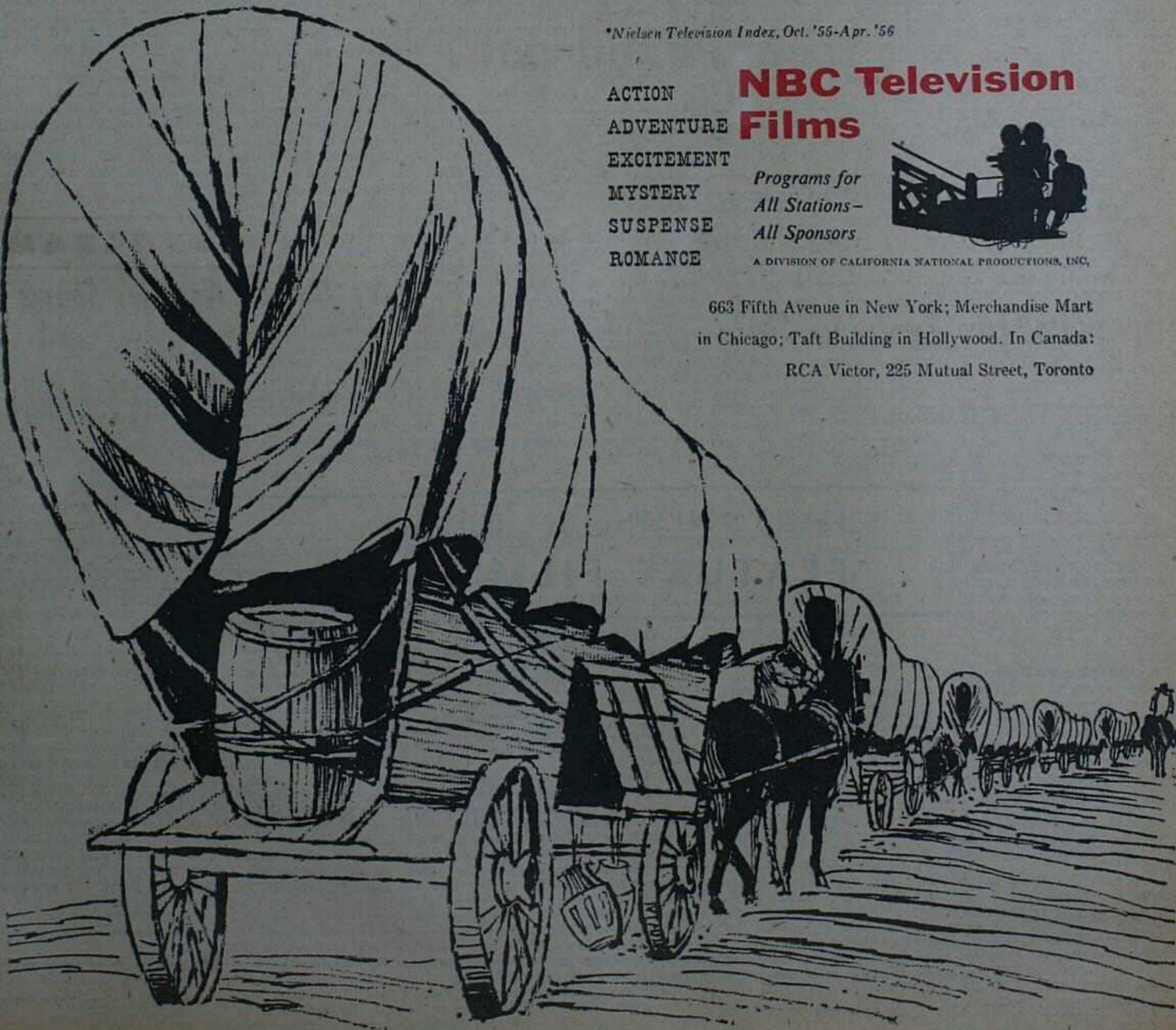
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The Billboard Scoreboard

NETWORK REVIEW

Bowie Promises Lots Of Action on Old Coax

By CHARLOTTE SUMMERS

Cast: Scott Forbes. Producer, Louis F. Edelman. Director, Lewis R. Foster. Sponsored by American Chicle Company thru Ted Bates & Co. and Chesebrough-Pond's thru McCann-Erickson on alternate weeks.

(ABC-TV, 8-9:30 p.m., EDT, September 7.)

Jim Bowie has arrived in TV country, and it looks as if there will be plenty of action on the coaxial cable this season. Facing rather stiff competition from the existing Westerns, the producers of "Bowie" are undoubtedly going to make an all-out effort to build their character to the "Davy Crockett" peak. And judging from the preem performance of Scott Forbes as Jim Bowie, they may very well achieve their goal.

Forbes, dressed in leather jacket,

GE Summer Originals (Net)

ABC-TV, Tuesday (4), 9-9:30 p.m., EDT (Caught again).

Gene Raymond was trapped in a Middle East oil camp in "Dawn at Damascus," another dry well of this summer series. The cliches gushed more profusely than the oil in this tale of a simple-minded engineer in love with a married woman.

It takes a loyal native servant to unravel the childlike scheme of the blonde hussy and her brooding spouse to kill the poor fool, so that the new gusher can be theirs, all theirs. When Gunga Din finally does explode the dirty plot, Raymond is made to exclaim: "You're a pest!" Hardly a proper thank-you for saving his life.

Paula Corday and Donald Murphy yawn their way thru the episode as the heavies tho it's clear the real villains are the script writers. Raymond looks puzzled as the engineer, and Harold Gordon takes what acting honors there are as Aram, the faithful houseboy. Raymond manages the feat of pronouncing Aram's name three distinct ways during the course of the action.

Bob Bernstein.

The Big Story (Net)

Cast: Robert Culp, Sidney Pollack, Lori March. Producer, Robert Lewis Shayon. Executive producer, Everett Rosenthal. Sponsored by Pall Mall Cigarettes thru Sullivan, Stauffer, Colwell & Bayles.

(NBC-TV, 9:30-10 p.m., EDT, September 7.)

"The Big Story" returned to NBC-TV with a dramatization of Denver Post reporter William Barker's work on the Bridey Murphy story. In keeping with "Story's" new policy of concentrating on on stories which are national in scope, Barker was honored by the show for breaking the news to the nation of the Colorado housewife, who, under hypnosis, spoke of her life as an Irish villager in the 19th Century. An exciting story, regardless of which side of the argument you are on, it was dramatized interestingly and tightly. The cast, which included Robert Culp as Barker and Sidney Pollack as Morey Bernstein, the hypnotist, all turned in excellent performances. Film clips of the Irish graveyards, libraries and countryside were well integrated.

To top itself, the closing of the show featured William Barker and Ben Grauer in a short interview. In answer to Grauer's question, Barker firmly stated that he believes Bridey Murphy really existed. This should start the controversy rolling again and provide "Story" with some excellent publicity.

Charlotte Summers.

Stetson hat and all the frontiersman's regalia, turned in a very believable and exciting performance as the "plantation owner who is always coming home because he is always going away."

The series, based on the book, "Tempered Blade," by Monte Barrett, opened with "The Birth of the Blade," the why and how Bowie had his famous knife made. Action started immediately in the opening scene, which involved Bowie and a wild bear and his subsequent bare hand fight with the animal because of a defective gun and a flimsy knife.

Once having established the need for the special knife to be used for protective purposes, the story moved along quickly, running the gamut from fist fights to pathos. And this is where the writer tried just a little too hard to pack everything into one segment. The story of the search for the knife-maker and the demonstration of hand tempering a knife at the forge were interesting enough without the addition of "bad men," fist fights and knife duels.

The first series also served to introduce the theme song, "His Name Was Jim Bowie," another tried and tested recipe. An easy to whistle, sing or hum song, it should appeal to the late stayer-ups among the moppet crowd as well as the juke box players. The producers have a most interesting property in "Tempered Blade," and with careful handling should be successful in selling it to the TV audience.

The \$64,000 Challenge (Net)

CBS-TV, Sunday (2), 10-10:30 p.m., EDT (Caught again).

The big question last week was: Why did the show change emcees? Ralph Story, a former disk jockey on KNX, Los Angeles, seems no better looking than Sonny Fox, nor does he seem any worse looking. He is not noticeably taller, nor is he shorter. He doesn't speak better or worse. But he speaks somewhat slower, which took some of the sock out of the show.

According to the columnists, Fox had fluffed in handling the answers

Wyatt Earp (Net)

Cast: Hugh O'Brian, Paul Brinegar, Nelson Leigh, Bob Fortier, Don Kennedy. Written by Frederick Hazlitt Brennan. Directed by Frank McDonald. Produced by Robert Sisk. Executive producer, Louis F. Edelman. Sponsored by General Mills and Procter & Gamble.

(ABC-TV, 8:30-9 p.m., PDT, September 4.)

Dodge City will never be the same again. This is obvious as Wyatt Earp single-fistedly disposes of the town's meanest critters in the first episode of the new season for the western.

It makes for a fast-paced half hour with enough action to keep audience trigger-happy thruout. To briefly summarize: Earp bowls over Front Street, the toughest section of the town; rescues two peace officers from a mob of 30 gunmen; rides out to capture the leader of the mob, and gets him.

Production quality is excellent, and direction, by Robert F. Sisk, brisk. Hugh O'Brian continues to give an impressive performance in the lead.

Unfortunately, for the sponsor, the commercials fail to make use of the whip-crack quality of the program, and one can only regard them as limp at best. Better integration is definitely called for.

With Earp now in Dodge City, it puts television in the curious position of having two marshals in the same place at the same time, Matt Dillon, of "Gunsmoke," being the other. This could possibly lead to a sequel, "Matt Dillon Meets Wyatt Earp," but CBS being CBS and ABC being ABC, it is feared that never the twain shall meet.

Bob Spielman.

to a couple of high priced questions. Frankly, we suspected that Fox had been paid to fluff. It was great showmanship. It dramatized the suspense as nothing else could. But apparently the producer and sponsor didn't like all that publicity Fox' fumbles got them. Apparently they want an emcee with steadier nerves, who would conduct a calmer, slower show.

But if the point of this whole business is still to reach the largest audience possible, then calm and collected Story faces quite a challenge himself. According to the Nielsen ratings for early August, when the show was still being emceed by that crazy, mixed-up Fox, "Challenge" was the third ranking show in the nation. Go home and think that over.

Gene Plotnik.

TV PROGRAM REVIEWS

NETWORK REVIEW

'Treasure Hunt' Quiz: Dash of Comedy, Sex

By BOB BERNSTEIN

Emcee, Jan Murray. Producer, Bud Granoff. Director, Phil Levens. Sponsor, Mogen David Wine Corporation thru Weiss & Gellib, Inc.

(ABC-TV, 9-9:30 p.m., EDT, September 7.)

The vicarious thrill of watching someone else win or lose a lot of money is mixed with a jigger of comedy and a dash of sex for a pleasant new quiz entry, "Treasure Hunt." It won't win an Emmy, but it won't switch you to wrestling.

Jan Murray, lovable and breathless as ever, hosts the game, which sends contestants from common category questions to a pirate cove, presided over by Pirate Girl, Mogen David's answer to Jane Russell. From 50 chests, excluding Pirate Girl's, they can select one. It may contain a trip round the world, a speedboard, a diamond or a head of cabbage.

That one's the beginning. The contestant must then select one of 100 envelopes which contain fig-

You Are There (Net)

Cast for "The Fall of Fort Sumter": Jeff Morrow, Paul Birch, Robert Rice and others. Narrator, Walter Cronkite. Producer, James Fonda. Director, William Russell. Sponsored by the Prudential Insurance Company thru Calkins & Holden.

(CBS-TV, 6:30-7 p.m., EDT, September 2.)

"The Fall of Fort Sumter" was an excellent lesson in American history administered painlessly and dramatically. The story concerned itself primarily with the last several days before the fort was surrendered and the Civil War began.

Using "You Are There's" reportorial technique, such important figures as Captain Anderson, the commander of the Fort; Governor Pickett, of South Carolina, who made the fateful decision to attack, and President Lincoln were interviewed. All points of view are delineated.

Tho the half hour had many dramatic moments, the program sometimes suffered because the writing showed too great a sense that the participants were making history. Some of the asides only impeded the action. The performances were excellent, as was Walter Cronkite's central narration.

Leon Morse.

ures of bids which Murray is willing to make for the unopened chest. He can then accept Murray's bid, take the money and skip out, or refuse the bid and take the treasure chest. On the premiere telecast, two young ladies wisely chose the cash and left the giveaways in the studio.

To prove that the top prize, \$25,000 in cash, was really on-stage all the time, a sergeant of the Burns Detective Agency unlocked a safe and read the number of the lucky chest, which was then opened by Jan Murray. The bank veepee on "\$64,000 Question" does the bit better.

Not trusting its commercials, the sponsor has strewn the scenery with trademarks, marring that nice pirate feeling of the scenery and props. Or perhaps those old buccaners drank wine "like grandma used to make."

Kukla, Fran and Ollie (Net)

Stars, Burr Tillstrom and Fran Allison. Producer, Beulah Zachary. Director, Lewis Gomatz. Sponsored by Gordon Baking Company in four markets thru N. W. Ayer & Son.

(ABC-TV, 7-7:15 p.m., EDT, September 6.)

The Kuklapolitan troupe is back for its ninth year, and it's good to have them home again. Fran Allison, Oliver J. Dragon and Fletcher Rabbit put in an appearance on the Thursday (6) show, and they looked well rested and rarin' to go. And go they did—straight to Mars with a song contest to celebrate the constellation's coming close to earth this week. Ollie's contribution was a song called "You're Like Mars," sung to Fran in a lovely off-key rendition, and Fran, with dewy eyes, scored high with a torch number entitled, "I'm Waiting for the Man From Mars." Fletcher Rabbit walked away with the prize winner called "Mars, Mars, Beautiful Mars," and everybody joined in the second chorus. Judging from this one evening out of five, Burr Tillstrom still has that enviable touch of appealing to young and old alike. It's refreshing to smile quietly at good taste and charm again.

Charlotte Summers.

Rin Tin Tin (Net)

Cast for "Forward Ho": Rin Tin Tin, Lee Aaker, James Brown, Joe Sawyer, Rand Brooks, others. Producer, Herbert E. Leonard. Directors, various. Produced by Screen Gems. Sponsored by National Biscuit Company thru Kenyon & Eckhardt.

(ABC-TV, 7:30-8 p.m., EDT, September 7.)

One out of 100 new recruits to come to Fort Apache is out to kill Lt. Rip Masters with a well-placed bullet during one of the 101st Cavalry outfit's many skirmishes with the Indians. Naturally, the first one to discover which one is the culprit is Rin Tin Tin, proving that dogs are smarter than anybody.

Lieutenant Craig was the guilty party, but just before he was killed in battle, he realized his mistake, saved Masters' life and died nobly. The wrap-up came about quite suddenly, but not so's the small fry could notice. There wasn't much time for a proper denouement, because everyone was too busy poppin' off Indians and vice versa.

There's plenty of action in this series, and the start of its third year can but lead to a fourth next year. It's good kid stuff.

Dennis McDonald.

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

The Billboard

The Amusement Industry's Leading Newsweekly

FEATURE FILM FILES

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

HOUSE ON 92D STREET

★★★ 1/2 DAILY NEWS

Cast: Lloyd Nolan, William Fyffe. Screenplay by Barre Lyndon, Charles G. Booth and John Monks Jr. from a story by Booth. Director, Henry Hathaway. Released by 20th Century-Fox. TV distributor, National Telefilm Associates. Running time, 88 minutes. How selling, 20th-Fox Package. Date reviewed: September 27, 1945.

This is a thrilling spy story on how the FBI goes about the serious and exciting business of trapping enemy agents. This specific story is about Process 97, the atomic bomb secret case. The FBI worked closely with the filmers to give authentic details. Hathaway has retained realistic qualities while compiling material on several cases into one thrilling plot. Actors and actresses who pose as agents and spies all give good account of themselves. Lloyd Nolan is crisp, efficient and courageous as FBI Inspector Briggs.

MILDRED PIERCE

★★★ 1/2 DAILY NEWS

Cast: Joan Crawford. Screenplay, Ronald MacDougall, Catherine Turney from a story by James M. Cain. Director, Michael Curtiz. Released by Warner Brothers. TV distributor, Associated Artists Productions. Running time, 111 minutes. How selling: Warners' Library. Date reviewed: September 29, 1945.

Joan Crawford gives the best performance of her career as Mildred Pierce, an avid, indefatigable mother who ruins her daughter thru over-indulgence in the child's love of luxury and swank. The story has been given considerable holding power by Michael Curtiz, director. The star is fortunate to have the support of Zachary Scott, Bruce Bennett and Jack Carson. Scott's death in the story brings about the whole unraveling of the sordid story. It's been ably adapted to the screen from one of Cain's novels but is not as stark as "Double Indemnity."

KISS AND TELL

★★★ 1/2 DAILY NEWS

Cast: Shirley Temple. Screenplay, F. Hugh Herbert. Director, Richard Wallace. Released by Columbia Pictures. TV distributor, Screen Gems. Running time, 98 minutes. How selling: Hollywood Movie Parade. Date reviewed, October 26, 1945.

"Kiss and Tell" has been made into a hilarious film. Audiences rock with laughter at the story of a teen-age girl who swears in blood not to tell of her brother's secret marriage. When gossip starts about her sister-in-law's seeing an obstetrician, the teen-ager says she's the one and involves a high school sweetheart. The cast is super-line, and Miss Temple gives a delightful performance as the teen-ager. Director Wallace's hand can be felt thruout as his characters go from one farcical situation to another without a break in the film. Each player adds to the success of the production.

Liberty Unveils 14 New LP's This Month

NEW YORK—Liberty Records, which brought out its first LP less than a year ago, is releasing 14 new albums this month, thereby giving the label a catalog total of 34 packages to date.

The new LP's include three de luxe \$4.95 albums, six pop packages and five jazz sets. Among the de luxe items is "Swingin' With the Starr" (featuring a group of never-before-released sides cut by Kay Starr with the Jazz All Stars) and "Along the Dixieland Hi-Fi Way," spotlighting Jerry Colonna on trombone with the Dixieland Highwayman.

Artists featured on the new pop LP's include Rod McKuen, Barney Kessel, Ami Aloni at the harpichord and piano, the Doma Frontiere Octet, Bobby Hammack Quartet, Rud Wharton and the Musette Street Players and Leo Arnaud's orchestra. Jazz packages feature Red Norvo, Buddy Childers Quartet, Ted and Dick Nash, the Virgil Gonsalves Quintet and Bobby Enevoldsen.

Dot Aug. Sales Top a Million

HOLLYWOOD—Dot Records rang up sales of 1,204,683 singles and albums during August, bringing its total sales during the first four months of its current fiscal year to 3,500,000 units. The company's sales show a 100 per cent increase over the same period of a year ago, with Dot President Randy Wood foreseeing this year's total volume to more than double his firm's 1955 business.

Wood's bright outlook is based on the label's recent entry into the [\(Continued on page 60\)](#)

Yule Promotion By Concert Hall

NEW YORK—A special Christmas promotion program on the entire Concert Hall and Handel Society LP catalogs is being readied for distributors and dealers this month, marking the first such yule campaign conducted by the lines.

Dealers will be offered a special 10 per cent discount on the two lines from September 15 thru October 15, and a split billing plan, calling for payments November 10 [\(Continued on page 60\)](#)

DISK ARTIST SHOWCASE

Columbia to Unveil Own Revue to Plug New Talent

NEW YORK—Columbia Records on September 18 will stage its own revue to spotlight the label's promising new talent. Titled "Sounds of the Future," the show will be staged for a specially invited audience representing the press and talent scouts for television, radio, motion pictures and booking agencies. The revue—believed to be the first such showcase presented by a record company—will be emceed by Coddard Lieberman, Columbia's president. It is expected that this will be the first of a series of such programs to be produced annually.

Talent to be introduced includes Johnny Mathis, young vocalist from San Francisco; the new Boyd Raeburn dance band, Argentine jazz pianist Enrique Vellegas, the Collins Kids, country vocalists; thrushes Eileen Rodgers and Cathy Johnson and band leader-arranger Ray Conniff. Established Columbia artists will also be on tap, notably Frankie Laine, Tony Bennett, Vic Damone and Wild Bill Davison.

Scene of the event will be the Grand Ballroom of the Park Sheraton Hotel, which has been [\(Continued on page 60\)](#)

SUN TO REISSUE RAIN PLATTER

NEW YORK—Owing to the success of Johnnie Ray's Columbia record, "Just Walking in the Rain," Sun Records has decided to reissue the original by the Prisonaires. This was cut three years ago and was a big record. The Prisonaires were then inmates of the Tennessee State Penitentiary. They are out now, except Johnny Bragg, who with Robert Riley wrote the tune.

Sam Philips, Sun Records chief and owner of WAGI in Memphis, Tenn., used most of the profits from the record to aid a prisoner-rehabilitation project in Tennessee.

Incidentally, the Johnnie Ray version this week climbed to 15th place on the best selling pop chart.

Coveney Heads Cap Longhair

HOLLYWOOD—Spotlighting the increased importance and expansion of its classical record department, Capitol Records President Glenn E. Wallichs last week named John Coveney to the position of national sales manager, classical records, for the Capitol Records Distributing Corporation. Coveney will continue to headquarter in New York, reporting directly to J. K. Maitland, vice-president and director of national sales for CRDC.

Coveney begins his 12th year with Capitol on October 1, having joined the label as a salesman in 1945 in the New York branch. He served as New York branch manager for two years, subsequently as assistant to Alex Porgés, director of international sales, and more recently national promotion manager for classical records.

Capitol also disclosed the appointment of Leo Kepler as merch- [\(Continued on page 66\)](#)

Canada's Disk Boom Sparks Fox Audits

NEW YORK—Harry Fox, publishers' agent and trustee, is sending a team of accountants into Canada to contact at least eight companies handling several dozen labels. The move is prompted by the fact that the Canadian disk business is thriving, with the result that many indie labels have come into being. Fox's accountants will

Fall Blood, Sweat & Tears Outlook for Brill Building

Charts Show Big Beat Calls the Shots, But Pop Future's Not Too Gloomy

NEW YORK—Despite the big play being given so-called quality songs by publishers and diskers, the song outlook for the fall season would seem to offer no great solace to traditional Tin Pan Alley publishers. A study of the charts indicates the teen-agers are still calling the shots, and their preference has not changed. They still dig rock and roll and/or rhythm and blues. In brief, The Big Beat.

This is proven not only by what is already on the national best selling chart, but also by what is edging toward the chart and likely to make it within the next few weeks.

Victor's Elvis Presley is still leading the pack with "Hound Dog" and "Don't Be Cruel," and according to the diskery last week, 15 of their top 25 sellers were Presley disks. In second place on the national chart is Mercury's Platters

with "My Prayer." Luniverse's "Flying Saucer" is sixth and Bill Doggett's "Honky Tonk" on King is seventh. Sanford Clark's "Fool," a master recently acquired by Dot, is ninth, and Gene Vincent's "Be-Bop-A-Lula" on Capitol is 11th. These are all in the rock and roll groove.

Further down in 14th place is Pat Boone's "I Almost Lost My Mind." This is an old blues ballad. In 15th position is "Just Walking in the Rain," by Johnnie Ray on Columbia, and this also has its roots in rock and roll. Tune was first recorded by the Prisonaires on Sun three years ago and is now being reissued by that label.

Presley is 18th with "I Want You, I Need You, I Love You." The last three positions on the chart are primarily rhythm and blues, namely Fats Domino on Imperial, the Clefs

on Pilgrim and Bill Haley on Decca.

That's not all. Just short of the best selling chart, and heading toward it strongly, are such items as Little Richard on Specialty with "Rip It Up," Shirley and Lee on Aladdin with "Let the Good Times Roll," the Six Teens on flip with "Casual Look" and other sides by such r.&b. talent as the Moon-glows on Chess, Little Willie John on King, the Five Satins on Ember, etc.

The prognosis for Tin Pan Alley, it may be said, is not too gloomy, for it is undoubtedly true that a lot of the traditional pop artists have come back with profitable records, as pointed out in a previous Billboard story. It is also true that such songs as "Friendly Persuasion," "Lay Down Your Arms" and others are getting terrific play. But the ostrich act and wishful thinking on the part of the Brill Building would seem definitely uncalled for. The true picture is one of intense competition, with songs of all categories standing a good chance to achieve hit status.

Unique Hops on Disk Club Bandwagon

By REN GREVATT

NEW YORK—RKO Unique Records has set plans to enter the mail-order record club sweepstakes. Target date for the kick-off of the venture is early December, in time to cash in on the Christmas gift trade.

To join the club, a new member must purchase one LP disk at the list price of \$3.98. With this initial purchase, he gets three free bonus LP's of his choice. The buyer is committed to buying three additional LP's during the year. For every two albums purchased, mem-

bers will receive an additional free record.

Thus, during the first year, a membership can bring eight records for a total outlay of \$15.92, the list price of four LP's. The latest entry in the club business highlights once again the disk industry's trend toward traffic stimulatives and new merchandising

At the start, Unique's club will be promoted exclusively via the Mutual Radio network, the label's relative in the General Teleradio family. Time slots will be set during which portions of various disks being offered in the club deal will be played. Later, time will be bought on the other stations, outside the Mutual empire, on a selective basis.

Plans also call for ads in a number of magazines, including Esquire and Vogue. No newspapers, however, are in the current blueprints.

Marty Machat, attorney for RKO Unique, said that the club at first [\(Continued on page 60\)](#)

Snow Set for 20-Day Tour

NASHVILLE—Hank Snow and His Rainbow Ranch Boys are set for a 20-day tour of the Midwest and East, opening Sunday (16) in Milwaukee. Other stop-offs are skedded for Dayton, O.; Columbus, O.; Huntington, W. Va.; Charleston, W. Va.; Youngstown, O.; Pittsburgh; Rochester, N. Y.; Springfield, Mass.; Burlington, Vt.; Bangor, Me.; Portland, Me.; Worcester, Mass., and Boston.

Hank and his unit returned here from California last weekend for their regular appearance on "Grand Ole Opry" at Ryman Auditorium. They will also appear on the "Opry" live TV show emanating from the Ryman Saturday (15). While on the Coast, Hank and the Rainbow Ranchers appeared on "Town Hall Party," Los Angeles, September 1, and "Town Hall Ranch Party," Compton, Calif., September 2-3.

Robison Sets Sales Jaunt; M/O Clicks

HOLLYWOOD—Initial satisfactory results to the Faber-Abbott Records' direct sales to dealers and operators plan, have prompted diskery President Faber Robison to schedule a coast-to-coast sales tour starting next week.

Robison, who discontinued selling to independent distributors some two months ago in favor of dealing with operators and record dealers at a price of 40 cents per single record, will also send two salesmen into the field to cover additional territory.

Thus far, the firm is servicing in excess of 125 accounts, with orders running from five to 250 records. Robison plans on further concentration of rack jobbers and one-stop operators and will take a series of new releases with him for demonstration purposes. Should sales continue as they have, says Robison, the company expects to get into the EP and album business on the same basis at a later date. All of Robison's direct mail business is done on a cash or c.o.d. basis.

Welk Grosses 195G in Five Concert Dates

HOLLYWOOD—Opening five dates in the Lawrence Welk series of nine concerts played to a total of 50,866 admissions for a whopping gross of \$195,163. Dates at St. Paul, Cleveland, Cincinnati and Kansas City were all virtual sell-outs. Cold weather at an outdoor date in Cedar Rapids, Ia., held the crowd to 7,681 persons, the only date played under 10,000 payers.

Four dates are yet to be played in the concert series, Omaha (9), Milwaukee (10), Des Moines (11) and Memphis (12). A total gross of approximately \$350,000 is expected at the conclusion of the tour.

Excise Taxes Tab Disk Sales Up 30%

'56 Fiscal Volume Put at \$246 Mil,
According to Government Report

WASHINGTON — Excise tax figures on records, phonographs, radios, TV sets and component parts, just issued by the Internal Revenue Service, show the home entertainment business is in an extremely healthy condition and growing rapidly.

Figures released for the full fiscal years of 1955 and 1956 show better than all diskery claims lumped together the staggering growth of the industry. Approximately \$8,000,000 in excises were collected on disks in 1955 while the figure leaped to over \$12,000,000 for 1956.

Figuring the disk excise tax as roughly 5 per cent of retail selling price, this indicates a jump in volume from \$165,000,000 to \$246,000,000 from 1955 to 1956, or an increase in total sales of better than 30 per cent.

In figures covering the second quarter of the two years, the contrast is even more startling. For the second quarter of 1955 about \$1,800,000 was received as against just under \$3,000,000 for the same period this year. This represents a jump of over 65 per cent in tax collections, and concurrently, in sales volume.

Thus with preliminary estimates of summer business this year uniformly excellent at both manufacturer and dealer levels and claims

How's Business? Crazy, Man!

NEW YORK — Sam Goody, 49th Street disk magnate, is forging ahead in a broad field of operations. On the audio front, Goody is now marketing a \$200-plus retail-priced hi-fi console phono under the Goody label. This is the first unit of this type to be offered other equipment dealers, but others are likely to follow.

On another front, he reported that the Sam Goody Record Club now has "seven times the number of members" obtained in the first weeks following announcement of the mail-order plan in *The New York Times* last spring. This was taken to mean something in excess of 1,500 members. Goody is employing direct mail to specialized groups of professional people as

(Continued on page 65)

JAZZING UP HIS CAMPAIGN

NEW YORK — Jazz for Stevenson, part of a drive to organize the performing arts behind the Democratic presidential candidate, swung into action here last week.

The outfit has scheduled one of several projected jazz concerts for October 21 at the 46th Street Theater. Artists already committed are Gerry Mulligan and the Modern Jazz Quartet. The theater has been donated for four Sunday night dates by Owner Roger Stevens, the several of the dates will be used by parallel literary and dramatic units.

At this early date, the Jazz for Stevenson committee includes Jan Ertegun (wife of Atlantic Records' Ahmet Ertegun), Nesuhi Ertegun, Shirley Ayres, Monte Kaye, Pete Kameron and Nat Hentoff.

of volume far above the summer of 1955, the calendar year of 1956 figures to be substantially ahead of last year, when the final grosses are tallied.

In the equipment breakdown, which includes radio and TV sets as well as phonographs, the trend is up tho not as much so. The second quarter for 1956 shows an increase in the take of about 6 per cent over the same period last year, tho a comparison for the full fiscal year shows an increase for 1956 collections of about 18 per cent over the previous year.

Because TV sales are believed to be much closer to a saturation point in this country, tradesters indicated that if phono, component parts and radio sales were listed separately, percentage increases would be considerably higher.

SET UP 3-WAY PUSH ON KIDISKS & FOLIOS

NEW YORK — A three-way TV-recording-publishing promotion, unprecedented in the children's music field, is being put together this month by Reynard Publishers, based on the "Captain Kangaroo" children's TV show.

Reynard, subsidiary firm set up by Sam Fox Publishing Company in conjunction with writer Leo Israel (Paris), is preparing a large series of folios including educational activity songs built around the popular CBS-TV character, and based on nursery and primary school curricula. The songs for the first two folios already have been recorded by Bob (Captain

Halsey Forms Thunderbird, P. M. Agency

INDEPENDENCE, Kan. — Jim Halsey, personal manager for Hank Thompson and His Brazos Valley Boys the past five years, has announced the formation of a new personal management agency, Thunderbird Artists, Inc., with headquarters here, to specialize in personal management, promotion and publicity for country and western artists.

Signed to the agency which Halsey will head are Hank Thompson and combo (Capitol), Leon McAuliffe and His Cimarron Boys (Columbia) and Billy Gray and His Western Okies (Decca) in the western band division. In the single-act department will be Wanda Jackson (Capitol), Mitchell Torok (Decca) and Jud 'n' Jody. Other top country and western artists are slated to join the agency within the next few months.

'Seed' Track Rights to RCA

HOLLYWOOD — RCA Victor acquired the sound track rights to the Alex North musical score from the Warner Bros. film, "The Bad Seed," here last week, with the diskery setting an early LP release date for the package.

In another action, RCA inked organist Buddy Cole to a term recording contract. Cole will etch a series of albums for the firm, under the direction of Dennis Fannon, Coast repertoire staffer.

'IT'S RIDICULOUS,' SAYS SCHNEIDER

NEW YORK — Decca Records executive veepee, Leonard Schneider, has vigorously denied allegations made in a wire sent to a wide seg of the consumer and trade press here anent the possible resignation of Milton Rackmil as top man on the Decca totem pole.

"He's nobody but a nut," said Schneider in regard to a W. F. Heston, sender of the wire. The wire, sent out Tuesday from the New York Stock Exchange Building, asked the recipients to check with Rackmil regarding the rumor. "The reason should make a real story," said the wire. "Also check with Lenny Schneider, Decca v.-p.," it concluded.

Commenting on the use of his nickname, Schneider said he couldn't imagine who the sender was and that no such name could be traced. "The whole thing is ridiculous and it looks like a case for the courts if we can locate the man," Schneider said.

GET PLACE IN SUN

Choral Groups Hot; LP Gives a Boost

By JOEL FRIEDMAN

HOLLYWOOD — Currently at an all-time high, the popularity of choral groups is expected to continue for some time to come largely as a result of the broadened scope of repertoire, ideas and imagination allowed thru LP recording. This is the opinion of Norman Luboff, veteran director of the choir that bears his name and currently one of the most successful choral conductors in the industry.

Luboff averred that choral singing has successfully made the transition to popular music as a result of the wider latitude enjoyed in selecting repertoire. Pointing to his "Songs of the West" package on Columbia, Luboff opined that such an album was a radical departure for a choral ensemble. Up until recent years the public had been accustomed to thinking of choral groups largely in connection with religious works, he said, tho this is not the case today.

Contemporary choral conductors, such as Walter Schumann, Robert

Shaw, Robert Wagner, Ray Charles, Jeff Alexander, Ken Darby, and, according to Luboff, the father of all groups, Fred Waring, are currently in great demand for both records and live performances.

"The demise of the band business and the subsequent rise of vocalists was indicative of the future growth of choral groups," said Luboff. "Amateur choral groups are much more prevalent today than ever before, with the appearance of such groups as the Princeton and West Point glee clubs on shows

(Continued on page 65)

Mitropoulos & Columbia Team On Jazz Series

NEW YORK — Dimitri Mitropoulos and Columbia Records will join forces with a group of top jazz artists to kick off a new concert series sponsored by the Jazz and Classical Music Society. The first date, for which Town Hall has been booked, will take place October 19.

The Society is an outgrowth of the Modern Jazz Society, which bowed in last year. Under its new, enlarged curriculum, the non-profit organization will endeavor to air

(Continued on page 66)

Dates Set for Tour of Berlin Philharmonic

NEW YORK — Dates have been set for the forthcoming U. S.-Canadian tour of the Berlin Philharmonic, with conductor Herbert Von Karajan.

Tour opens in Washington, D. C., October 7, and returns to that city for a second appearance October 11. Other dates are Princeton, N. J., October 8; New Haven, Conn., 9; Carnegie Hall, New York, 10 and 12; Rutgers University, 13; Boston, 14; Montreal, 15; Ottawa, Hamilton and Toronto, Ontario, 16, 17, 18; Ann Arbor, Saginaw, East Lansing and Kalamazoo, Mich., 21, 22, 23, 24; Chicago, 26, 27 and 28; Milwaukee, 29; U. of Illinois, 30; Lawrence and Topeka, Kan., November 1 and 2; Denver, 4; Salt Lake City and Provo, Utah, 7 and 8; California, 10 thru 19, including San Francisco, Berkeley, Sacramento, Fresno, San Diego, Los Angeles and Santa Barbara.

Von Karajan records exclusively for Angel, while the Berlin ork is represented here by recordings on Epic and Decca.

INTERNAT'L PERFORMER RIGHTS SCRUTINIZED

By MILDRED HALL

WASHINGTON — A resolution to push for agreement on the rights of performers, recorders and broadcasters at the international level, was passed by the Intergovernmental Copyright Committee, which met in Paris last June, under UNESCO auspices (The Billboard, June 16). Arthur Fisher, head of U. S. Copyright Office, and American representative on the 11-nation committee, was elected vice-chairman of the group. M. Henry Puget, French representative, was named chairman, according to the Committee report, released last week. The Committee's studies form part of the adjustment of subscriber nations to the universal copyright convention, which became effective in September, 1955.

The Committee resolution noted an increasing need for the study, "considering that the property

rights claimed, at the international level, by performers, recorders and broadcasters, are regarded in certain countries, at least to some extent, as true copyrights, while other countries include them in their copyright legislation or deal with the matter in special legislation."

The resolution takes note of previous moves to bring about "international protection of the interests of performers and recorders and broadcasts without affecting adversely the rights of authors." Proposals for such international protection were drawn up at the July meeting of the "neighboring rights convention," under sponsorship of the International Labor Organization, at Geneva. James Petrillo, president of the American Federation of Musicians, represented them at the Geneva meeting, which has submitted its findings to UNESCO. They are also under study at our State Department.

Bethlehem Puts Conversions On Fall List

NEW YORK — Bethlehem Records' new release for September spots several 12-inch conversions along with the diskery's second Duke Ellington volume.

Material by three girl singers, some of which had appeared in 10-inch sets, will be grouped in a new one entitled "Bethlehem's Girl Friends." Thrushes are Chris Connor, Carmen McRae and Julie London—all of whom have departed to other labels. Other conversions will be Charlie Mariano, Herbie Mann, Max Bennett and Stu Williamson—all jazz sets.

Bethlehem has in preparation jazz volumes by clarinetist-flutist Sam Most, and a modern big-band set by Johnny Richards. The label also has inked Frankie Socolow for an LP. Socolow, a one-time discovery of Bobby and Morty Shad, has been featured on tenor sax over NBC on Al Collins' "Soundflight 56" show, with the Larry Sonn band.

PLUG YOUR DISK VIA 'HITS, INC.'

CLEVELAND — Ray Meinberg is setting up a free-lance jockey promotion service here, optimistically tagged "Hits, Inc."

In addition to plugging disks with deejays thruout the Cleveland, Youngstown, Columbus, Akron, Wooster, Mansfield, Ashland and Canton, O., areas, Meinberg will provide clients with up-to-date "top 10" check lists of disks and LP's selling in the market, reports on juke box locations and an air-check programming service.

Disk Rack Sales Big Label Interest Hypo

NEW YORK—The growing importance of record rack sales in the over-all disk market today is marked by the fact that practically every major label has quietly set up a separate department to handle rack sales.

Decca Records recently appointed Louis Sebok Jr., special services sales manager for the Decca Distribution Corporation, and ABC-Paramount announced last week that sales chief Frank Hobbs' staff had been augmented so that Hobbs might concentrate on building the label's position in the rack jobbing field.

Mercury's record rack sales division chief is Joe Martin, who recently returned from a cross-

country tour during which he visited key rack jobbers, while Columbia Records' record rack sales head is Milton Selkowitz. RCA Victor's activities in the rack jobbing field are supervised by Irwin Tarr and several executive sales staffers, including Paul Sklar, formerly disk buyer for the Ludwig-Baumann chain, Tarr, like most of the other execs mentioned, is responsible for the label's sales in the over-all syndicated stores field, but more and more of this business is centering around the rack jobber.

Victor has been quietly building its rack sales for the last three years and is considered by many of its competitors to be the most active label in the field. Victor has set up an extensive promotion campaign, including trade-paper ads in such publications as "Super-Market News" and "Food Topics," and special record rack brochures, which Victor makes available to rack jobbers for mailings to supermarkets.

Meanwhile, Freedman-Arcraft, Charlevoix, Mich., one of the biggest record rack manufacturers in the country, reports business is so good that orders are starting to back up.

At the same time, here in Manhattan this week Victor, Columbia, Mercury, ABC-Paramount and Remington are participating as exhibitors at the National Supermarket Non-Food Superama Exhibit at the New York Coliseum.

U. S. Testing Disk Pitch for Foreign Info

WASHINGTON — Plastic coated paper disks—similar to those sold in the U. S. for children—will be used by the U. S. Information Agency to provide a "practical" means of communicating with people in South Asia, Africa and Near and Middle Eastern countries.

The agency's director, Theodore C. Streibert, announced Monday (10) that the inexpensive 78 r.p.m. records, manufactured by coating light cardboard with a transparent plastic, will carry speeches, commentary, music and color photographs "personalized" for each country where distribution will be made. Disks are designed for about 1,500 plays.

Record currently being tested in Turkey features the voice of Celal Ince, Turkish radio and stage star, and has photographs of the New York and Istanbul skylines. Reverse side has freedom quotations by Turkish and American patriots, and pictures an adaptation of popular Turkish floral designs. Text of the statements is also printed on the disk in Turkish.

Master records are produced by the Voice of America staff here.

TRY TO BEAT 5,717 YEARS!

NEW YORK—Bob Astor, exec at the Gale Agency, was on the phone Wednesday (5) with a promoter of rhythm and blues functions. They were discussing various record acts, and somehow the name of a certain theater owner was brought up. The r.&b. impresario thought it would be a good idea if they could all meet the next day to work out some dates in the theater.

Said Astor, "I don't know if he'll be in tomorrow, because Rosh Hashonna's here."

"Yeah," said the promoter, "what record has he got out?"

PUBLISHERS USE DISK GIMMICK TO PLUG BOOK

NEW YORK — Publishers of books dealing with music aren't leaving any stones unturned these days in their efforts to hit a broad market. A case in point is the children's music book, "A Cat Came Fiddling," written by Paul Kapp, published last week by Harcourt-Brace & Company.

Harcourt-Brace, which is geared to distribution and promotion via regular book channels, has made a special distribution deal with G. Schirmer's to have the latter service music stores. Also the publisher has taken special pains to get the book reviewed by critics who may not be able to read music. The company has made a 45 r.p.m. recording of many of the songs, sung by an unidentified folk singer, and has sent 500 copies of the disk to as many reviewers and booksellers.

Kapp, the composer-author, is better known as the owner of General Music and as manager of various talent properties.

Indie Sunset, Starlite Hypes Release Sked

HOLLYWOOD—Indie Sunset & Starlite Records last week firmed up a release schedule calling for at least two 12-inch packages a month in addition to the release of a pop single every 10 days, according to Vice-President Guy Ward.

Increased releases will continue into 1957, with the addition of new talent to the firm's roster expected to further add to its output. Record Releasing Corporation, subsidiary arm of Sunset-Starlite, meanwhile, set its first singles for release this week, with two records by Geraldine, and a single by newcomer Gordon Green. Ward acknowledged that negotiations with singers Vivian Blaine and Constance Moore were currently in the works in behalf of RRC.

'C-C Clubs' Incorporated By Pubbery

NEW YORK — Crowell-Collier has formed a new corporation, C-C Clubs, Inc., to represent the publishing company's new record division, including its mail-order record operation.

Meanwhile the record division has moved out of the Josefowitz Brothers headquarters (occupied temporarily when Crowell-Collier acquired the Josefowitz record interests) and is setting up new offices on lower Fifth Avenue. Most of C-C Clubs' planning for 1957 will be set during the next 30 days.

Russ Ork Cuts Capitalistic

NEW YORK—Decca Records has completed arrangements for release here of the first recordings by the Leningrad Philharmonic Orchestra to be taped outside of the Soviet Union. The disks, to be released this fall, were taped in Berlin and Vienna during the unit's recent European tour.

Material is made available to Decca thru its affiliation with Deutsche Grammophon in Ger-

Davis Mobilizes Vs. Legit Angel Ban

NEW YORK—The question as to whether or not musician members of Local 802 shall be allowed to invest in legit shows in which they perform, was scheduled for a vote at the general membership meeting to be held Monday (10). At press time, opposition, led by orkster-investor Meyer Davis, was being mobilized, and Davis himself claimed that he would take the issue as high as the Supreme Court if the restricting resolution was passed.

According to 802 President Al Manuti: "This resolution is not aimed at Davis or any other individual. We're just trying to protect our members who don't happen to have a lot of money, and to open up this lucrative legit theater field for fair competition among all of our members." Manuti added that, while 802 rarely encountered difficulty with veteran Broadway producers, a number of the newer producers, who have a rough time raising money, will tell aspiring music contractors, "buy one or two units in the show and we'll consider you."

Several years ago 802 passed a similar resolution, which however, forbade members from investing in any shows. Davis appealed this to the American Federation of Musicians, and "resident Petrillo nullified the act. The new resolution differs from that one in that it only restricts members from investing in shows in which they perform as musicians. The local's executive board has reported the resolution out favorably, and, it is pointed out, if there is not a quorum at the meeting, the board can vote this into a law itself.

Ban Aimed at Him

According to Davis, who feels that the resolution is aimed specifically at him, such an act would keep union members like Guy

Lombardo, Richard Rodgers and Cy Feuer from investing in their own shows. Manuti emphatically denies this. "These men are acting as producers, not performing as musicians or contracting the orchestras. Meyer Davis has a right to invest in any show as long as he doesn't perform as a musician in that show."

Currently, Davis has money in five of the nine musicals in town (eight on Broadway), and he books the band in one of these, "New Faces." His other investments include "Pajama Game," "Most Happy Fella," "Fanny" and "Mr. Wonderful." He is also investor in several straight dramatic shows, including "No Time for Sergeants" and "Cat on a Hot Tin Roof." He was an investor in and contractor for the ill-fated "Shangri-La." He also has loot in nine forthcoming shows. He is contractor for one of these, "Candide," in which he has invested \$2,000.

Paper Wants Kopelman Sent Back to States

LONDON—Just about one year ago Manuel Kopelman arrived here from Boston with the idea of flooding the country with five million cut-price disks manufactured by his secret micro-recording process. The scheme attracted wide publicity and interest at first, and a company, named Recordises (London), Ltd., was formed to cope with the orders which rolled in.

Altho Kopelman owned no shares and was never a director of Recordises, he was the acknowledged brain behind the firm, and met shareholders here two months ago when claims amounting to \$130,000 were filed. At first he asked for a few weeks grace to raise that sum, then came up with an offer of a quarter settlement to each debtor. But at a meeting called to discuss the settlement, Kopelman was absent, later claiming he did not receive a letter of invitation.

Following these actions the Sunday newspaper, The People, published an attack on Kopelman for duping his customers, called on the home office to cancel his permit and send him back to the States. In a full-page article, The People listed some of Kopelman's creditors, revealed that even the picture of him they printed—which had been commissioned by Kopelman for publicity—had not been paid for.

Meanwhile the object of this attack was in London, but refused to comment on the article or give any facts about his intentions toward Recordises, Ltd.

CAISSONS HAVE STOPPED ROLLIN'

NEW YORK—The official U. S. Army song is "The Army Goes Rolling Along," it was announced last week by the Department of the Army. The tune, based on "The Caissons Go Rolling Along," by the late Brig. Gen. E. L. Gruber, has a new set of lyrics revised and adapted by Dr. Harold Arberg, Soldier Music Advisor, Special Services Division of the Adjutant General's Office. The copyright is held by the U. S. Army.

The Secretary of the Army has directed that the song be officially dedicated at U. S. Army installations thruout the world on Veterans' Day, November 11, 1956.

Velat Named By 3 Diskers

HOLLYWOOD—In a move for more effective national sales and promotion on the distributor and dealer level, Contemporary - Good Time Jazz Records, Pacific Jazz and High Fidelity Recordings, Inc., have consolidated their sales and promotion efforts in appointing Bud Velat to represent the three companies as sales manager.

Formerly associated with the London Records distributorships in Los Angeles and San Francisco, Velat left here last week for a three-month road trip to visit distributors and dealers who handle the three labels. Velat will have complete authority to make on-the-spot policy decisions affecting dealers and distributors in behalf of the three firms.

Dick Bock, president of Pacific Jazz, averred that "one man representing three companies will have a greater bargaining power in the field and should result in our receiving a bigger share of the national record market. This is the first step toward unifying West Coast independents and we expect a greater unity will develop in other phases of our operations.

many, which produced the sessions. Top Russian conductor, Eugen Mravinsky, conducted the Fourth, Fifth and Sixth symphonies of Tchaikowsky, and Kurt Sanderling led the ork in Rachmaninoff's Second Symphony.

MUSIC AS WRITTEN

Tide Analyzes Phono-Disk Marketing Techniques . . .

New marketing and promotional techniques in the phono-record industry are noted and analyzed by Ken Schwartz in the forthcoming issue of Tide, advertising trade fortnightly, dated September 14. Tome is entitled "Record Sales for Record Makers."

Correction! KZEE Is A Pop Music Station . . .

A recent Billboard story erroneously stated that KZEE, Weatherford, Tex., is exclusively a country and western station. The outlet's format is basically a pop music one, according to R. Thomas Gibson, who is an equal partner with Ed McLemore in the station.

Ferguson Ork to Cut LP for Vik . . .

The Maynard Ferguson ork, new 12-piece jazz-dance band which made its East Coast debut at Birdland last week, has been held over for another stanza. During this

week Vik Records will cut an album by the unit on location in the club. Last week EmArcy released an LP by the band. The trumpeter-maestro has retained Lustig and Kahrs for publicity and promotion.

New Publishing Firm Set To Handle Revue Score . . .

A new publishing firm, Loralee Music Publishers, has been formed in New York by Leo Ross and Laura Manning. The new set-up will handle the score for the new musical revue, "Love Is King," scheduled for presentation this fall. New pubbery is affiliated with ASCAP.

New York

Marion Keisker, of Sun Records, exec staff and deejay on WAGL, the all-girl station in Memphis, Tenn., visiting in New York. . . . Mickey Addy, Dot Records' good will ambassador, leaving New York this week on a six-week jaunt. He'll visit deejays, dealers and distributors from Maine to Washington, and Westward to Rochester.

Mario Lanza is due in town September 29 for one week before embarking for Europe, where he will make a picture. RCA Victor is setting up a heavy deejay and party schedule for the tenor. . . . Jazz pianist Phineas Newborn, who recently signed with RCA Victor, is subject of an article by Bruce Mitchell in the October issue of Esquire.

Pacific Jazz, departing from the strictly jazz format, starts this week recording an album featuring Hoagy Carmichael singing his own songs. Backing will be by an all-star jazz crew, with arrangements by Johnny Mandel. . . . Pianist Dorothy Donegan returned to the Embers Monday (10) for another eight-week stand. Co-featured will be the Jonah Jones Quartet.

Terri Stevens opens at the Revere Beach Frolics in Boston September 23 for a week. . . . Johnny Oliver is working weekends at the Baby Grand in Brooklyn. . . . Coral Records has signed warbler Steve Clayton, and his first release—"Two Different Worlds" backed by "It Happened Again"—is out this week. . . . The Glenn Miller-Ray McKinley ork will be featured on NBC's "Bandstand" show for two at the Statler Hotel here September 20. . . . Duell, Sloan & Pearce will publish Eartha Kitt's autobiography "Thursday's Child" October 11, and RCA Victor will release an album (of the same title) by the canary on the same date. . . . Local indie station WNEW chalked up an all-time high Nielsen rating in its area for July, walking off with 23.5 per cent share of the audience, 67 per cent ahead of its nearest competitor.

Perfection Music Publications, Pittsburgh, Pa., has started its own disk label, Star Records. . . . Another new diskery is Blue Moon Record Company, in Seminole, Texas. Latter will feature both Yankee and Latin artists. . . . Jazz pianist Bud Powell has been booked into the Cafe Bohemia for six solid weeks. The Miles Davis Quintet will share the same stand until September 27. . . . Thrush Joan Roberts has signed a management pact with Jerry Rappoport and Jim Tyson, of Major Artists. . . . Forest Records has signed a world-wide distribution deal with Decca-London Records of England.

Warbler Mel Torme will wind up his British stay September 22 after a 10-day stay at the Prince of Wales Theater in London. His first U. S. date will be a two-week stand at the Cliche in Detroit, starting October 1. . . . Terry Kokas, former publicity gal for Music Corporation of America in Chicago, has opened her own flackery in that city. . . . Roger Coleman, M-G-M warbler, is at the Mayfair Club, Boston, this week. . . . Latest paper to add a

Joyce Pacts Haley to 2d Columbia Pic

PHILADELPHIA — Picture deal that will have Bill Haley and the Comets headlining another rock 'n' roll film feature was closed this week by Jolly Joyce, who heads the local theatrical agency bearing his name and exclusive booker for the Haley troupe. Joyce signed papers with Sam Katzman, Columbia producer, who was responsible for the "Shake, Rattle & Roll" feature that first brought Haley to the cameras.

New film, for which shooting will begin on September 17 in Hollywood on the Columbia lot will be called "Hi-Fi" and also feature disk jockey Allan Freed. In order to make the picture chore, Haley and his Comets will fly in from Charlotte, N. C., following their grandstand pitch at the Gastonia (N. C.) Fair on September 12-13-14. According to terms of the picture deal, Haley will do a minimum of six Decca recording hits in the film.

Deejays Get Coral Sampler

NEW YORK — Coral Records has completed distribution to disk jockeys of a special fall preview sampler of the numerous albums brought out for the autumn push by the label.

Titled "Coral Album Spectacular," the package features a dozen slicings by artists from their respective LP's. Performers on the disk include Steve Allen, Don Cornell, Edgar Sampson, Ray Bloch, Lynn Taylor, Alan Freed, Lawrence Welk, Johnny Desmond, Dick Jacobs, Larry Sonn, Steve Lawrence and George Cates.

Covers of the albums represented are included in the handsome, double-jacketed package.

daily music-record feature is the New York Journal American. Reviews and side-lights will be handled by Robert Bagar, long-time critic on the World-Telegram.

Hollywood

Pee Wee Monte, formerly band manager for Harry James, has re-entered the business as personal manager for singer Gordon Green. . . . Indie Tampa Records has set the release of nine new 12-inch LP's for September 10, with wax by Art Pepper, Herbie Harper, Bob Gordon, George Jenkins, Marty Paitch, Oscar Moore and others. . . . Stan Kenton homecoming dates at the Rendezvous Ballroom, Balboa, drew 6,500 payees at \$2. Concert was promoted by Sleepy Stein and Hal Zeiger. . . . Fred Karger has been assigned as music director for the Columbia Pictures "Rhythm and Blues" film which begins next week. . . . Singer Kay Brown inked to sing the title song in Allied Artists' "Brueel Tower." . . . Disk jockey Bill Ballance starts a new show over KFWB next week. . . . Attorney, Lou Edelberg, became the father of a son, Joel, at Cedars of Lebanon last week (4). . . . King Cole set for a nine-day stand at the
(Continued on page 66)

"YOU DON'T KNOW ME"

Recorded by

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

(Artist shown alphabetically by name)

Hill and Range Songs, Inc.

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.

KING OF NOTHING

words and music by

PAT BALLARD

Roulette Record #102

BERNIE KNEE

with Orch.

ESSEX MUSIC

HERE'S ONE TO PLAY—

"ALL NIGHT LONG"

Dolores Fredericks

DECCA 29999

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

The Four Voices



Columbia

AMERICAN MUSIC, INC.
5129 SUNSET BLVD. HOLLYWOOD, CALIF.

Billboard "Spotlights"

for
DISK JOCKEY PROGRAMMING
THE FABULOUS NEW SOUND

of

BILLY WILLIAMS'

CORAL RECORDING

"THIS PLANET EARTH"

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

A Solid Hit!

BELIEVE IN LOVE

ROBBINS MUSIC CORPORATION

A cute novelty with a lilting beat!

WAIT LITTLE DARLING

Recorded by
KAY CEE JONES
on Decca

MILLS MUSIC, INC.

BMI Check List

OF *New* RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
BALLAD OF JAMES DEAN (Goday)			
THE FOUR TUNES (Jubilee)	74 (Good)	Best Bet	Very Good
DICK JACOBS (Coral)	80 (Excellent)	Sleeper of the Week	Good
BE LOVEY DOVEY (Roosevelt)			
THE FOUR TUNES (Victor)	79 (Good)	Best Bet	
CAN'T GET AWAY FROM IT (Regent)			
BOB CREWE (Coral)	76 (Good)	Best Bet	
CHAINS OF LOVE (Progressive)			
PAT BOONE (Dot)	Spotlight	Disk of the Week	Good
COOL IT BABY (Weiss & Barry)			
THE TRENIERS (Vik)		B (Very Good)	Very Good
EDDIE FONTAINE (Decca)	Spotlight	B (Very Good)	
CHUCK MILLER (Mercury)	79 (Good)	C+ (Good)	
BIXIE FRIED (Hi-Lo)			
CARL PERKINS (Sun)	Spotlight	C&W Bullseye	
I TOOK MY GRIEF TO HIM (Bess)			
ROY HAMILTON (Epic)	81 (Excellent)	B+ (Excellent)	
I'M SORRY, I'M NOT SORRY (Hi-Lo)			
CARL PERKINS (Sun)	Spotlight	C&W Bullseye	
JUST LOVE ME (Trinity)			
JAYE P. MORGAN (Victor)	85 (Excellent)	Disk of the Week	Good
LAY DOWN YOUR ARMS (Ludlow)			
THE CHORDETTES (Cadence)	87 (Excellent)	Sleeper of the Week	
ANNE SHELTON (Columbia)	Spotlight	Sleeper of the Week	Best Bet
RUSS MORGAN (Decca)	Spotlight		
LOVE, SWEET LOVE (Roosevelt)			
THE TEEN QUEENS (RPM)	Spotlight	RGB Best Bet	
GLORIA MANN (Decca)	79 (Good)		
ONE KISS LED TO ANOTHER (Tiger)			
SUNNY GALE (Decca)	Spotlight	Sleeper of the Week	Very Good
TEEN-AGE GOODNIGHT (American)			
THE CHORDETTES (Cadence)	80 (Excellent)	Sleeper of the Week	
THAT'S RIGHT (Roosevelt)			
MILLS BROTHERS (Decca)	Spotlight	Best Bet	Excellent
THE FIVE KEYS (Capital)	80 (Excellent)	RGB B+ (Excellent)	
THE TIES THAT BIND (American)			
THE FOUR VOICES (Columbia)	Spotlight	B (Very Good)	
TWO HEARTS (WITH AN ARROW BETWEEN) (Sun Valley)			
SUNNY GALE (Decca)	Spotlight	Sleeper of the Week	Best Bet
SHIRLEY FORWARD (Dot)	75 (Good)	Sleeper of the Week	
TWO INNOCENT HEARTS (George George)			
GINNY GIBSON (ABC-Paramount)	82 (Excellent)	Sleeper of the Week	Best Bet
VIM VAM VAMOOS (Village)			
BOB TEMPLE (King)		B+ (Excellent)	Very Good
CHUCK MILLER (Mercury)	77 (Good)	B+ (Excellent)	

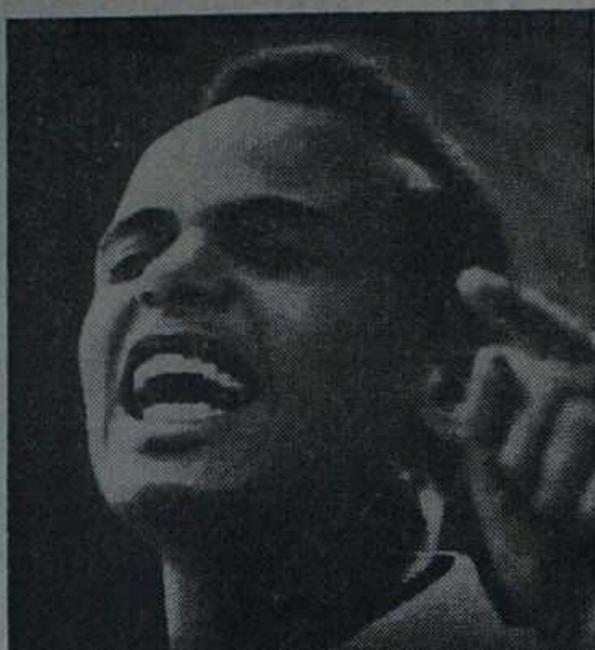
BROADCAST MUSIC, INC. 580 FIFTH AVENUE
NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

when answering ads . . .
Say You Saw It in The Billboard

LOVE IS A GREAT BIG NOTHIN'
DICK HAYMES

First Single Release on Capital

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



HARRY BELAFONTE
Jamaica Farewell

Once Was

20/47-6663



TEDDI KING
Married I Can
Always Get

**Traveling Down
A Lonely Road**

(The love theme from the motion picture, "La Strada")
with Hugo Winterhalter's Orchestra and Chorus
20/47-6660



TERRI STEVENS
Sweet World

(from the NBC-TV Producers' Showcase
spectacular, "Jack and the Beanstalk")

**That's How I
Cried Over You**

with Hugo Winterhalter's Orchestra and Chorus
20/47-6633



JUNE VALLI
Now

**Beauty Isn't
Everything**

20/47-6662

**READY
TO STEP
OUT-
IN
FRONT
!**

Your customers will hear these "New Orthophonic" High Fidelity Recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola"

the dealer's choice

RCA VICTOR



LP's Rack Up 80% of Sales For Ivy League Disk Dealer

- Students' picks are 40 per cent in Classical field and same on Pop instrumentals
- Phono sales volume solid, but collegians go heaviest for table and console models

By REN GREVATT

HANOVER, N. H. — In this Northern New England outpost and seat of Dartmouth College, Allen Johnson, owner of the "Music and Recording Studio," is setting up shop for his 21st annual onslaught of college student record buyers. Originally in the business of making recordings of college groups, Johnson indicated that income went out the window with the advent of the tape recorder. Altho the name still ties in with the original disk service, the business is now 75 per cent records and phonographs, 20 per cent servicing and about 5 per cent in television sets and white goods.

In this town of 1,800, which in season has a student population of nearly 3,000, the bulk of the store's disk sales are made to the "four-year" residents and the operation is keyed to that group.

Over 80 per cent of the disk business here is in packaged goods, with singles sales virtually nil. This past summer, however, for the first time, a demand for rock 'n' roll was felt, from nearby summer camp youngsters.

Better than 40 per cent of student LP purchases are in the classical field, with background (pop instrumental) racking up just under 40 per cent. Popularity of the instrumental material in both pop and classical fields is explained, according to Johnson, by the students' desire for relaxing background music for studying. Balance of album sales (about 20 per cent) is in jazz material, of which nearly two-thirds is of the progressive type and only one-third in the Dixie and miscellaneous fields. In the latter group are included such items as the Benny Goodman, Tommy Dorsey and Glenn Miller reissue series.

Johnson has just completed a streamlining operation in his store which makes ample use of display racks, browser boxes, clear aisles for heavy traffic periods and all-store line of vision from the up-front location of the check-out counter. As in most stores, thievery has from time to time reared its ugly head and Johnson feels his new layout and his system of displaying only empty covers will combat this effectively.

Listening facilities are provided via a battery of non-enclosed turntables, each equipped with earphones. No chairs are available. A customer may take one record at a time for listening, thus essential listening facilities are provided, but no attempt is made to make listening comfortable, a fact which discourages long use of the equipment.

At the check-out counter, acces-

sories are on display, including a line-up of Fidelitone needles. In the front, too, is a large pegboard area where new album covers, regardless of category, are displayed. The center and rear of the store contain dozens of browsers filled with album covers. Customers pick out the album they want, bring the cover to the counter and ask for the record. Actual records are all stored beneath the check-out area.

Johnson maintains a complete index card logging system for each disk in the store. On cards is the record of all purchases with dates. Whenever the established minimum quantity is reached an entry is made for re-order, which is put thru with the next order to the appropriate distributor.

Johnson has a firm "no discount" policy in effect, even tho he readily admits loss of some business to "big city" price-cutters. "I can't afford to break the line," says Johnson, "because once I do, my customers will always expect a discount."

On the subject of special deals engineered by various record labels, Johnson is most enthusiastic on the Columbia "Buy of the Month" deal and the same label's mail order record club. He says he has signed up many members for Columbia and he believes this has actually increased his own sales to those members. His feeling is neutral regard-

ing Mercury's one-cent sale, and with regard to RCA Victor's coupon plan he is somewhat critical due to poor service from his distributor.

Johnson deplors the inventory problems created by EP records. Particularly, his peeve is leveled against the fact that when EP's are brought out for any LP, there are often four, three, two and single pocket versions and it is always a serious problem which groupings will have any chance of garnering sales.

The "Studio" handles several
(Continued on page 66)

HI-FI SHOW

10,000 at Columbus

COLUMBUS, O. — More than 10,000 record and hi-fi fanciers attended the high-fidelity music show recently held in the Deshler Hilton Hotel here. The show was the first of a series of more than 20 set for cities from coast-to-coast between now and next April by Rigo Enterprises of Chicago.

Local distributors here displayed a heavy volume of hi-fi phonos, radio-phonos combinations, tape recording units and stereophonic tape players. A number of component parts firms were also represented. Admission to the showing was free. Next show of the Rigo-inspired series will be held at the Henry Grady Hotel, Atlanta, September 14-16.



The recently introduced Grayline "300" disk demonstrator phono is compactly designed for use on dealer counters. The unit has a three-speed demonstrator turntable and a 45 r.p.m. changer for continuous background programming or special disk plugging. Unit has two speakers and measures 22 1/2 inches by 16 1/2 inches.

ATTENTION — DEALERS

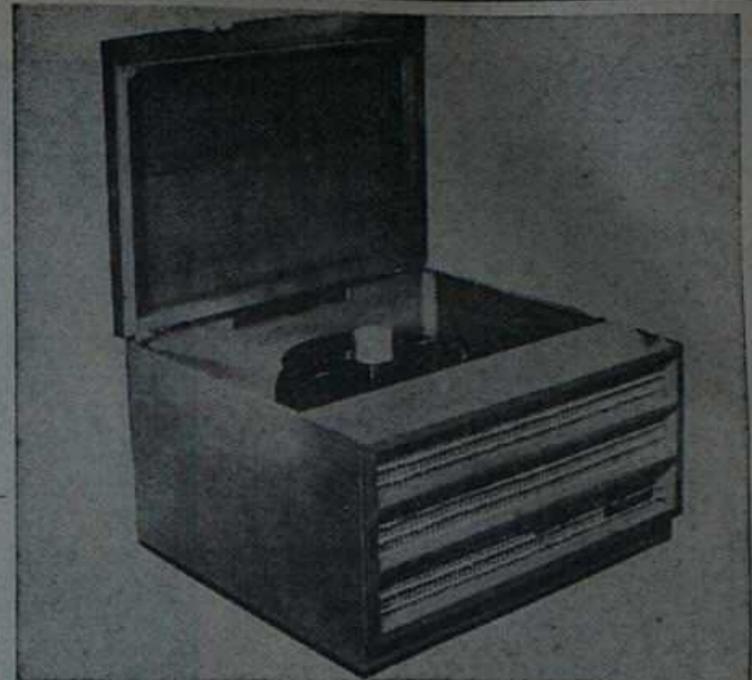
\$150,000,000 in Color TV Set Sales Due in Next Four Months

That's the opinion of experts in the field—and it had a special meaning to aggressive, wide-awake dealers everywhere. Be sure to read the details in . . .

The Billboard's TELEVISION DEPARTMENT

SEPTEMBER 22 ISSUE

Published coincidental with NATIONAL TV WEEK



One of the first 45 r.p.m. only hi-fi phonographs on the market is RCA Victor's Mark VIII (Model 7HF45). The unit features two speakers and lists at \$79.95 in mahogany finish and \$84.95 in maple and oak finishes.

Dealer Briefs

Institute of Hi-Fi Manufacturers has invited more than 1,000 jobbers and dealers in the metropolitan New York area to a special preview of its New York High-Fidelity Show. The sneak showing will be from 6 to 10 p.m. at the New York Trade Show Building on September 26. Four full floors of the building will house exhibits of 95 manufacturers. Those invited need only show business cards to gain admission. The show will be open to the public at a small admission fee from September 27-30.

National Association of Music Merchants is sending all members a brochure illustrating a new loose-leaf inventory system. The system, produced by the publishers of the NAMM uniform accounting system, is designed for those seeking better stock control methods, and is available in three sizes ranging from 250 to 1,000 inventory cards. The association also announces that by October 1, its new creditors' group insurance service will be in effect, whereby members may insure the lives of customers in amounts equal to the unpaid balance of installment accounts.

Beige and brown drapery material, designed around the new Motorola "M" insignia is the basis of a promotion effort by the company on its hi-fi phonograph line. Now being made available by the yard in 48-inch width, the fabric is adaptable for window display backgrounds, in-store displays, for walls or partitions and for section-alizing displays. Harold McCor-

mick, the firm's ad manager, in introducing the promotion at a recent sales conclave, removed his coat to display a shirt made of the fabric. The cloth is available to dealers at about \$1 a yard, shirts at \$5.95.

Jersey Gets A Cut-Rater

NEW YORK — Dick Stewart, formerly merchandise buyer for the electronic division of the Davega store chain, has signed to manage a plush new record discount house, tagged the Jabberwock, in New Brunswick, N. J.

Under Stewart's direction the outfit is readying an extensive consumer advertising campaign, and will shortly branch out into the mail-order business on a large scale, a la Sam Goody. In line with this, Stewart is taking page ads in the International editions of The New York Times, in a move to break thru in the foreign mail-order market, a field heretofore dominated by Goody.

The Jabberwock (formerly operated on a considerably smaller scale in a different location) has a big bankroll behind it now (stockholders include Audio-Video Tape) and if the new store is a success, the next step may be a chain of similar discount houses.

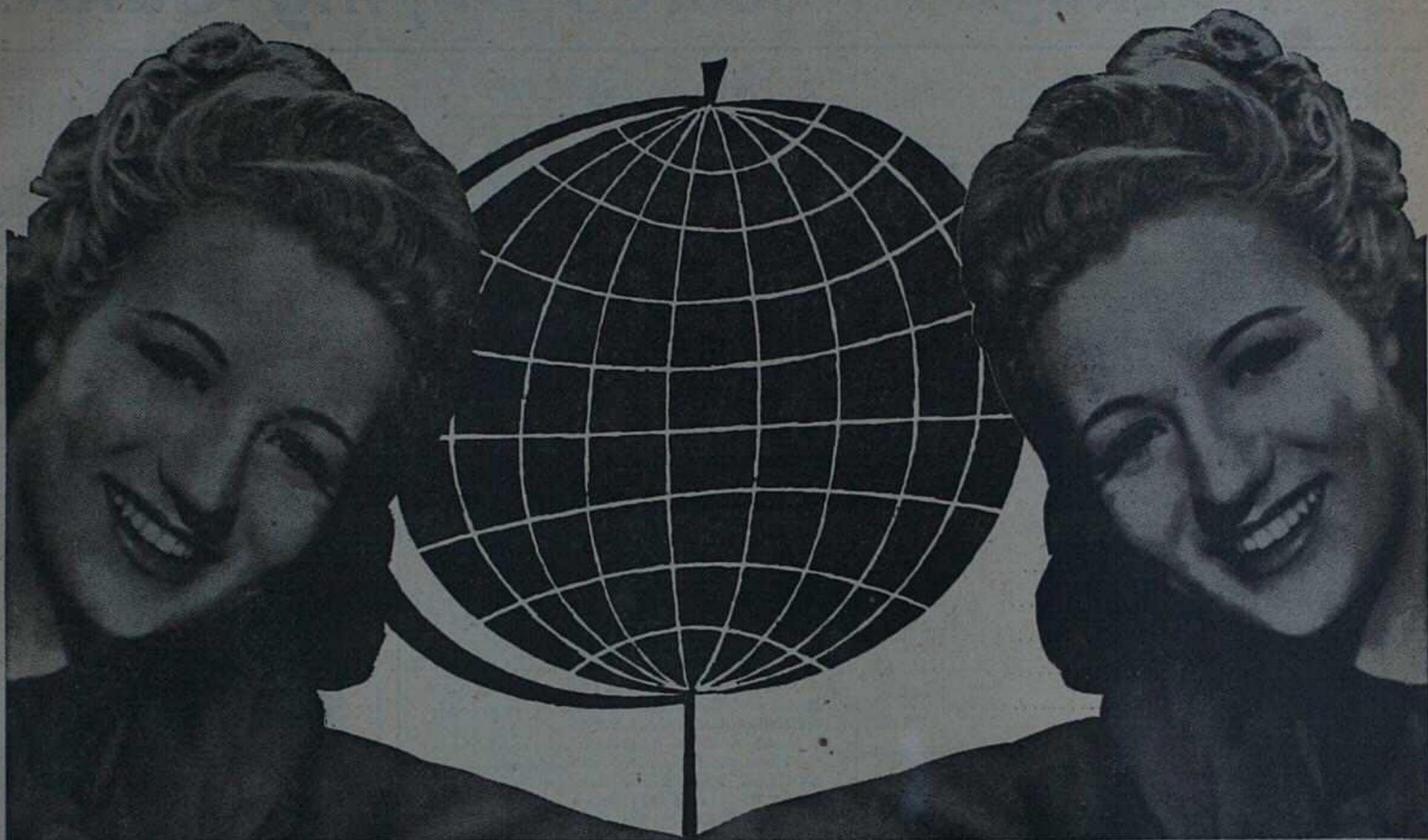
According to Stewart, the New Brunswick store is a discount house with a difference, in that it features a plush décor, with wall to wall carpeting and emphasis on courteous service. LP's and singles are carried on the street floor, while audio equipment (high fidelity components, etc.) is displayed on the second floor.

Fidelitone's Disk Cleaner

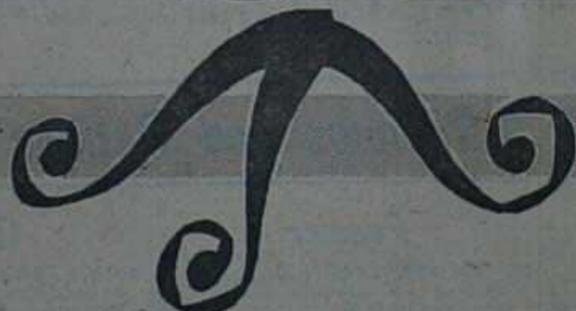
CHICAGO — Fidelitone has produced a new and scientifically treated record cleaning cloth designed to remove all static electricity from records. The cloths are said to keep disks static-free longer.

Lubristat, a silicone based material developed by Fidelitone, is the cleaning and protective agent with which the cloths are impregnated. The cloths are individually packaged in a polyethylene envelope. A special promotion, set to merchandise the new product, is being directed by William R. Anton, recently named sales and ad manager of Permo, Inc., Fidelitone parent firm.

A Smash on Two Continents —



ANNE SHELTON



LAY DOWN
YOUR ARMS

C/W

THE MADONNA IN BLUE

COLUMBIA 40759—4-40759

COLUMBIA  RECORDS

© "Columbia", ®. ♪

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. CALYPSO—Harry Belafonte. RCA Victor LPM 1248
2. THE KING AND I—Sound Track. Capitol W 740
3. MY FAIR LADY—Original Cast. Columbia OL 5090
4. THE EDDY DUCHIN STORY—Sound Track. Decca DL 8289
5. ELVIS PRESLEY. RCA Victor LPM 1254
6. BELAFONTE—Harry Belafonte. RCA Victor LPM 1150
7. SONGS FOR SWINGIN' LOVERS—Frank Sinatra. Capitol W 653
8. THE PLATTERS. Mercury MG 20146
9. HIGH SOCIETY—Sound Track. Capitol W 750
10. FOUR FRESHMEN AND FIVE TROMBONES. Capitol T 683
11. OKLAHOMA!—Sound Track. Capitol SAO 595
12. CAROUSEL—Sound Track. Capitol W 694
13. SAY IT WITH MUSIC—Lawrence Welk. Coral CRL 57041
14. SOLO MOOD—Paul Weston. Columbia CL 879
15. STAN KENTON IN HI-FI. Capitol W 724

Pop Albums Coming Up Strong

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

- 1. Lonely Girl. Julie London
Liberty LRP 3012
2. Dream Dancing. Ray Anthony Ork
Capitol T 723
3. Pat Boone. Pat Boone
Dot DLP 3012
4. In London, in Love. Norrie Paramor Ork
Capitol T 10025
5. Cuban Fire. Stan Kenton Ork
Capitol T 731

Most Played by Jockeys

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

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

Review Spotlight on . . .

Popular Albums

HOWDY (1-12")—Pat Boone. Dot DLP 3030
Singer eschews rock and roll in this one to concentrate on standards, old and new, in a variety of moods from happily smooth-out blues to soft-throated ballads. This is top Boonery, with singer in a form in all moods and rhythms which should open the door to bigger and broader markets. All of platter's bands are so good it's unfair to spot any of them, but jocks can have a field day with any, from opening "Beguine" to "Harbor Lights" wind-up. Album rates as a dealer's "must," and its top-drawer cover Lebowitz will make it an outstanding rack item.

TENDER IS THE NIGHT (1-12")—Andre Kostelanetz Ork. Columbia CL 886
An eye-catching cover and the lush, sentimental instrumental stylings of Kostelanetz makes this LP a potent sales entry in the mood music field, and particularly good for romantic deejay segs. Selections include such poignant standards as "But Not for Me," "The Thrill Is Gone," and "Body and Soul."

March Albums

THE SCOTS GUARDS ON PARADE (1-12")—Regimental Band and the Massed Pipers of the Scots Guards, Angel 35337
This second album by these top-flight Scottish musicians rates the same reception accorded their first. Again it is a combo of band and pipers on a rousing program of regimental marches and traditional Caledonian airs. Label has once more caught the full sound and savor of this outstanding military group in tempos both slow and quick. Buyers who went for the first one so heftily will undoubtedly want to add this companion piece to their libraries, and there is a colorful cover on it of the lads on dress parade which is a real counter attention-getter.

Classical Albums

BEETHOVEN: SONATA NO. 3 IN E FLAT; BRAHMS: SONATA NO. 3 IN D MINOR (1-12")—David Oistrakh, Violin. Angel 35331
One of the Soviet violinist's better artistic achievements on disks, well recorded. This Brahms supersedes his earlier Collosserum version which had poor sound. There is heavier competition on the Beethoven, but pure, authoritative playing, plus the Oistrakh name, makes this the heavy market favorite. Should be a big one in the category.

Album Cover of the Week



THE ART OF VAN DAMME—ART VAN DAMME QUINTET, Columbia CL 876. One of the most unusual covers in many weeks. An artist is copying several dozen masterpieces but painting his own face into each subject, male or female. To customers it will be a headsnapper and bound to draw comment. Colors are well dispersed.

Reviews and Ratings of New Albums

Popular

ON THE SUNNYSIDE. 87
The Four Lads (1-12")
Columbia CL 912
Here's Columbia's latest "Buy of the Month," and judging by sales chalked up on past B.O.M.'s, this package should move out briskly across the counters. The Four Lads are potent singles sellers, of course, which is another sales-plus for the package. The boys warble brightly, while Claude Thornhill provides standout backing, on 12 memorable standards—"Bidin' My Time," "Lazy River," etc.

THAT TOWERING FEELING. 86
Vic Damone (1-12")
Columbia CL 900
The lyric of Damone's hit single, "On the Street Where You Live," inspired the title of this LP, which features the warbler in fine vocal form on 12 nostalgic love songs, mostly from the 1930's and 1940's. Damone sings as usual—with impeccable taste and richness—while Camarata provides three different types of backing. Damone is hotter (as a single artist) than he has been in a long time, which should help sales on this package.

JUST A SONG. 85
The Norman Luboff Choir (1-12")
Columbia CL 890
This choir, which has done so much to popularize songs of the West and the South, presents a dozen tunes which belong to any American home, regardless of geographic location. These great songs—which can be found in a songbook on top of most any piano—include "In the Gloaming," "Love's Old Sweet Song," "After the Ball," etc. A fine set of notes will be of interest to buyers, and of considerable use to jockeys, for it gives pertinent and brief information relative to the composers and the songs.

COUNTRY SPECTACULAR. 81
Rosemary Clooney, the Tunesmiths; Carl Smith, Don Cherry; Gene Autry, The Collins Kids; (1-12")
Columbia CL 894

(Continued on page 26)

Classical

RIMSKY-KORSAKOV: SCHEHERAZADE (1-12")—Orchestra of the Vienna State Opera, Mario Rossi, Cond. Vanguard SRV 103 85
This is an extremely well-cut demo recording, and, despite rather terrific competition (some 15 interpretations of the work are available—two of them by the same ork), the \$1.98 price tag should add up to a sharp sales lure. Rossi's balanced reading of this highly popular score leaves little to be desired and the ork lives up to the batoning. Album is an excellent choice to showcase the label's recording quality.

CIMAROSA: IL MATRIMONIO SEGRETO (3-12")—La Piccola Scala; Nino Sanzogni, Cond. Angel 3549 83
A satisfactory version of this completely delightful opera has been long awaited, and this merits a healthy sale. The work could be mistaken for a Mozart masterpiece, and it's performed with perfect style by the La Scala "intimate theater" unit, including Ebe Stignani and the fine basso of Carlo Badolli. Excellent addition to the opera inventory.

BRAHMS: SYMPHONY NO. 4 IN E MINOR (1-12")—Philharmonia Orchestra; Herbert Von Karajan, Cond. Angel 35298 80
The Bruno Walter-N. Y. Philharmonic reading of the Fourth soon will be available on a single disk and that, plus the Toscanini, offers the strongest competition to this entry in the marketplace. However, the loving interpretation and the tonal beauty of the Philharmonia place this disk in a comparable position. Excellent inventory for all classical dealers.

BACH: CONCERTO IN D MINOR FOR TWO VIOLINS; SARABANDE FROM UNACCOMPANIED VIOLIN SONATA NO. 2; VIOLIN CONCERTO IN E MAJOR (1-12")—Elizabeth Glies and Leonid Kogan, Violins, Angel 35343 78
Excellent violin package which should more than hold its own against heavy name competition on all three works. Clear sailing indicated especially for the pure, sensitive two-violin work. Kogan goes it without his missus on the other (Continued on page 26)

Jazz

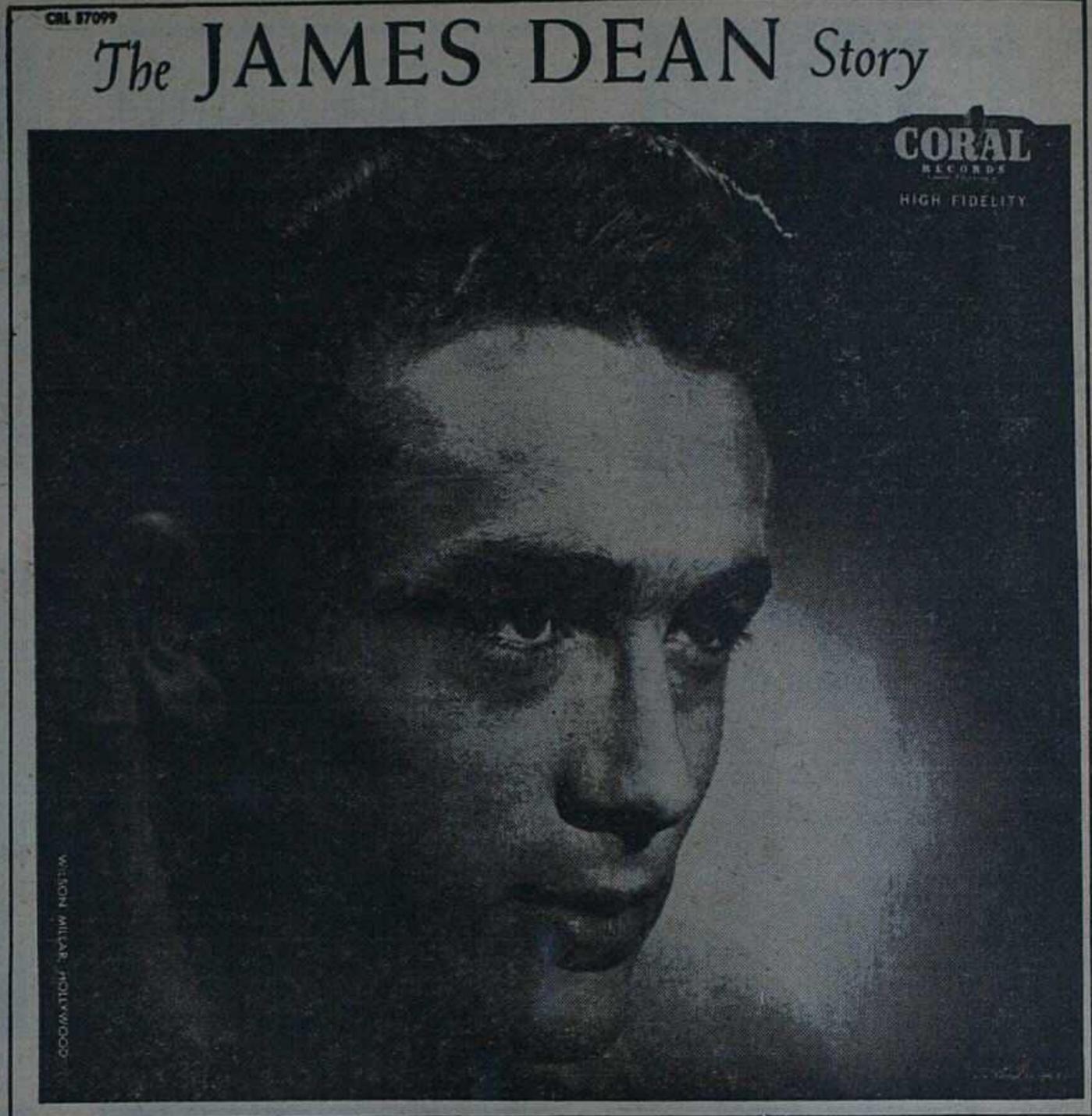
AROUND THE HORN WITH MAYNARD FERGUSON. 84 (1-12")
EmArcy MH 36076
Trumpeter Ferguson leads a 12-piece band thru 12 originals by the Kenton crier Bill Holman. It's a danceable, swinging, tasteful set reminiscent at times of the Herman First Herd, with clean ensembles and fine solos by the leader, by Georgie Auld, Herb Geller, Bud Shank and other West Coasters. Jocks should go for this one in a big way, particularly sides like "C'est La Blues" and "Wildman." Not limited to jazz buyers.

BOB CROSBY AND HIS ORCHESTRA IN HI-FI. 83 (1-12")
Coral CRL 57062
Crosby, with most of his former ork, delivers 12 Dixieland tunes with hi-fi vitality. While mostly instrumental, set includes two vocals and a solid trumpet solo by Charlie Teagarden, for good mixing. Such former hit singles as: "Big Noise From Winnetka," "What's New" and "Honky Tonk Train Blues" are included. A treat for lovers of Dixie and the jocks who play this medium. A strong entry, with heavy nostalgic appeal for many.

THE ART OF VAN DAMME. 80
Art Van Damme Quintet (1-12")
Columbia CL 876
The quintet's performances in this package have the light, nimble touch of chamber jazz. The arrangements are complex and swinging, built around a group of great standards including "Don't Be That Way," "Laura," "All of Me," "Jeepers Creepers," etc. Fine inventory for shops with a jazz and accordion trade. Cover is a real attention-getter.

HAMPTON HAWES. VOL. 3: THE TRIO. 79 (1-12")
Contemporary C 3523
Hawes reinforces the fine impression made by the two earlier volumes of this series. As before, he concen- (Continued on page 26)

a great album in memory of a great star



The JAMES DEAN Story

CRL 57099

...with a great cast

NARRATIONS BY

STEVE ALLEN
BILL RANDLE
GIGI PERREAU



STEVE ALLEN



BILL RANDLE



GIGI PERREAU

MUSIC BY

DICK JACOBS
GEORGE CATES



DICK JACOBS



GEORGE CATES



JIMMY WAKELY

SONGS BY

JIMMY WAKELY

SELECTIONS INCLUDE:

Theme from "EAST OF EDEN"
Dick Jacobs and His Orchestra

JIMMY, JIMMY
Jimmy Wakely and George Cates and His Orchestra

Theme from "REBEL WITHOUT A CAUSE"
George Cates and His Orchestra

HIS NAME WAS DEAN
Jimmy Wakely and George Cates Orck. and Chorus

WE'LL NEVER FORGET YOU
Narration by Gigi Perreau

JAMES DEAN
Jimmy Wakely and George Cates and His Orchestra

THERE'S NEVER BEEN ANYONE ELSE BUT YOU
From "Giant"—George Cates and His Orchestra

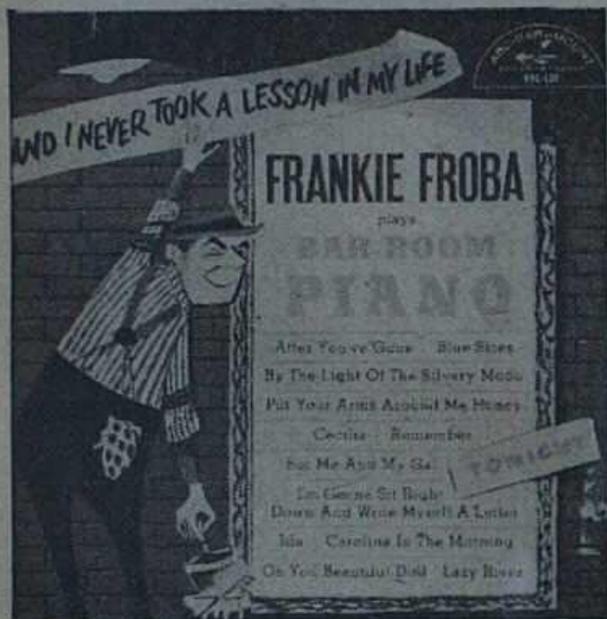
THE BALLAD OF JAMES DEAN
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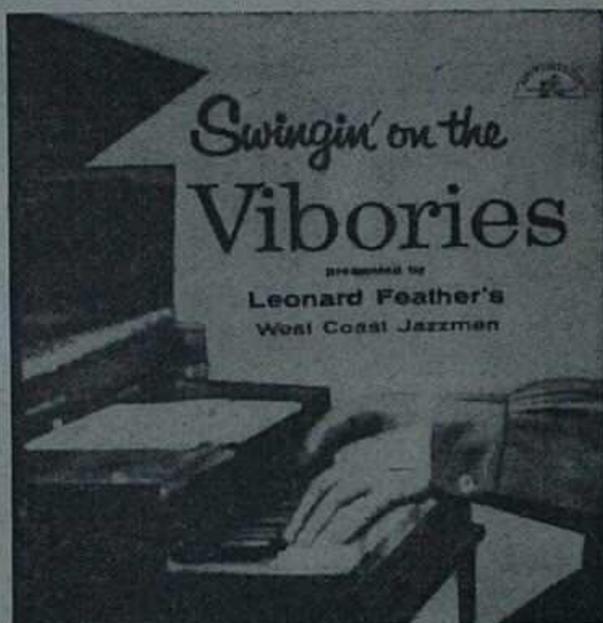


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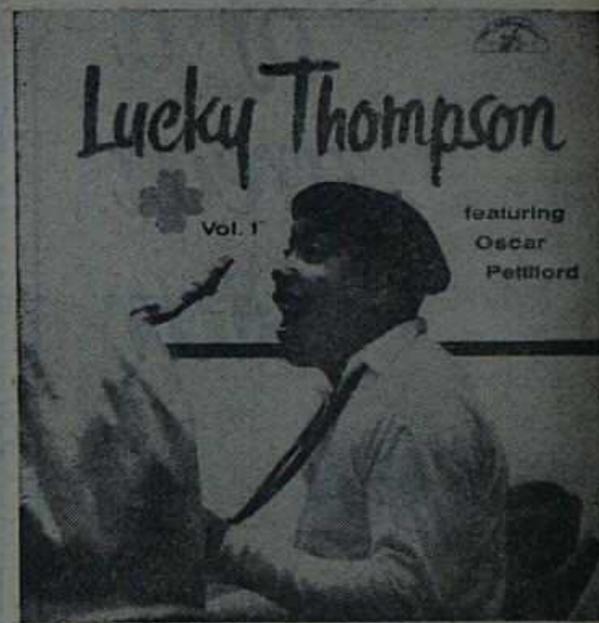
Autumn's Rich Harvest From ABC-Paramount



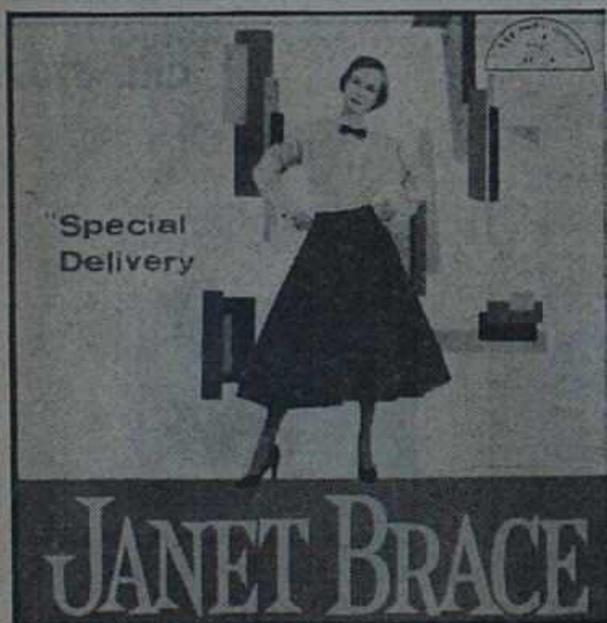
108-And I Never Took a Lesson in My Life -Frankie Froba



110-Swingin' on the Vibories -Leonard Feather



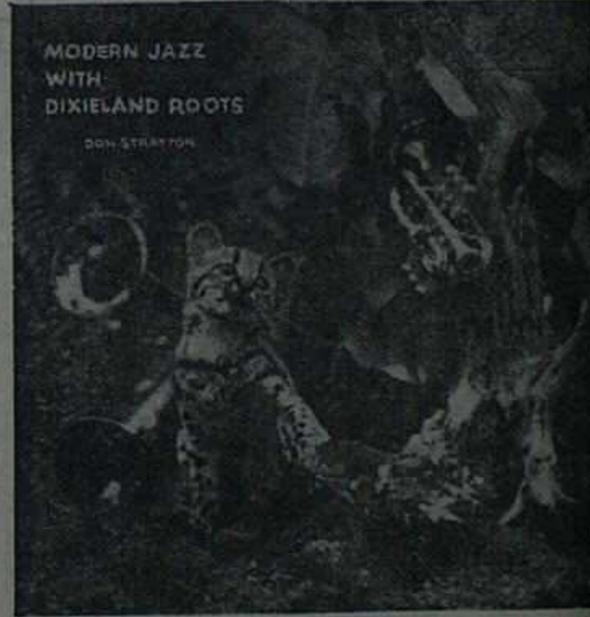
111-Lucky Thompson, Vol. 1



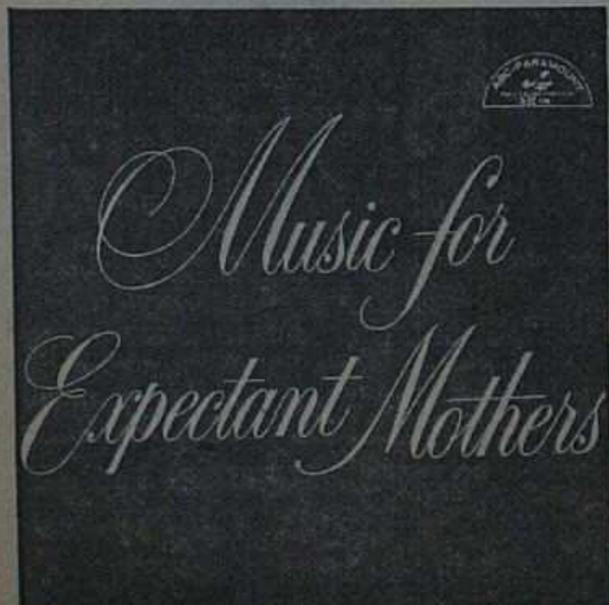
116-Special Delivery-Janet Brace



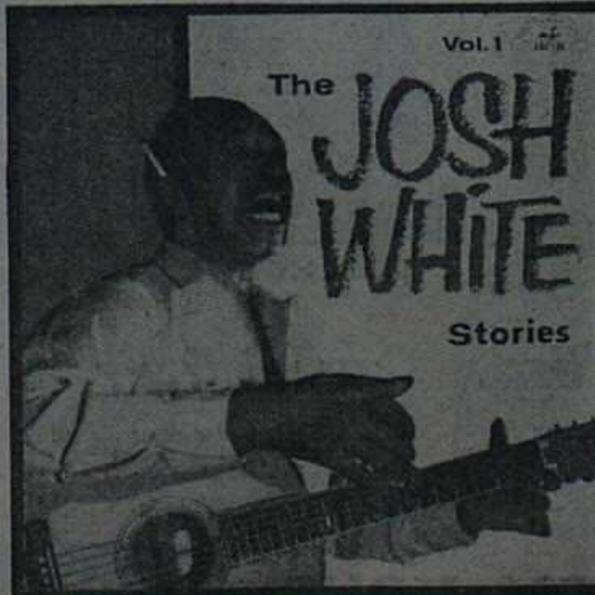
117-Tom Stewart /Sextette Quintette



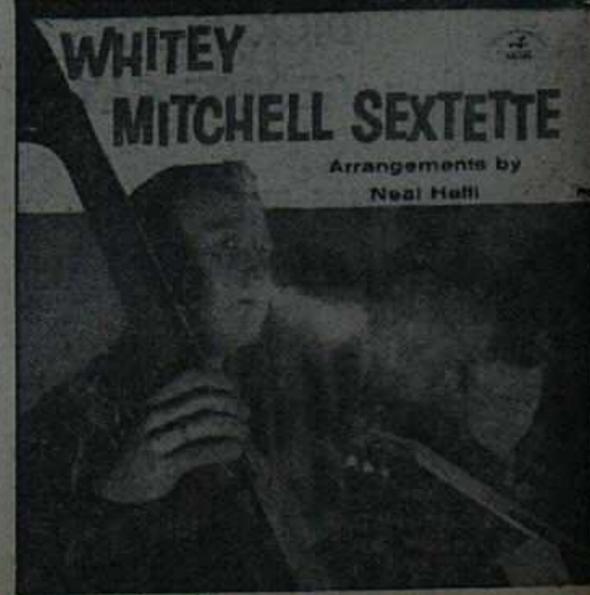
118-Modern Jazz with Dixieland Roots



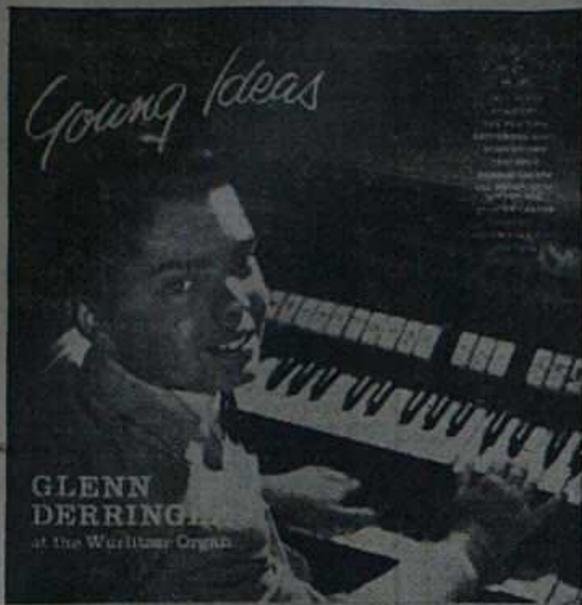
123-Music for Expectant Mothers



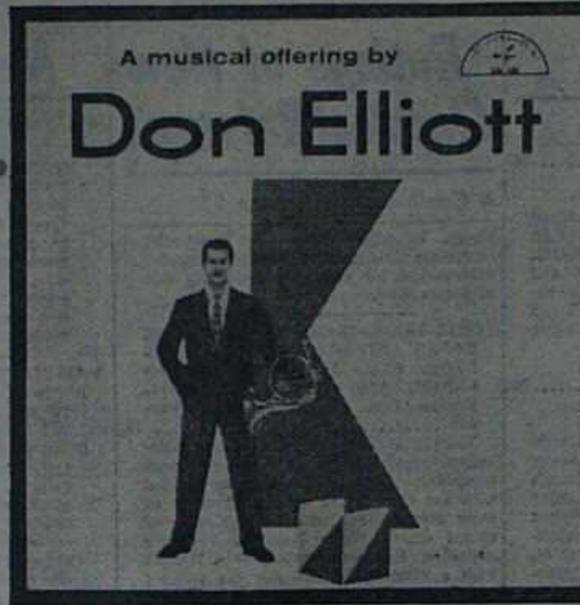
124-The Josh White Stories, Vol. 1



126-Whitey Mitchell Sextette



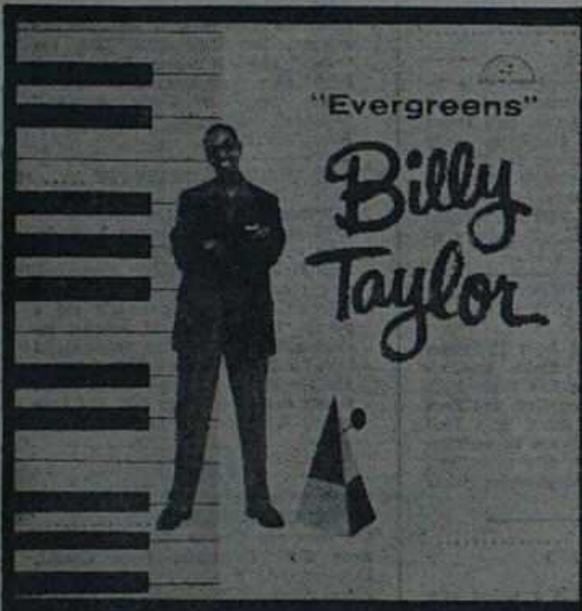
105 - Young Ideas - Glen Derringer



106 - A Musical Offering by Don Elliot



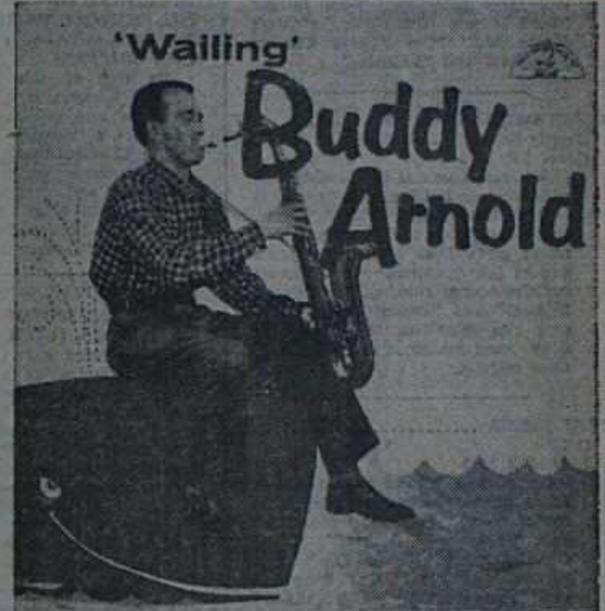
107 - Music to Break a Lease!



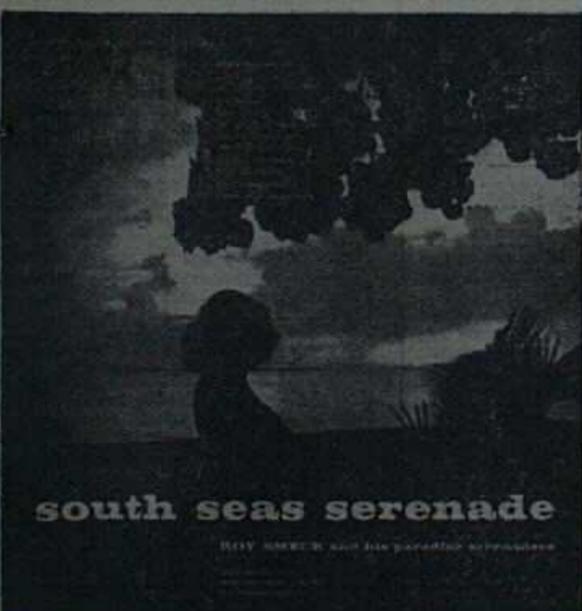
112 - "Evergreens" - Billy Taylor



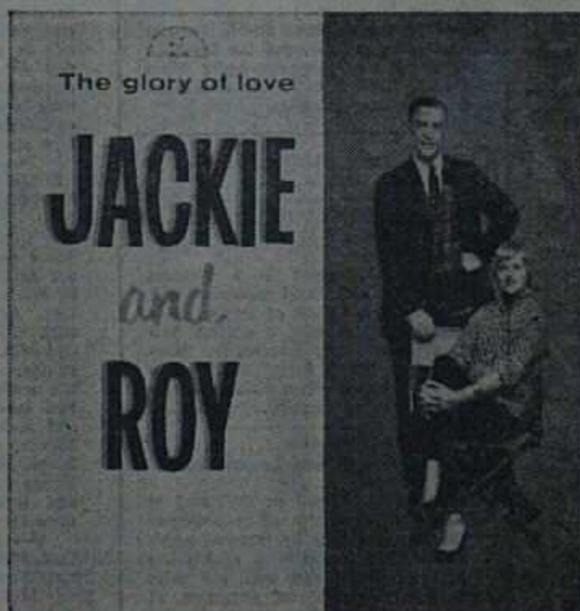
113 - And Then I Wrote - Bernie Wayne



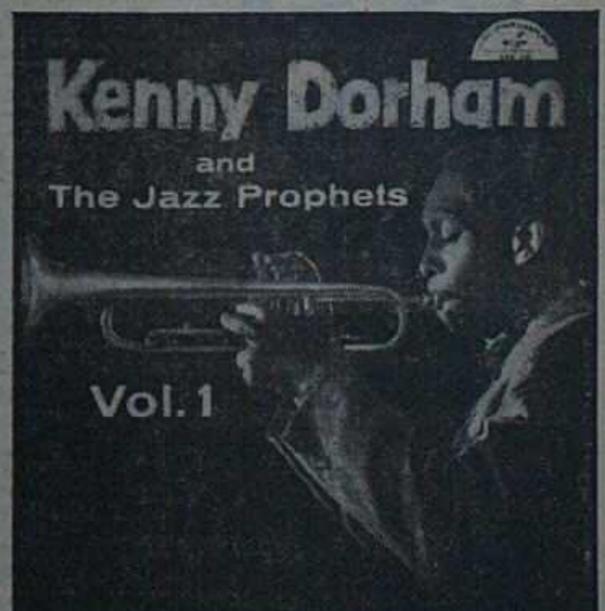
114 - "Wailing" - Buddy Arnold



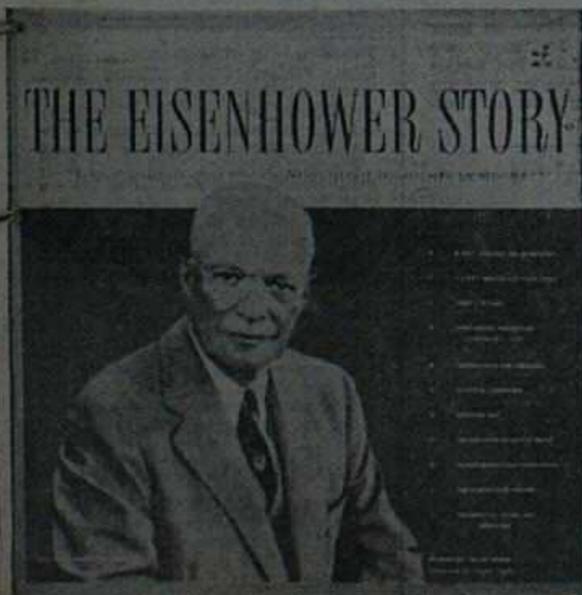
119 - South Seas Serenade - Roy Smek



120 - The Glory of Love - Jackie and Roy



122 - Kenny Dorham - The Jazz Prophets



125 - The Eisenhower Story

A new season... a new reason for spotlighting the abundance and multi-hued variety now available on ABC-Paramount. Here is jazz of brilliance and beat... "pops" alternately lively and mellow in mood. And

they're all recorded - as collectors, connoisseurs and just plain fans have already learned to appreciate - with the clarity, quality and uniquely wide range found only... in the Full Color Fidelity of...



Reviews and Ratings of New Popular Albums

Continued from page 22

As the title implies, this disk is produced as a show, with a number of outstanding sets welded together by a band—The Tunesmiths. The casting is slick, and is designed to attract both pop and country buyers. Clooney, Cherry, Autry have fans in the pop market—yet they indubitably stem from the c.w. field and their singing shows a deep understanding of the genre. Carl Smith, the Collins Kids, of course, are current big country acts. The over-all product is c.w. with an attractive pop-ish quality. Tunes include "Walking the Floor Over You," "Nobody's Darling But Mine," "Be Honest With Me." Strong inventory.

LIBERACE AT HOME 80
(1-12")
Columbia CL 896
Intimacy is the keynote as Liberace, playing 12 standards, has a package here that, by virtue of its title and cover, should prove appealing. Will naturally benefit from his TV plugs and large following. Sides include "She's Funny That Way," "Don't Blame Me," "I'm Always Chasing Rainbows" and "Solitude."

COME SWING WITH ME 77
Beverly Kenney, Ralph Burns Ork (1-12")
Roost LP 2212
New thruster's second LP provides her with stronger backing, this time from a big band under Ralph Burns. Fresh, youthful and most appealing sound gives Miss Kenney as much pop as jazz potential. Fine program includes several standouts in "Scarlet Ribbons" and "Trolley Song." Spinners can feast on this, especially since most selections are well under three minutes.

JONI JAMES 77
(1-12")
M-G-M E 3346
An attractive bill portrait of Miss James adorns the cover of this package of the thrush's singles hits. Sides like "Have You Heard?" "Your Cheatin' Heart," "Why Don't You Believe Me," "Is It Any Wonder," and "How Important Can It Be?" should stimulate heavy action from her fans.

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(EDIZIONI LEONARDI)

WHEN THE LIGHTS ARE LOW 76
George Shearing Quintet (1-12")
M-G-M E 3264
Most of the selections appeared several years ago as singles, then were grouped in a 10-incher (E226). It was good steady inventory and should continue as such in this expanded grouping. Vocals by Teddi King on three tunes, including "Moonlight in Vermont."

DANCE SPECTACULAR 76
Boyd Raeburn Ork (1-12")
Columbia CL 889
Curiosity re the new Raeburn style and an excellent youth-appeal cover will give this a good start. Raeburn's new idiom is commercial, danceable swing, with solo instrumental interest added to a beat sometimes reminiscent of Elgart. Ginnie Powell (Mrs. Raeburn) still has her fresh, distinctive way with a vocal. Includes "Elmer's Tune," "Stardust," "Harlem Nocturne" and other favored terp fare.

THE FLOWER OF THE MUSICAL WORLD 76
Ray Bloch Ork (1-12")
Coral CRL 57064
The title of this LP, coined by Jackie Gleason, is familiar to all TV viewers and project Bloch into the field as a "name." Chorus and ork offer 12 varied tunes, all with interesting, intricate orchestrations. Good listening and dancing in store for buyers with sides like "Wedding in Monaco," "I See Your Face Before Me," and "Donkey Tango."

MUSIC FOR EXPECTANT MOTHERS 75
Sid Feller Ork (1-12")
ABC-Paramount 123
Am-Par is pushing this package as an ideal gift for parents-to-be as well as a new way for a lady-in-waiting to announce the impending event to the father-to-be. The LP, a collection of soothing instrumental arrangements of standards, ("Soon," "The Blue Room," etc.) is designed for a relaxed pregnancy. Strong promotion and obvious display possibilities make it a potent attention-getter.

DOES YOUR HEART BEAT FOR ME 75
Russ Morgan Ork (1-12")
Decca DL 8332
LP recap of pianist's own compositions (previously released album-wise on 78 r.p.m.). New recordings are exceptionally well re-mastered, and should spark interest all over again among the maestro's following. Morgan's current TV show is an obvious factor to hypo sales.

MUSIC, SWEET WITH A BEAT 75
Jan Garber Ork (1-12")
Dot DLP 3014
In his placid style, Garber and his ork, with chorus and vocalists, package 12 melodies that are pleasingly danceable and listenable. This aggregation and its sound, still akin to Lombardo, enjoy the same type following and sale potential, not overwhelming, but steady.

THE GREAT SOPHIE TUCKER 74
(1-12")
Decca DL 8355
Few night club artists project as well as Sophie Tucker on disks. The gal is really great. The material is clever, comprising mostly the sophisticated songs written by Jack Yellen with Dan Dougherty and Milton Ager, plus the Rodgers-Hart "The Lady Is a Tramp" and "My Yiddishe Mommie." This is the second Tucker album released in about a year. Specialty shops and dealers in Metropolitan areas can stock it.

THE CAT'S MEOW 74
The Harmonicats (1-12")
Mercury MH 20136
The group harmoniously harnesses 12 tunes, all of which are well-suited to their instruments in hi-fi, for a package that will sell to all age groups. Bait for jocks fishing for change-of-pace. Includes: "Just One More Chance," "Near You," "Heartaches," "Peggy O'Neill" and "Make Believe."

WE COULD MAKE SUCH BEAUTIFUL MUSIC 74
George Williams Ork (1-12")
Victor LPM 1205
By virtue of previous sales and plugs as a label, "Coupon Special," album should have fair potential. Williams and some top-flight soloists combine on a highly listenable, danceable arrangement. Over-all has the polish of top professionalism. All tunes include word, "Beautiful," in the title.

TAKE ME IN YOUR ARMS 72
Leroy Holmes Ork (1-12")
M-G-M E 3378
Another collection of lush, instrumental sound in the established romantic Holmes idiom. Good mood music, with strings predominating, as usual. Most of material is familiar. Jocks will find a band or two useful

Reviews and Ratings of New Classical Releases

Continued from page 22

pieces, benefiting from fine non-Soviet recording. This younger Russian is worthy competition for Oistrakh. Definitely one to recommend.

LOUIS MOREAU GOTSCHALK: THE BANJO AND OTHER CREOLE BALLADS, CUBAN DANCES, NEGRO SONGS, AND CAPRICES (1-12")—Eugene List, Piano, Vanguard VRS 485 75
This is a rare item, comprising little-known repertoire by an early American composer. Connoisseurs will be thrilled with the Chopin-like quality of many of these compositions, and the rich color of others derived from Negro and Creole melodies. List performs superbly. Dealers with a clientele looking for the unusual should stock this package. The repertoire is solidly pianistic and full of charm.

SAINT SAENS: SYMPHONY NO. 3 IN C MINOR (ORGAN SYMPHONY) (1-12")—Henriette Roget, Organ; Paris Conservatoire Orchestra; Andre Cluytens, Cond. Angel 35336 72
This is another of the label's most meticulous recordings, and Cluytens batons with all his customary taste and insight for a splendid response from the orchestra and organ. Competition on the work is heavy with three other interpretations available, including Munch and Toscanini, but Francophiles will automatically turn to this one.

HENRY COWELL: SYMPHONY No. 7; ROBERT WARD: ADAGIO AND ALLEGRO FOR ORCHESTRA; JUBILATION OVERTURE (1-12")—Vienna Symphony Orchestra; William Strickland, Cond. M-G-M E 3084 72
Coupling could be something of a sleeper, especially among hi-fi fans. The big, broad effects of the Cowell, evocative of the American Western terrain, will sound stunning on good equipment. The music is not difficult to digest, and will reward buyers willing to try something new.

MOZART: DIVERTIMENTO IN D MAJOR, IN B FLAT MAJOR, IN F MAJOR (K. 136, 137, 138); SERENA NOTTURNO IN D (K. 239) (1-12")—The Zagreb Soloists; Antonio Janigro, Director, Vanguard VRS 482 66
Once obscure, these now are several fine diskings available of these works, and the new versions fill no special need. The Divertimenti have been well-covered by the excellent Barsilli Quartet readings quite recently, and the Serenade has a peerless performance under Maas on Decca. Limited to buyers who insist on this particular grouping.

in late hours. Unimaginative cover won't help sales.

THE ROGUE WITH THE BROGUE 72
Hamish Menzies (1-12")
Kapp KL 1035
Spotlights Scotsman in a pleasant variety of songs and pianistics with trio backing. Much of singing is in Scottish idiom, with a distinct bow to the late Harry Lauder, but Menzies also has a happy touch on a standard ballad minus dialectics. Generally relaxing listening.

LOVE AND MARRIAGE 71
Hal Kanner Ork and Chorus (1-12")
Kapp KL 1041
Package is directed or dedicated to lovers. Twelve tunes, all pertaining to the title, are sung by featured vocalists of the chorus with appropriate backing. Jocks can use, but sales potential depends on attraction of cover and title. Requires display for fair action.

STUDY IN GREEN 70
Phil Green Ork (1-12")
Coral CRL 57074
The subtitle to this package is "Romantic Melodies for Easy Listening," a phrase which wraps everything up neatly. Best known tune probably is "While We're Young," and the entire set, orchestrated smartly for strings, woodwinds and harp, is pleasant and relaxing.

BEYOND THE SEA (THE MUSIC OF CHARLES TRENET) 67
Roger Roger Ork (1-12")
M-G-M E 3395
Sixteen Trenet tunes, including the title tune and "Why Do You Pass Me By?" are handled deftly by this French ork. Dreamy mood music for the Francophile with a bent for Gleason-like presentations.

Sacred

THE LOUVIN BROTHERS 83
(1-12")
M-G-M E 3426
This smash team has 12 religious tunes available before on singles, packaged by their former label (they're now on Capitol) for a solid LP. This duo's large following will consider this a gem for their collections. Country and sacred jocks will pull this for material.

Reviews and Ratings of New Jazz Albums

Continued from page 22

trates on familiar standards, serving them up in his own fresh and personable way. Hawes plays within a "cool" framework, but plainly strives to please his audience and seems more than willing to meet it half-way. He proves one can be intelligently "commercial" and still maintain one's integrity as a musician. Wide sales possibilities here.

A MESSAGE FROM GARCIA 78
Richie Garcia, guitar, With Terry Pollard, Gene Quill, A. J. Sciacca, Bill Evans, etc. (1-12")
Dawn DLP 1106
Garcia, winner of the Critics' Poll this year as New Star on guitar, gives ample evidence of his qualifications in this swinging set. The modernist, who has evolved in the same vein as Tal Farlow, has especially effective support from pianist Pollard and altoist Quill. "Potatoes" and "I Don't Want to Set the World on Fire" are good samples. A first rate suggestion for buyers who are willing to explore.

LUCKY THOMPSON 78
(1-12")
Urania UJLP 1206
Best jazz set produced to date by Urania, starring the vastly underrated Thompson on tenor sax, plus Oscar Pettiford, Jimmy Hamilton, Billy Taylor and Osie Johnson. Try "Where or When" for a sample of virile, fluid, imaginative tenor in the Hawkins-Byas direction. This one can sell wherever it's pushed. Taylor's contribution won't hurt a bit.

MOONLIGHT IN VERMONT 75
Johnny Smith Quintet (1-12")
Roost LP 2211
Re-issue of material from 10-inchers cut when guitarist Smith was on the staff at NBC a few years back. Cohorts included Stan Getz and Zoot Sims on different dates, also Paul Quinichette. Not always as satisfactory as Smith's later solo recordings, but there's plenty of glittering guitar work here.

PRIMITIVE MODERN 75
Gil Melle Quartet (1-12")
Prestige LP 7040
"Primitive modern" is a rather misleading way to characterize baritone saxophonist Gil Melle's kind of music. Modern, yes; but primitive, no. In the liner notes, Melle explains, "My idea is to combine the simplest heavy-swinging rhythm with the most complex harmonies." The end result is a dissonant, polytonal style that successfully weds contemporary classical techniques with jazz emotions and beat. One of the most creditable of recent "experimental" type albums.

THE BIRDLAND STARS ON TOUR VOL. 1 AND 2 74
(2-12")
Victor LPM 1327
These two sets, available separately, are perfect examples of talent gone to waste via unimaginative production. All of the selections are originals, virtually unvaried in tempo or dynamics, uniformly bland and uninspiring. Even in the presence of a live audience, things rarely come to life. Involved here are Conte Candoli and Kenny Dorham, trumpets; Phil Woods, alto; Al Cohn, tenor; Hank Jones, piano; John Simmons, bass; Kenny Clarke, drums. The Birdland and individual names will attract some buyers.

NORTH, SOUTH, EAST . . . WESS 73
Frank Wess and Ensemble (1-12")
Savoy MG 12072
A group of Basie sidemen assemble for a session without the Count—in fact, without piano at all. Drummer Kenny Clarke and guitarist Kenny Burrell are the only non-Basie-ites, but they get right into a Basie groove. Solos by Wess and Frank Foster on tenor are very good. Trombones are manned by Henry Coker and Bennie Powell. A lively, pulsating wingding that should be brought to the attention of all Basie fans.

VERY, VERY VILLEGAS 72
(1-12")
Columbia CL 877
The Argentine pianist has improved considerably since his first, somewhat strange album. He's still kittenish and derivative from several stylists including Waller and Monk, but he's facile and often absorbing because he's unpredictable. Should do better than his first set did.

BENNIE GREEN WITH ART FARMER 71
(1-12")
Prestige LP 7041
A trombone-trumpet formula is not overly common among current jazz combos. To offset the unrelieved brassiness of the sound, Green and Farmer provide variety in the dissimilarity of their conception, attack and general sonority. Farmer is more satisfying from the modernist's point of view, and has the more enterprising solos. General impression is uneven.

tho there are good stretches of solid swinging.

SWINGIN' ON THE VIBROPIES 70
(1-12")
ABC-Paramount ABC 110
Leonard Feather assembled several casts of West Coast jazz men to showcase a new invention that, described simply, is a set of vibes played with a piano keyboard. The possibilities of the instrument are best demonstrated by pianist Kenny Drew, alto Sonny Clark, Gerry Wiggin, Feather and even bassist Red Mitchell have a crack at it. It's interesting, but not always the most stimulating jazz. Vibropies could put any good pianist in competition with some of the top mallet slingers.

NATIVE NEW ORLEANS JAZZ 69
Tony Almerico and his Dixieland Jam-botee All Stars (1-12")
Dot DLP 3009
Almerico, a native of the Crescent City, is dedicated to the perpetuation of the Dixieland tradition in jazz. The performances on this disk have the beat and a high decibel content, but they often lack the "heart" which is necessary to a great Dixieland performance. Selections include "Bourbon Street Parade," "Farewell Blues," "Basin Street Blues," etc.

WHITEY MITCHELL SEXTETTE 68
(1-12")
ABC-Paramount ABC 126
Nothing spectacular occurs here despite trim, swinging arrangements by Neal Hefti, and the highly competent, ever prominent bass work of young Mitchell. Sidemen apparently are a young "house" gang at Ampar, including Steve Lacy, Tom Stewart and Don Stratton. Vets are Osie Johnson and Joe Puma. The new voices aren't strong enough to carry this, and bass appeal is necessarily limited.

Folk

GYPSY AND FOLK MUSIC OF HUNGARY 78
Orchestra and Chorus of the Hungarian State Folk Ensemble; Imre Cseki, Director (1-12")
Angel ANG 65029
Here's a great one for the addicts. Recorded in Paris in 1955, this folk ensemble, comprising orchestra, chorus and soprano Maria Szabek, performs this schmaltzy music with such élan and technical perfection that it cannot but help fracture the blue seltzer bottle set. Select inventory for selected stores.

GOOMBAY CARNIVAL 67
Jonathan Kemp, Vocal; Confidential Club Ork (1-12")
M-G-M E 3359
Twelve calypso type Goombay numbers, indigenous to the B.W.I., where this package was recorded, are sung by Kemp, who fronts the "Confidential Club" ork in Nassau. If exposed to the ever-present market for this genre, it could rack up sales.

Spoken Word

FUN TIME 74
Myron Cohen, Bob and Ray, Phil Foster, Henry Youngman, Herminio Gingold, Harvey Stone, Bill de Wolf, Buddy Hackett, Steve Allen, Hal March and Tom D'Adrea (1-12")
Coral CRL 57072
As title indicates, these are taken (many of them recaps) from routines of some current, foremost comics. Unfortunately, and somewhat usual, is the fact that personalized material of this sort needs to be seen, as well as heard, and participants suffer accordingly. The talent and the spirit is most willing, but the wax is weak. Cover indicates a lot of bover fun, but it ain't there.

SHERIDAN: SCHOOL FOR SCANDAL 72
Cecil Parker, Claire Bloom, Edith Evans (3-12")
Angel 3542
Label has produced Sheridan's comedy masterpiece with an ear for solid dramatic values—a hand-picked British troupe, components of which are all highly expert in the field, and a directorial job to match. The complete play is here, packaged in a de luxe set on five sides, which leave nothing to be asked either via reading or interpretation. However, this type of recording seems primarily dedicated to an audience of students and lovers of the theater. It could be recommended as must listening for college drama courses, devotees of community theater, etc.—an artificial but not commercial item.

Semi Classical

LECUONA: EL CAFETAL 68
Chorus and Orchestra of Camara De Madrid; Felix Guerrero, Director (1-12")
Montilla FM 77
Apparently the first recording of a colorful zarzuela by the noted Lullian-American composer, this is a pack-

(Continued on page 60)

3 FABULOUS INSTRUMENTALS THAT ARE CLIMBING FAST

Bob Sharpley

SADIE'S SHAWL

1661

Billboard

Sept. 8

• COMING UP STRONG

9. The Italian Theme.....Cyril Stapleton (ASCAP) London 1672

• THIS WEEK'S BEST BUYS

THE ITALIAN THEME (Maurice, ASCAP)—Cyril Stapleton Ork—London 1672—This is another of this summer's crop of instrumental hits. For several weeks it has been one of the best records in St. Louis, Milwaukee, Minneapolis, Pittsburgh, Cleveland, Detroit, New York and several New England cities. It is still coming up and is moving at a determined pace for the charts. Flip is "Tiger Tango."

Cyril Stapleton

THE ITALIAN THEME

1672

Ted Heath

THE FAITHFUL HUSSAR

1675



Imperial IS POPPING BIG!

- WITH -

FATS DOMINO 'SO LONG'

c/w 'When My Dreamboat Comes Home'
#5396

ERNIE FREEMAN 'SPRING FEVER'

and 'Walkin' The Beat'
#5403

SMILEY LEWIS 'DOWN YONDER WE GO BALLIN'

and 'Someday You'll Want Me'
#5404

The HONEY BEES 'ENDLESS'

and 'Let's See What's Happening'
#5400

Imperial Records

6425 Hollywood Blvd. Hollywood 28, Calif.

CAMERA!

They'll Page Him for Romeo Yet

HOLLYWOOD — Studio mahoffs are mulling a casting idea that should delight the Brill Building as much as the soda set. The current No. 1 teen-age idol, Elvis Presley, may play James Dean—the kids' current No. 2 idol—in an upcoming movie based on the late actor's brief life.

In view of the flock of "salute to James Dean" wax packages on the market today and Presley's own sock best seller status, such casting might pay off big in ticket and platter sales. However, if Presley doesn't come thru with an okay emoting job on his first film "The Reno Brothers," the Dean deal probably won't jell, since Dean was a graduate of the Actors' Studio here and was nominated for an Academy Award at the time of his death.

Meanwhile, Presley is getting \$100,000 for the 20th Century-Fox movie, in which he warbles "Love Me Tender." Altho he plays a confederate soldier in the film, Presley had to shed his side-burns before he faced the camera.

Camden Sets New Album Service Plan

NEW YORK—An album service plan for radio stations, perhaps the first to be launched by a bargain-priced label, has been set up by RCA Camden Records.

Camden's deal makes available to stations 32 12-inch LP's and six 45 EP's between now and December at a cost of \$20. Of these, 22 LP's and one 45 EP will be delivered on signing up. Two LP's and one 45 EP will follow each month. Orders are placed with local Victor-Camden distributors.

Titles include classical, pop and middle-brown material and the regular "Today's Hits" EP's. Many name artists are featured.

Norman Buys Eccles Studio

HOLLYWOOD — Dick jockey Gene Norman, president of the Gene Norman Presents label and its subsidiary diskeries, Whippett and Dixieland Jubilee, last week completed negotiations for the purchase of the Eccles recording studios here.

Continued expansion of Norman's disk activities in addition to an increased schedule of recording prompted the purchase of the studio. Latter will continue to provide custom recording studio services for other clients, as well as serving as new office and technical headquarters for the Norman firms.

Norman discontinued his daily "Campus Club" teleshow last week in order to devote more time to the diskery. He continues his operation as owner of the Crescendo night club here, as well as his interests in the jazz concert and music publishing fields.

Ray Renews Col. Pact

NEW YORK—Johnnie Ray, Columbia Records artist, has signed a long-term renewal pact with the diskery.

Ray is currently riding with a hit, "Just Walking in the Rain," which moved into 15th place this week on The Billboard's national best selling chart.

ONE IS BORN EVERY MINUTE

NEW YORK — Former pitcher John Nebel proved that Barnum was right last week when he presented double-talk expert James Randi on his all-night jockey show over WOR here.

Nebel, who recently replaced that controversial idol of the "night people," egg-head deejay Jean Shepherd, on the station's early a.m. seg, deliberately provoked an argument with Randi (introduced as Dr. Astro Keezlegar, a noted Canadian metaphysician) on the air, claiming he couldn't understand him.

Nebel was promptly swamped with calls from angry "night people," many of whom insisted they understood the doctor's double-talk routine completely. Meanwhile, Shepherd (who has a weekly Sunday night show on WOR now) cashed in on his front-page publicity this week by signing a contract to do a daily network show over ABC, starting in October 22, from 10:05 to 11:55 p.m.

Condon Jazz Book Doubles —In Wax

NEW YORK — The second literary work from the pen of the noted scholar, Eddie Condon, will be off the presses September 24, according to his publisher, Dial Press. On the same date, the faithful will be able to buy a new Columbia LP entitled "Eddie Condon's Treasury of Jazz," featuring the maestro in another art form in which he occasionally dabbles.

The book is "Eddie Condon's Treasury of Jazz," and therein he has collected his favorite fiction and non-fiction pieces on the subject, adding his own "appropriately pungent comment and rebuttal." Contributors will include Artie Shaw, Benny Goodman, and such writers as James Jones, Shelby Foote, John Crosby, Bob Sylvester, Murray Kempton, Ralph Gleason, John Hammond, George Avakian, Leonard Feather, Gilbert Milstein and George Frazier.

The Columbia set will have Condon's all-stars performing jazz numbers associated with the personalities dealt with in the book. Condon's last full-length work was "We Called It Music," published in the 1940's.

Feather's New Jazz Tone Set

NEW YORK—The "Encyclopedia Yearbook of Jazz," sequel to Leonard Feather's monumental "Encyclopedia of Jazz," has been set for mid-October publication by Horizon Press. The tome will sell for about \$3.95.

In addition to 150 new biographies of musicians, the Yearbook will include results of an all-star poll conducted among 100 top jazzmen.

The Encyclopedia, now in its third printing here, is being published in England next week. Meanwhile, it has been learned that Decca is planning an "Encyclopedia of Jazz on Record" for release later this year. This will be complete on four 12-inch LP's, with sides arranged chronologically. Disks will be tied in with the book.

Spinning with a 2-Sided Hit!

'LOVE SWEET LOVE'

and

'RED TOP'

THE **Teen Queens**

"LOVE SWEET LOVE"
Pub. by
ROOSEVELT MUSIC
- 1650 Broadway, N.Y., N.Y.

rpm 470

Modern

RECORDS

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culver city, california

RPM

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending September 5

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. My Prayer		1	10		
By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 2999L.					
2. Don't Be Cruel		4	6		
By Otis Blackwell—Published by Elvis Presley & Shamir (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.					
3. Whatever Will Be Will Be (Que Sera Sera)		2	11		
By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.					
4. Canadian Sunset		6	9		
By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6557. RECORD AVAILABLE: A. Williams, Cadence 1296.					
5. Hound Dog		3	7		
By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; W. M. Thornton, Peacock 1612.					
6. Allegheny Moon		5	12		
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.					
7. Tonight You Belong to Me		11	4		
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, 6170; Tonettes, Modern 997.					
8. Song for a Summer Night		10	6		
By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.					
9. Wayward Wind		7	20		
By Stan Lehouk-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.					
10. Flying Saucer		9	6		
By Buchanan & Godman—Published by Luniverse BEST SELLING RECORD: Buchanan & Goodman, Luniverse 101.					

Second Ten

11. Soft Summer Breeze		13	6	16. Sweet Old-Fashioned Girl		15	13
By Eddie Heywood—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70934. RECORD AVAILABLE: Diamonds, Mercury 70934.							
12. I Almost Lost My Mind		8	15	16. You Don't Know Me		21	3
By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boons, Dot 15472. RECORD AVAILABLE: L. J. Hunter, M-G-M 10578.							
13. Honky Tonk		22	3	18. Be-Bop-a-Lula		17	12
By Doggett, Sheperd, Scott & Butler—Published by Black (BMI) BEST SELLING RECORD: B. Doggett, King 4950.							
14. Fool		15	5	19. On the Street Where You Live		14	19
By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: Gallahads, Jubilee 5252.							
15. I Want You, I Need You, I Love You		12	15	19. In the Middle of the House			1
By Maurice Mysels & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.							

Third Ten

21. It Only Hurts for a Little While		19	16	26. Rip It Up		24	4
By Mack David & Red Spielman—Published by Advanced Music (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6481.							
22. After the Lights Go Down Low		29	3	27. That's All There Is to That		24	7
By Allen White & LeRay Lovett—Published by Harvard (BMI) RECORD AVAILABLE: A. Hibbler, Dec 29982.							
23. Happiness Street		29	3	27. Walk Hand in Hand		26	13
By Wolson & White—Published by Planetary (ASCAP) RECORDS AVAILABLE: T. Bennett, Col 40726; G. Gibbs, Mercury 70920.							
23. When the White Lilacs Bloom Again		27	2	27. From the Candy Store on the Corner			1
By Doele-Potter—Published by Harms, Inc. (ASCAP) RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Weik, Cora 61701; F. ZaBach, Mercury 70936; H. Zacharias, Dec 30039.							
25. More		18	13	30. Just Walking in the Rain			1
By Tom Glazer & Alex Abstone—Published by Shapiro-Bernstein (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6554.							

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.

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Its Much-Heralded, World-Wide Expansion Program!

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Dot IS NOW READY TO BRING YOU WHAT YOU'VE ASKED FOR

**A COMPLETE LINE
OF
LONG-PLAY ALBUMS**

A LINE SPARKED BY THE SAME

Dot

**IMAGINATION, ARTISTRY, SOUND, REPERTOIRE
AND PROMOTION THAT HAS CHARACTERIZED THE
DOT LABEL SINCE ITS INCEPTION**

TO ALL RECORD DEALERS:

In recent months the Dot expansion program has been the subject of much interest and speculation throughout all levels of our industry. During these months "America's Hottest Label" kept looming larger and larger in the record picture: world-wide affiliations were finalized . . . stronger U.S. distribution was set up . . . Dot "went Hollywood," moving from Gallatin, Tenn., to Hollywood, Calif. . . . new artists were added to the Dot roster . . . recording and release schedules were stepped up . . . Dot singles were hotter than ever . . .

By mid-August Dot volume was 100% more than what it had been the same period the year before.

And now, Dot is proud to cap this most successful period in its history with the announcement that it is ready to bring regular releases of Long Play albums to record dealers everywhere.

In the months ahead Dot will bring you album excitement of the kind that characterizes the exciting Dot single record operation! Future albums will feature Dot's famed recording artists, plus new and famous show business names, big bands, original film sound tracks, mood music, spoken word, and some startling new album ideas never-before produced on the recorded disk. And certainly, any dealer who has seen dramatic moves by Dot pay-off in big profits in the single record field, will welcome the opportunity to stock and display and sell the coming new Dot L.P.'s.

All of us in the Dot family want to thank you for making Dot America's most exciting label, and we look forward, with you, to the biggest year in the history of the record business.

DOT RECORDS, INC.

Henry V. Onorati

Henry V. Onorati
Vice President

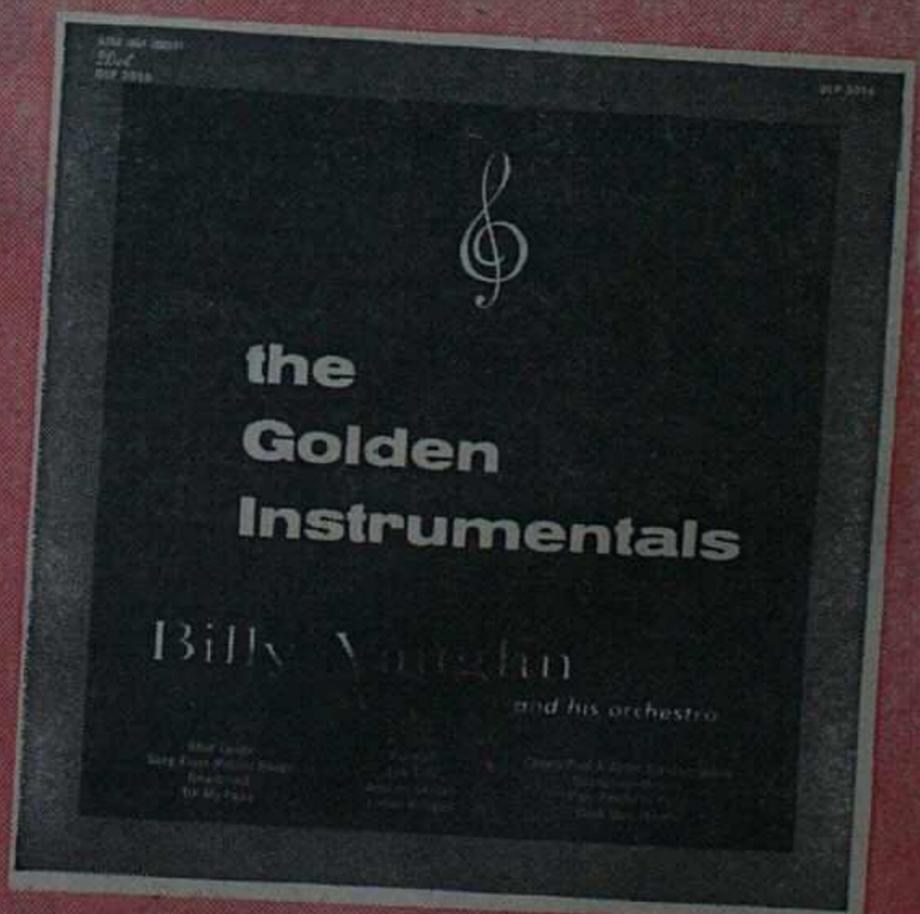
To Set off A Brilliant September Release Dot GIVES YOU TWO HIT ALBUMS



DLP-3030 • HOWDY! PAT BOONE

BEGIN THE BEGUINE • HUMMIN' THE BLUES • WOULD YOU LIKE TO TAKE A WALK? • ALL I DO IS DREAM OF YOU • THAT LUCKY OLD SUN • BEG YOUR PARDON • CHATTAHOOGA • SHOE SHINE BOY • WITH YOU • EV'RY LITTLE THING • FORGIVE ME • SUNDAY • HARBOUR LIGHTS.

An overnight hit! Pat's first album of songs recorded exclusively for L. P. release. It's the season's top album.



DLP-3016 • THE GOLDEN INSTRUMENTALS

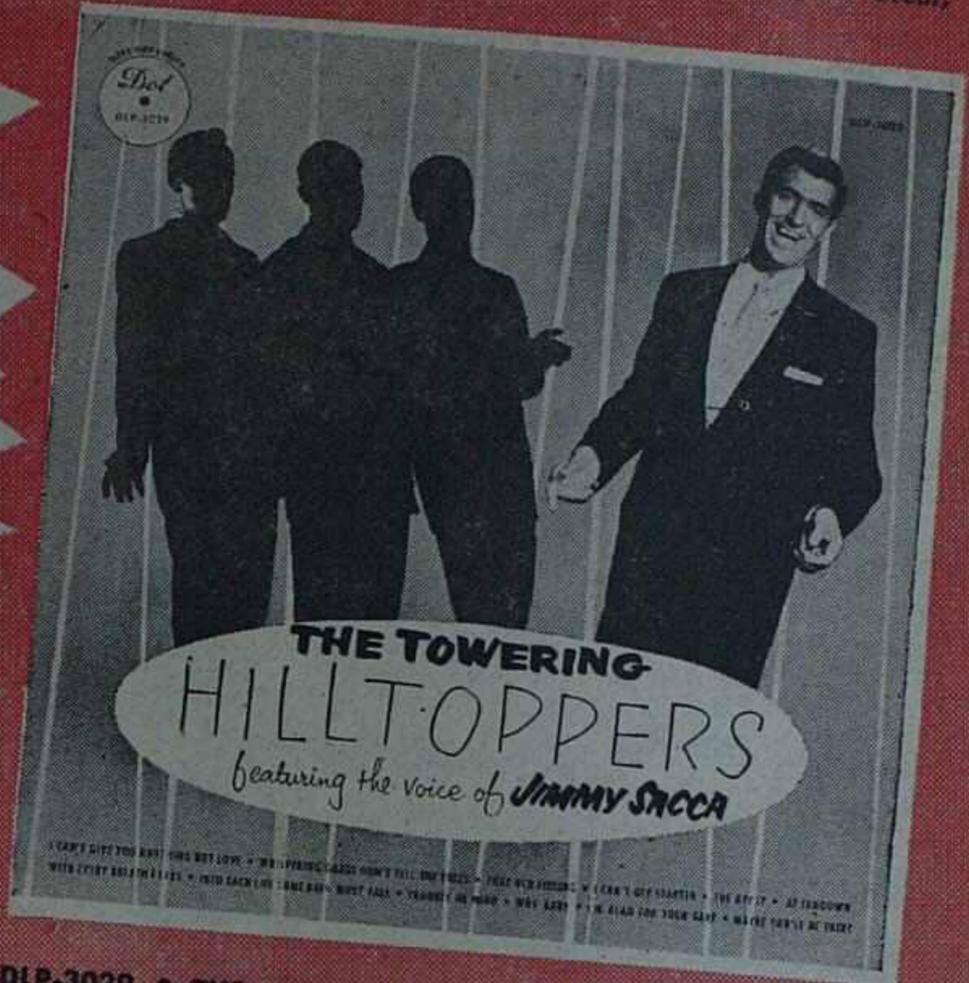
BILLY VAUGHN and his orchestra

BLUE TANGO • SONG FROM MOULIN ROUGE • BEWITCHED • OH MY PAPA • PRETEND • EBB TIDE • AUTUMN LEAVES • LISBON ANTIGUA • CHERRY PINK AND APPLE BLOSSOM • WHITE • UNCHAINED MELODY • POOR PEOPLE OF PARIS • THIRD MAN THEME.

One of the most avidly accepted L. P.'s in retail history. It's the first of a series of "Golden Instrumental" albums, which Dot will bring you through the months and years ahead. Display it—it sells on sight!

Dot
SWINGS INTO ACTION
WITH A BIG ALL-NEW
13-ALBUM RELEASE
FOR
September Delivery!

A sensational, all-new L. P. by the ever-popular Hilltoppers. Great, great, performances.

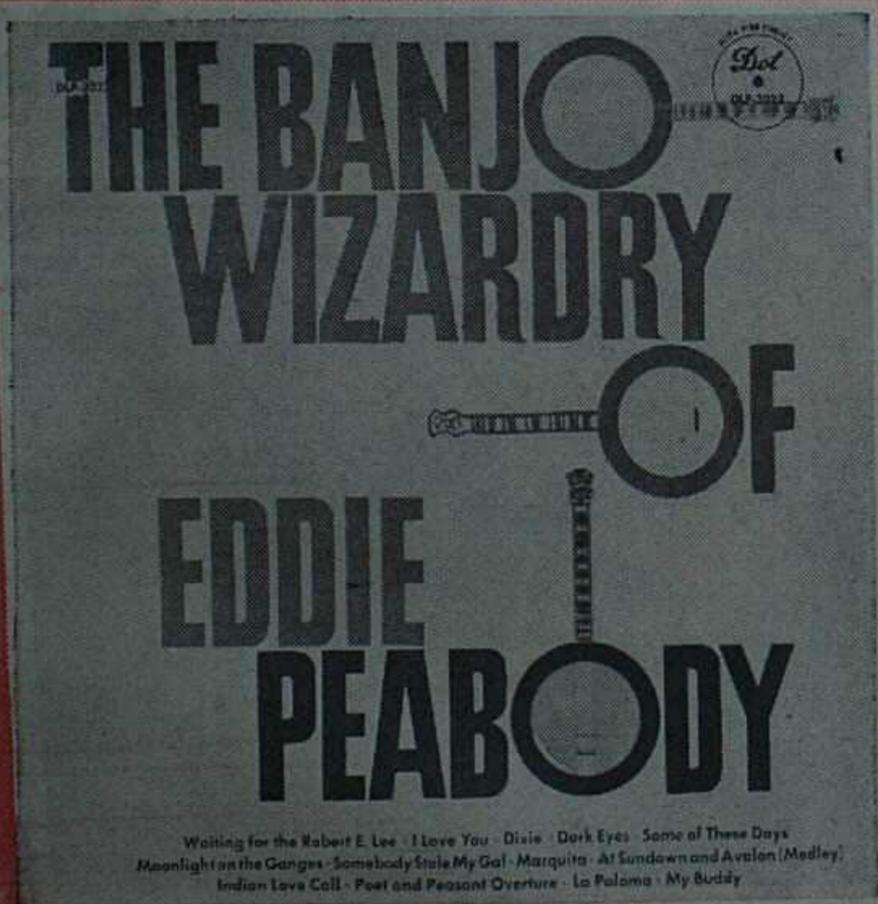


DLP-3029 • THE TOWERING HILLTOPPERS

Featuring the voice of **JIMMY SACCA**
 I CAN'T GIVE YOU ANYTHING BUT LOVE • WHISPERING GRASS (Don't Tell the Trees) • THAT OLD FEELING • I CAN'T GET STARTED • THE GYPSY • WITH EVERY BREATH I TAKE • AT SUNDOWN
 INTO EACH LIFE SOME RAIN MUST FALL • TROUBLE IN MIND • WHY, BABY • I'M GLAD FOR YOUR SAKE • MAYBE YOU'LL BE THERE

The sound of the world's greatest banjo—the talent of the world's greatest banjo player.

High velocity strings—jet-propelled fiddles. Brilliant musicianship in the impressive debut of Dorian.



DLP-3023 • THE BANJO WIZARDRY OF EDDIE PEABODY

WAITING FOR THE ROBERT E. LEE • I LOVE YOU • DIXIE • DARK EYES • SOME OF THESE DAYS • MOONLIGHT ON THE GANGES • SOMEBODY STOLE MY GAL • MARQUITA • AT SUNDOWN and AVALON (Medley) • INDIAN LOVE CALL • POET AND PEASANT OVERTURE • LA PALOMA • MY BUDDY



DLP-3021 • A FLASH OF STRINGS

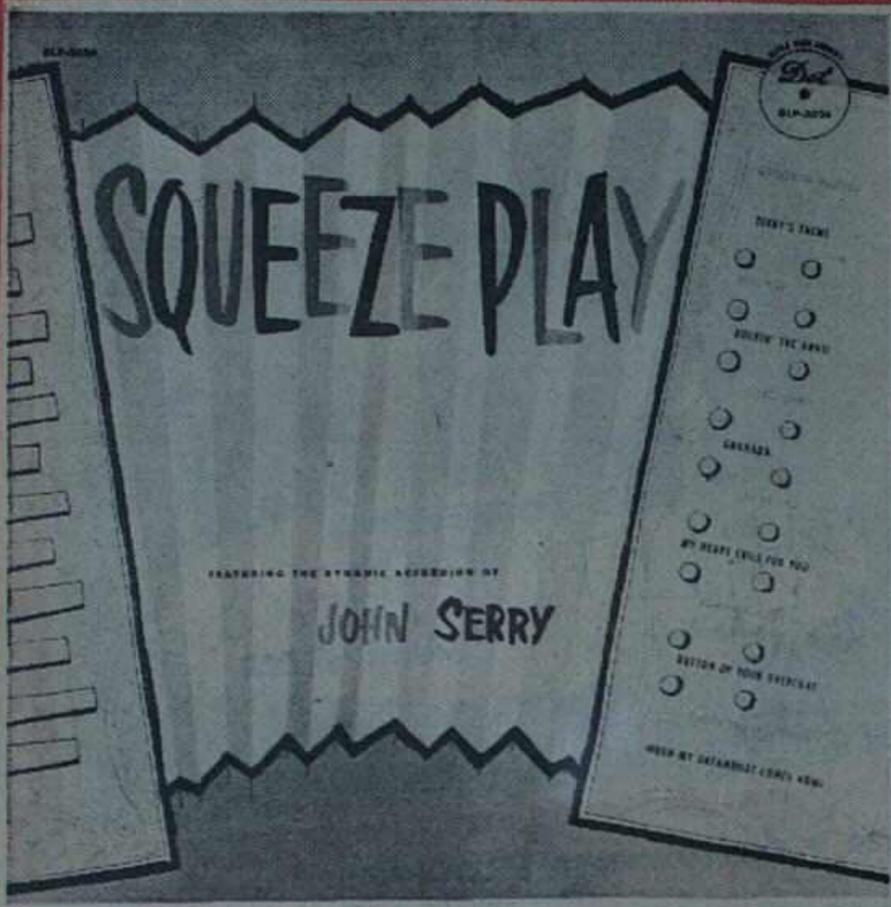
Arranged and conducted by **DORIAN**
 TREBLE TALK • PIROUETTE • BEESWAX • SIXTY-SECOND SWING • FOR THE BIRDS • EL CUMBANCHERO • HURRY, HURRY, LITTLE BELLS • CLEAH SWEEP • ELF ON A POGO STICK • VELO VIOLIN • WHAT'S THE RUSH! • HOLIDAY FOR STRINGS

OUTSTANDING REPERTOIRE, FLAWLESS PERFORMANCES PLUS THE FAMED DOT SOUND HIGHLIGHT DOT'S 13-ALBUM SEPTEMBER SPECTACULAR

A listening thrill in hi-fi: The accordion in legato—the way most people want to hear it. Serry's arrangements sparkle!

DLP-3024 • SQUEEZE PLAY

Featuring the dynamic accordion of JOHN SERRY



GARDEN IN MONACO • TERRY'S THEME • WHEN MY DREAMBOAT COMES HOME • BLUE BELL • ROCKIN' THE ANVIL • SECRET LOVE • GRANADA • SIDE BY SIDE • MY HEART CRIES FOR YOU • HAWAIIAN NIGHT • BUTTON UP YOUR OVERCOAT • ROCK AND ROLL POLKA

TV star Mort Lindsey in an unusual and exciting variety of sweet and hot special arrangements on the hi-fi organ.

DLP-3027 • AN ORGAN AND MORT LINDSEY



TIGER RAG • SIOUX CITY SUE • MOONLIGHT SERENADE • DARDANELLA • SIBONEY • MAKIN' WHOOPEE • WALTZ OF THE ROSES • HAWAIIAN WAR CHANT • SENTIMENTAL WHAPSODY • DOT AND DASH BOOGIE • DOODLE DOO DOO • TOGETHER

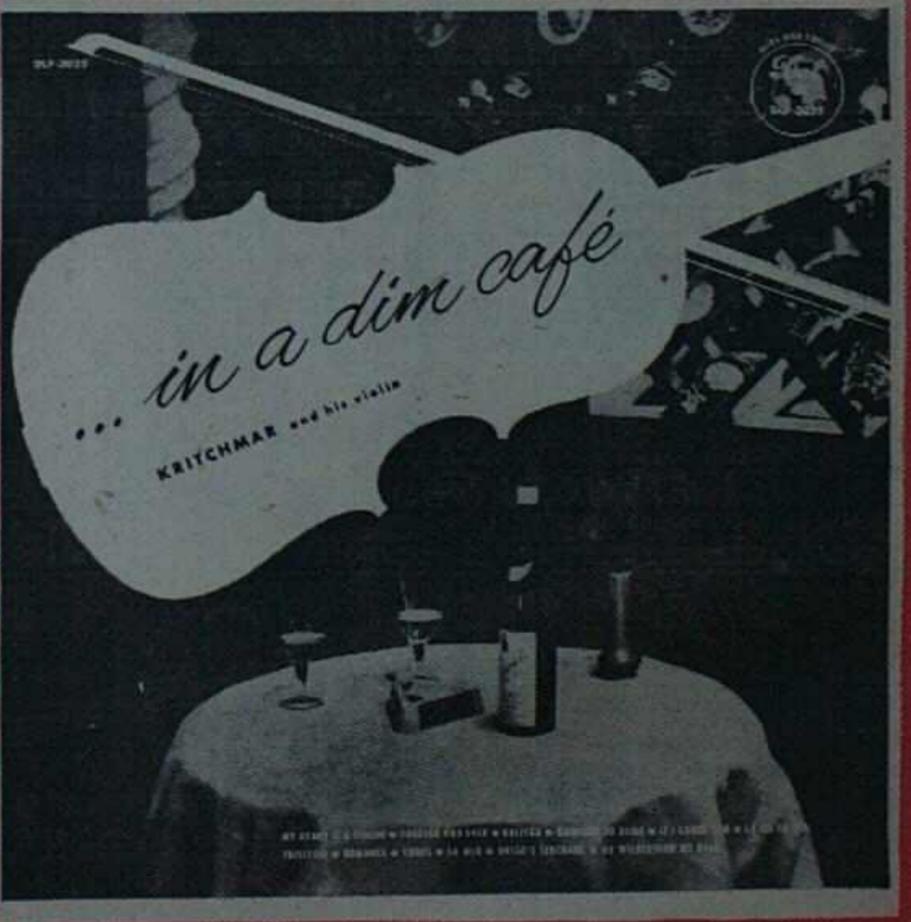
The harmonica in hi-fi, featuring the world-famed virtuoso, Danny Welton, who gave you the hit recording of "Ruby." Excellent rhythm accompaniment here.



DLP-3031 • ARE YOU LONESOME TONIGHT? DANNY WELTON

ST. LOUIS BLUES • MUSIC MAESTRO, PLEASE • PRETENDING • A LITTLE BIT INDEPENDENT • ARE YOU LONESOME TONIGHT! • TENNESSEE MOON • LONDOHBERRY AIR • EL CHOULO • UNDECIDED • LITTLE GYPSY VILLAGE • JEZABEL • IT'S A LONESOME OLD TOWN

One of the finest L. P.'s in Dot's September release. Twelve beautiful and haunting songs enhanced by the plea of Kritchmar's romantic violin.



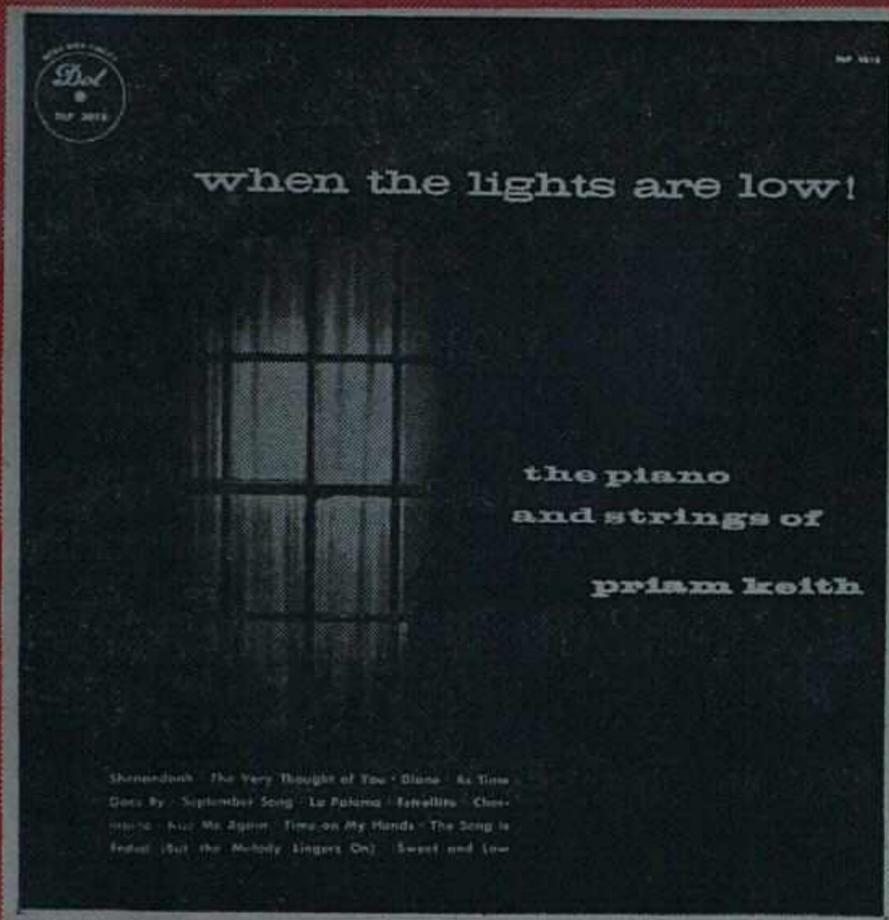
DLP-3025 • IN A DIM CAFE KRITCHMAR and his VIOLIN

MY HEART IS A VIOLIN (Mon coeur est un violon) • FOREVER AND EVER • KALITRA • GOODBYE TO ROME • IF I LOVED YOU • LA VIE EN ROSE • TRISTESSE • ROMANCE • YOURS • LA MER • DRIGO'S SERENADE • ALI! WIEDERSEHN, MY DEAR

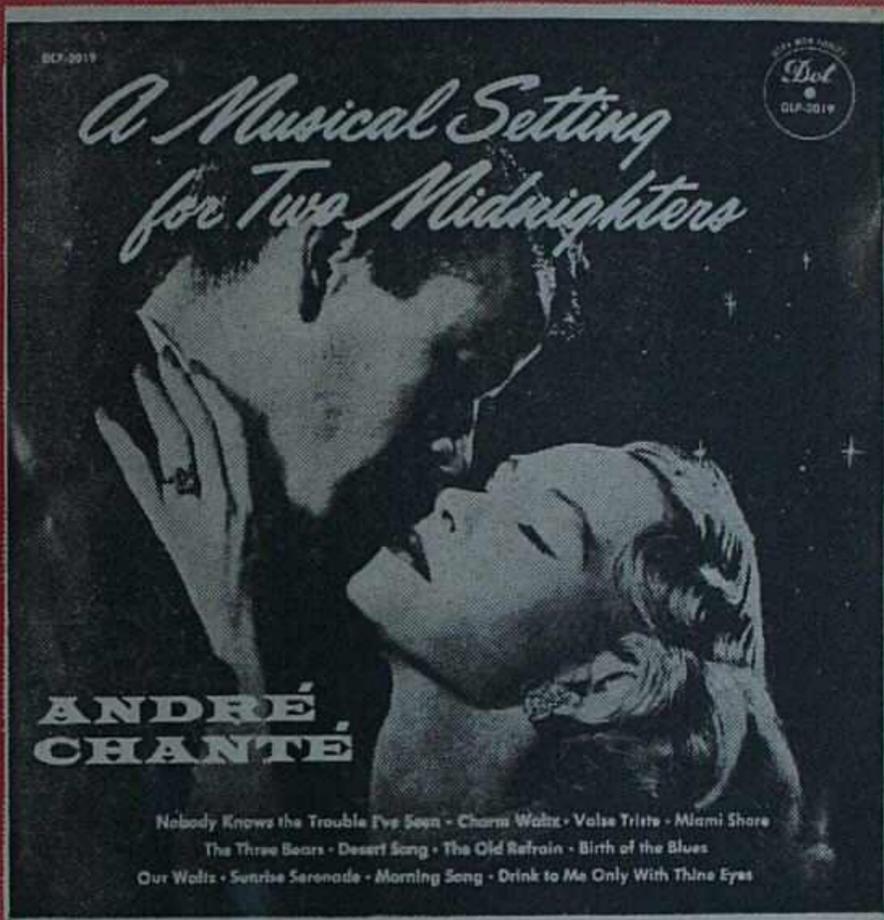
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THE NATION'S BEST SELLING RECORDS

Dot

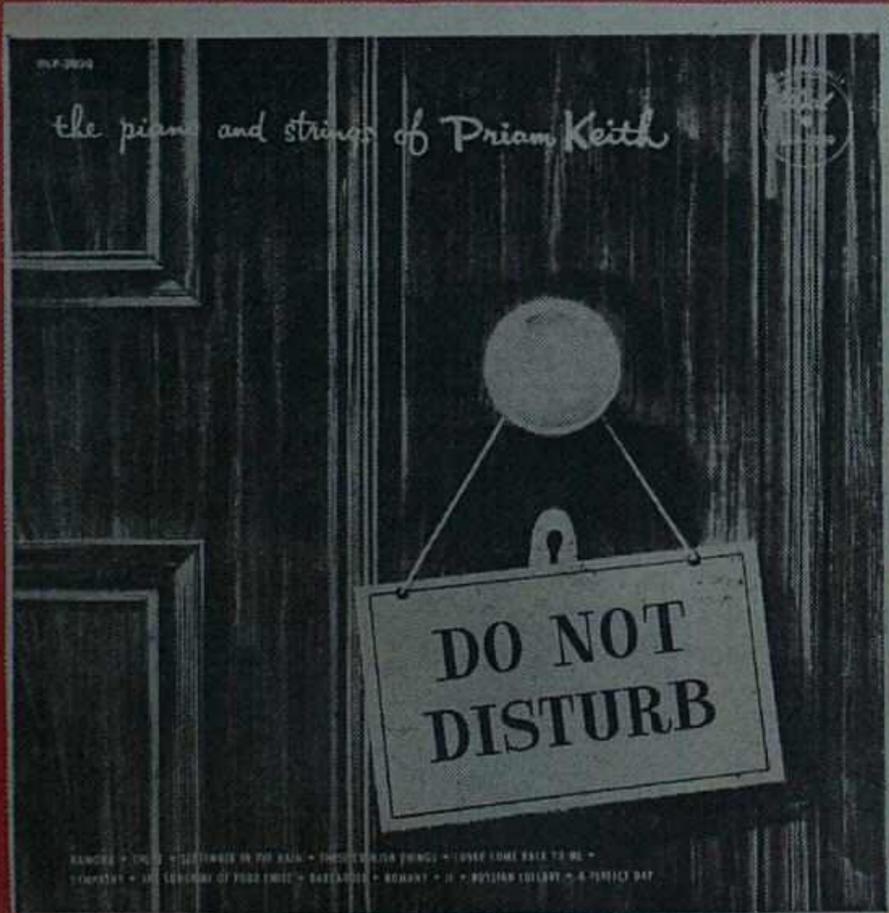
BRINGS YOU FOUR BEAUTIFUL NEW ALBUMS OF MOOD MUSIC—GREAT STANDARDS, LUSH ARRANGEMENTS. RECORDED ABROAD BY PRIAM KEITH and ANDRE CHANTE



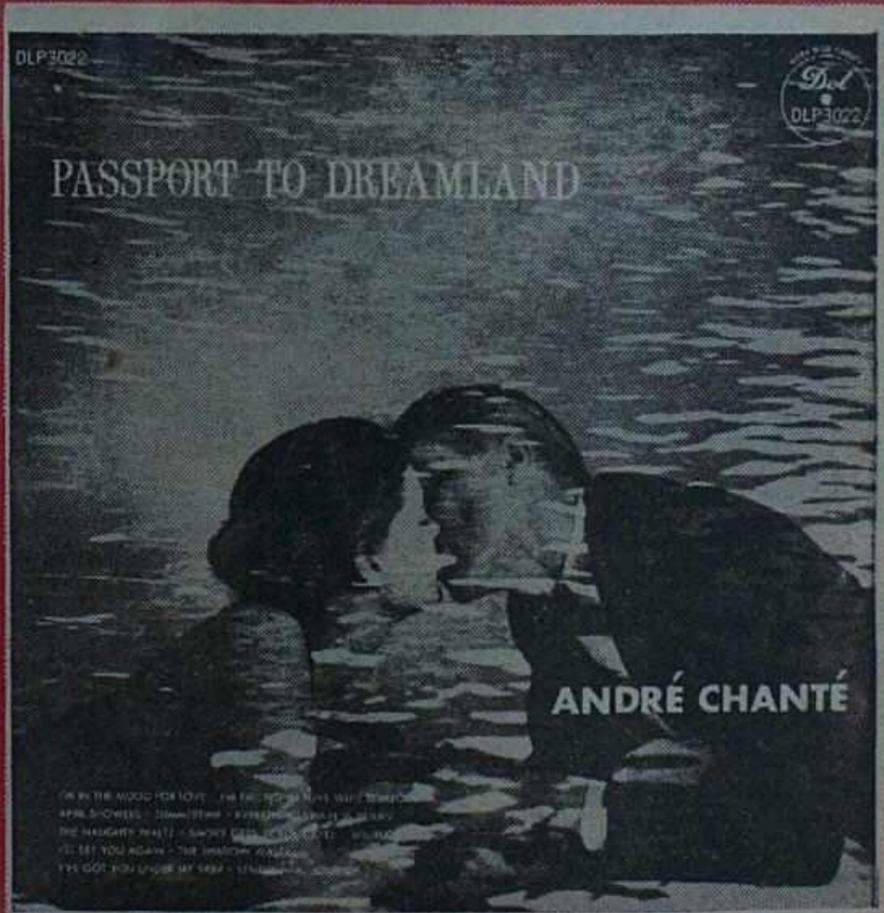
DLP-3018 • WHEN THE LIGHTS ARE LOW
 The piano and strings of **PRIAM KEITH**
 SHEKANDOH • THE VERY THOUGHT OF YOU • DIANE • AS TIME GOES BY • SEPTEMBER SONG • LA PALOMA • ESTRELLITA • CHARMAINE • KISS ME AGAIN • TIME ON MY HANDS • THE SONG IS ENDED (But the Melody Lingers on) • SWEET AND LOW



DLP-3019 • A MUSICAL SETTING FOR TWO MIDNIGHTERS
ANDRE CHANTE
 NOBODY KNOWS THE TROUBLE I'VE SEEN • CHARM WALTZ • VALSE TRISTE • OH MIAMI SHORE • THE THREE BEARS • DESERT SONG • THE OLD REFRAIN • BIRTH OF THE BLUES • OUR WALTZ • SUNRISE SERENADE • DRINK TO ME ONLY WITH THINE EYES • MORNING SONG



DLP-3020 • "DO NOT DISTURB"
 The piano and strings of **PRIAM KEITH**
 RAMONA • CHLOE • SEPTEMBER IN THE RAIN • THESE FOOLISH THINGS • LOVER, COME BACK TO ME • SYMPATHY • THE SUNSHINE OF YOUR SMILE • BARCAROLE • ROMANY • IF • RUSSIAN LULLABY • A PERFECT DAY

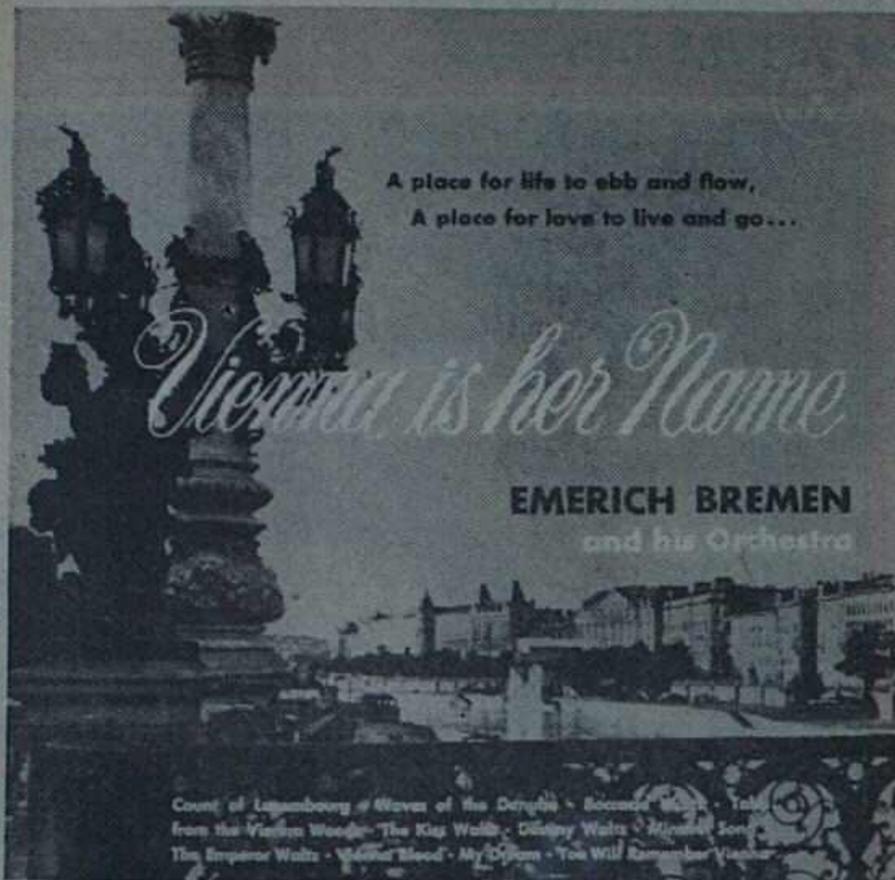


DLP-3022 • PASSPORT TO DREAMLAND
ANDRE CHANTE
 I'M IN THE MOOD FOR LOVE • I'M FALLING IN LOVE WITH SOMEONE • APRIL SHOWERS • SUMMERTIME • EVERYTHING I HAVE IS YOURS • THAT NAUGHTY WALTZ • SMOKE GETS IN YOUR EYES • SOLITUDE • I'LL SEE YOU AGAIN • THE SHADOW WALTZ • I'VE GOT YOU UNDER MY SKIN • SENTIMENTAL JOURNEY

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Viennese waltzes recorded in Europe in the grand tradition of old Vienna. 40 musicians directed by Emerich Bremen.

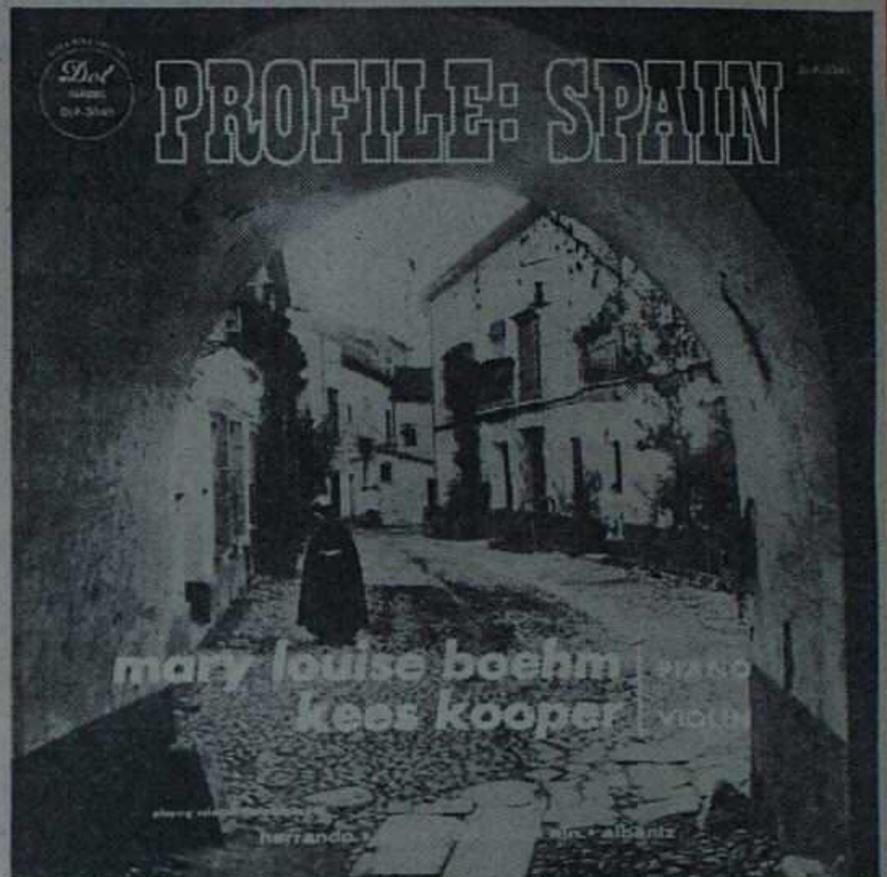
DLP-3035 • VIENNA IS HER NAME
EMERICH BREMEN and his orchestra



COUNT OF LUXEMBOURG • WAVES OF THE DANUBE • BOCCACCIO WALTZ • TALES FROM THE VIENNA WOODS • THE KISS WALTZ • DESTINY WALTZ • MINSTREL SONG • THE EMPEROR WALTZ • VIENNA BLOOD • MY DREAM • YOU WILL REMEMBER VIENNA.

Dot's first classical album featuring newly discovered Spanish music, recorded and released for the first time.

DLP-3040 • PROFILE: SPAIN



HERRANDO: La Galante • SOLER: Sonata in D Major • SOLER: Sonata in F# Minor • SOLER: Sonata in F# Major • deFALLA: from Suite Espagnole: Cancion; Polo; Asturiana; Joia • NIN: Suite Espagnole: Vieja Castilla; Murciana; Catalana; Andaluza • ALBENIZ: Evocation • ALBENIZ: Cadiz • ALBENIZ: Triana.

16 MORE L.P.'s FROM THE DOT CATALOG



DLP-3011—GALE STORM
I Hear You Knocking, My Happiness, Teen Age Prayer and others.



DLP-3004—THE FONTANE'S SING
Hearts of Stone, Playmates, Seventeen and others



DLP-3000—RAGTIME MELODIES—JOHNNY MADDOX
Little Grass Shack, In the Mood, The Crazy Otto, and others



DLP-3012—PAT BOONE
Ain't That a Shame, Two Hearts, Tutti Frutti, and others



DLP-3013—HARMONICA MAGIC—GENE JIMAE
Riders in the Sky, Casey's Ride On the '97, Jalousie, and others



DLP-3010—PERSUASIVE SAX—RUSS PROCOPE
Lady of the Evening, Please Be Kind, Persuasion, and others



DLP-3008—TAP DANCE RHYTHMS—JOHNNY MADDOX
Baby Face, Tea For Two, Peggy O'Neil, and others



DLP-110—MAN WITH THE BANJO—EDDIE PEABODY
St. Louis Blues, Bye Bye Blues, Banjo Boogie Beat, and others



DLP-3009—NATIVE NEW ORLEANS JAZZ—TONY ALMERICO
Bourbon Street Parade, Woodchopper's Ball, Tail Gate Ramble, and others



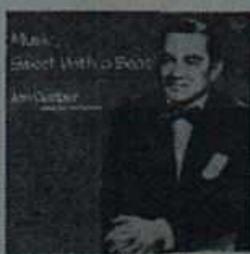
DLP-3001—SWEET MUSIC AND MEMORIES—BILLY VAUGHN
Melody Of Love, Silver Moon, Tennessee Waltz, and others



DLP-3003—THE HILLTOPPERS—TOPS IN POPS
Trying, P.S.: I Love You, Kentuckian Song, and others



DLP-3006—AMERICA'S GREATEST JAZZ—RUSTY BRYANT
Castle Rock, Pink Champagne, Honeydripper, and others



DLP-3014—MUSIC, SWEET WITH A BEAT—JAN GARBER
Wishing, Pretty Patricia, Bell Dance, and others



DLP-3005—JOHNNY MADDOX PLAYS—
Johnny's Jump, Sunrise Serenade, Chicago Break-down, and others



DLP-3007—BOPPIN'—AL LOMBARDY
Flying Home, Tuxedo Junction, Choppin', and others



DLP-3015—POPULAR SQUARE DANCE MUSIC (Without Calls)—TOMMY JACKSON
Golden Slippers, Arkansas Traveler, Fiddlin' Rag, and others

DOT'S HOT—IN ALBUMS TOO

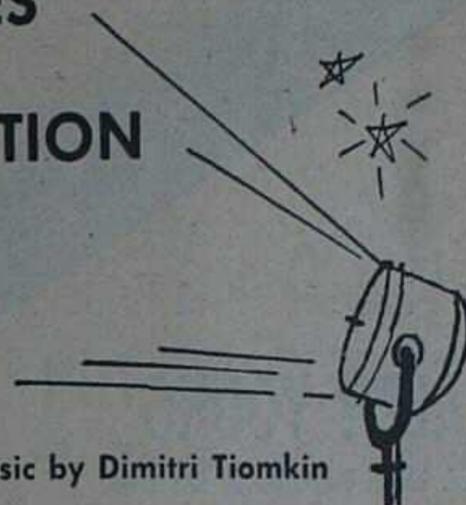
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Presents

GEORGE STEVENS' PRODUCTION

"GIANT"



2 GREAT SONGS

Lyric by Paul Francis Webster • Music by Dimitri Tiomkin

THE

"GIANT"

(THIS THEN IS TEXAS)

and

"THERE'S NEVER BEEN ANYONE ELSE BUT YOU"

Sound Track Album by Capitol

"GIANT"

Recorded By

- LES BAXTER—Capitol
- RAY HEINDORF—Columbia
- GEORGE CATES (Vocal—JIMMY WAKELY and CHOIR)—Coral
- JACK PLEIS (RALPH YOUNG and CHOIR)—Decca
- LEONARD ROSENMAN—Imperial
- ART MOONEY—MGM
- RUSTY DRAPER—Mercury
- BOB CARROLL (JOE LEAHY ORCHESTRA)—Unique

"THERE'S NEVER BEEN ANYONE ELSE BUT YOU"

Recorded By

- LES BAXTER—Capitol
- RAY HEINDORF—Columbia
- GEORGE CATES—Coral
- LEONARD ROSENMAN—Imperial
- DAVID ROSE—MGM
- ART MOONEY—MGM
- DAVID CARROLL—Mercury
- BOB GRAYBO (JOE LEAHY ORCHESTRA)—Unique

SOMETHIN' SMITH and the REDHEADS

HEARTACHES

and
CECILIA

EPIC 9179 &
5-9179



RALPH YOUNG

ORCH. UNDER DIRECTION OF RAY ELLIS

KU-LA-LA

and
**I MAY NEVER PASS
THIS WAY AGAIN**

EPIC 9184 &
5-9184



EPIC HI

JOE LOCO and His Orchestra

WITH THE VICTOR AVILES TRIO

I'VE GOT A GAL IN KALAMAZOO

and

MOONLIGHT SERENADE

EPIC 9182 &
5-9182



THE MERILL

DON'T CRY ON

and OUT OF TOWN

THE FOUR COINS

ORCH. UNDER DIRECTION OF RAY ELLIS

MANHATTAN SERENADE

and
TOO LATE

EPIC 9183 &
5-9183



ROY HAMILTON

ORCH. UNDER DIRECTION OF O. B. MASINGILL

I TOOK MY GRIEF TO HIM

and
CHAINED

EPIC 9180 &
5-9180



ANTHONY PERKINS

ORCH. UNDER DIRECTION OF O. B. MASINGILL

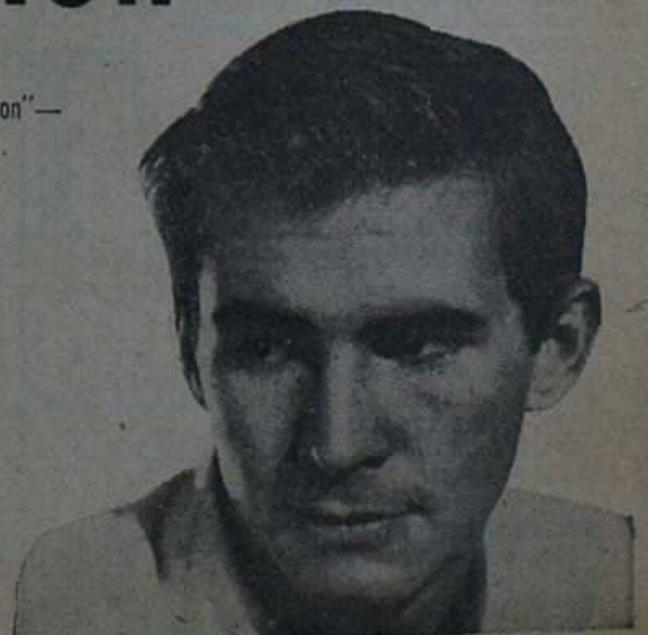
FRIENDLY PERSUASION

(THEE I LOVE)

From William Wyler's "The Friendly Persuasion"—
an Allied Artists Picture

and
IF YOU WERE THE ONLY GIRL

EPIC 9181 &
5-9181

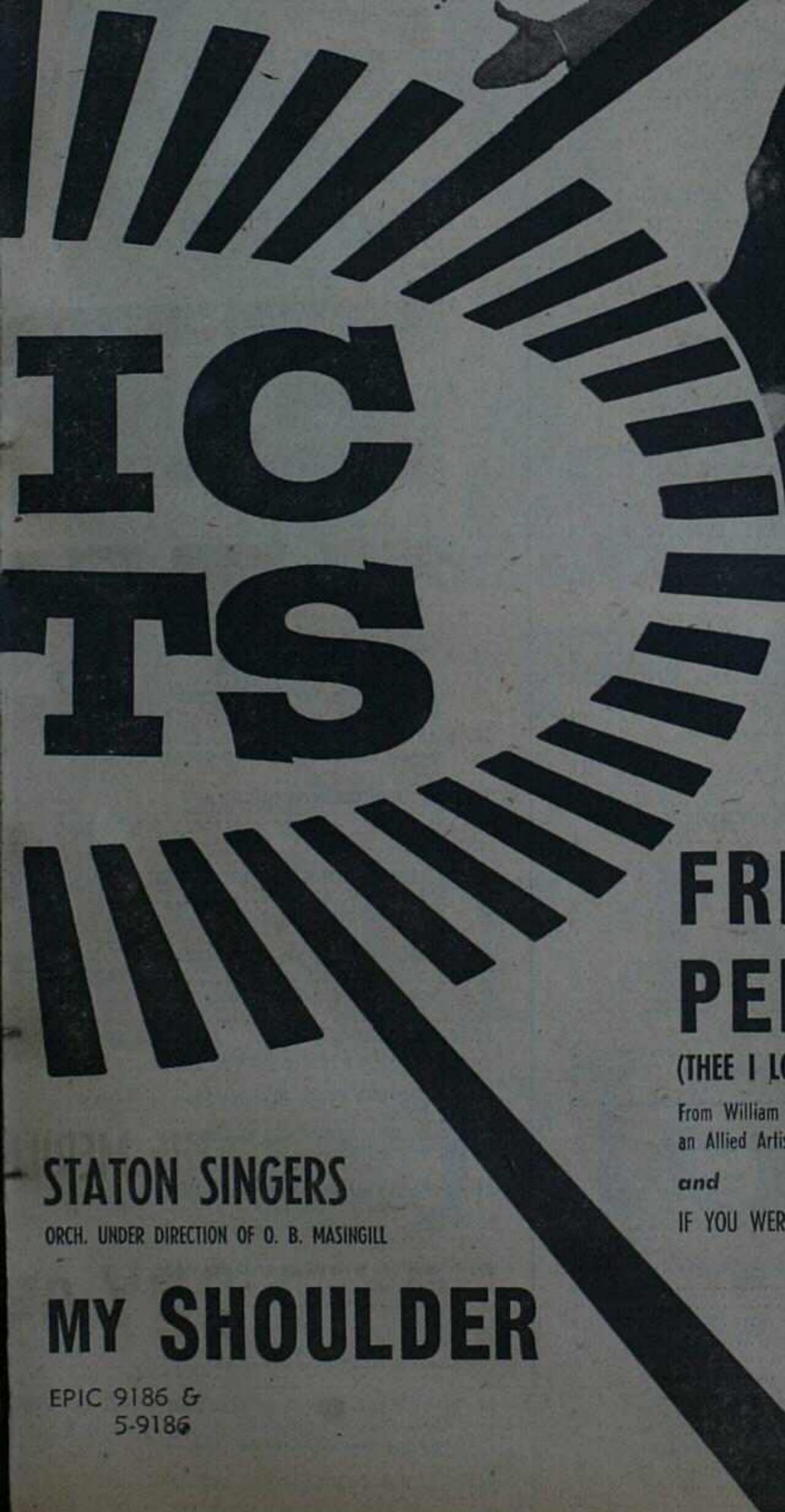


STATON SINGERS

ORCH. UNDER DIRECTION OF O. B. MASINGILL

MY SHOULDER

EPIC 9186 &
5-9186



• Best Sellers in Stores

For survey week ending September 5

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	7	1	HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604	
2	10	2	MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893	
3	11	3	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704	
4	8	5	CANADIAN SUNSET (BMI)—H. Winterhalter This Is Real (ASCAP)—Vic 20-6537	
5	4	7	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence A Smile and a Ribbon (ASCAP)—Liberty 55022	
6	6	4	FLYING SAUCER—Buchanan & Goodman Luniverse 101	
7	4	10	HONKY TONK (PARTS I & II)—B. Doggett King 4950—BMI	
8	11	6	ALLEGHENY MOON (ASCAP)—P. Page Strangest Romance (ASCAP)—Mercury 70878	
9	6	11	FOOL (BMI)—S. Clark Lonesome for a Letter (BMI)—Dot 15481	
10	3	14	CANADIAN SUNSET (BMI)—A. Williams High Up on a Mountain (ASCAP)—Cadence 1297	
11	13	8	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	
12	6	9	SONG FOR A SUMMER NIGHT (PARTS I & II) (ASCAP)—M. Miller Col 40730	
13	9	17	SOFT SUMMER BREEZE (BMI)—E. Heywood Heywood's Bounce (BMI)—Mercury 70863	
14	14	12	I ALMOST LOST MY MIND (BMI)—P. Boone I'm in Love With You (BMI)—Dot 15472	
15	2	25	JUST WALKING IN THE RAIN—(BMI) J. Ray In the Candlelight (ASCAP)—Col 40729	
16	7	16	YOU DON'T KNOW ME (BMI)—J. Vale Enchanted (ASCAP)—Col 40710	
17	20	15	WAYWARD WIND (BMI)—G. Grant No More Than Forever (ASCAP)—Era 1013	
18	16	13	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	
19	16	21	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	
20	9	22	THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole My Dream Sonata (ASCAP)—Cap 3456	
21	1	—	AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler I Was Telling Her About You (ASCAP)—Dec 29982	
21	1	—	WHEN THE WHITE LILACS BLOOM AGAIN (ASCAP)—H. Zarcharias Blue Blues (BMI)—Dec 30039	
23	7	23	WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino SO-LONG (BMI)—Imperial 5396	
24	1	—	KA DING DONG (BMI)—G. Clefs Daria, My Daria! (BMI)—Pilgrim 24971	
25	1	—	RIP IT UP (BMI)—B. Haley Teen-Ager's Mother (BMI)—Dec 30028	

• Most Played in Juke Boxes

For survey week ending September 5

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

This Week	Last Week	Weeks on Chart	Title	Label
1	6	1	HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604	
2	9	2	MY PRAYER (ASCAP)—Platters HEAVEN ON EARTH (ASCAP)—Mercury 70893	
3	8	3	WHATEVER WILL BE, WILL BE—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704	
4	11	4	ALLEGHENY MOON (ASCAP)—P. Page Strangest Romance (ASCAP)—Mercury 70878	
5	5	8	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood This Is Real (ASCAP)—Vic 20-6537	
6	14	5	I ALMOST LOST MY MIND (BMI)—P. Boone I'm In Love With You (BMI)—Dot 15472	
7	15	6	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	
8	16	7	WAYWARD WIND (BMI)—G. Grant No More Than Forever (ASCAP)—Era 1013	
9	4	10	FLYING SAUCER (PARTS I & II)—Buchanan & Goodman Luniverse 101	
10	2	19	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence A Smile and a Ribbon (ASCAP)—Liberty 55022	
11	13	12	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	
12	2	20	CANADIAN SUNSET (BMI)—A. Williams High Upon the Mountain (ASCAP)—Cadence 1297	
13	10	9	SWEET, OLD-FASHIONED GIRL (ASCAP)—T. Brewer Goodbye, John (BMI)—Coral 61636	
14	10	13	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	
15	3	14	WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino SO-LONG (BMI)—Imperial 5316	
15	4	17	FOOL (BMI)—S. Clark Lonesome for a Letter (BMI)—Dot 15481	
17	11	11	MORE (ASCAP)—P. Como Glendora (BMI)—Vic 20-6554	
17	1	—	HONKY TONK (PARTS I & II) (BMI)—B. Doggett King 4950	
19	4	16	SONG FOR A SUMMER NIGHT (PARTS I & II) (ASCAP)—M. Miller Col 40730	
20	2	18	YOU DON'T KNOW ME (BMI)—J. Vale Enchanted (ASCAP)—Col 40710	
20	2	—	SOFT SUMMER BREEZE (BMI)—E. Heywood Heywood Bounce (BMI)—Mercury 70863	

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1	10	1	Whatever Will Be, Will Be (Que Sera, Sera Art)
2	12	2	Allegheny Moon (Oxford)
3	6	3	Canadian Sunset (Meridian)
4	9	4	My Prayer (Shapiro-Bernstein)
5	4	5	Song for a Summer Night (April)
5	3	7	Soft, Summer Breeze (Regent)
7	6	5	Wayward Wind (Warman)
8	4	9	Hound Dog (Presley-Lion)
9	9	8	On the Street Where You Live (Chappell)
9	2	10	Tonight You Belong to Me (Mills)
11	1	—	Don't Be Cruel (Presley-Shalimar)
12	18	11	Walk Hand in Hand (Republic)
13	17	—	Moonglow (Mills-Columbia Pictures)
14	18	13	Picnic (Shapiro-Bernstein)
15	12	13	I Almost Lost My Mind (Hill & Range)

• Most Played by Jockeys

For survey week ending September 5

SIDES 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. Last week on chart The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1	6	1	DON'T BE CRUEL (BMI)—E. Presley Hound Dog (BMI)—Vic 20-6604	
2	10	2	MY PRAYER (ASCAP)—Platters Heaven on Earth (ASCAP)—Mercury 70893	
3	11	3	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704	
4	7	4	HOUND DOG (BMI)—E. Presley Don't Be Cruel (BMI)—Vic 20-6604	
5	8	5	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood This Is Real (ASCAP)—Vic 20-6537	
6	12	6	ALLEGHENY MOON (ASCAP)—P. Page Strangest Romance (ASCAP)—Mercury 70878	
7	4	7	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence A Smile and a Ribbon (ASCAP)—Liberty 55022	
8	5	12	CANADIAN SUNSET (BMI)—A. Williams High Upon a Mountain (ASCAP)—Cadence 1297	
9	6	10	SONG FOR A SUMMER NIGHT (PARTS I & II) (ASCAP)—M. Miller Col 40730	
10	6	9	FLYING SAUCER (PARTS I & II)—Buchanan & Goodman Luniverse 101	
11	1	—	FROM THE CANDY STORE ON THE CORNER (ASCAP)—T. Bennett Happiness Street (ASCAP)—Col 40726	
12	3	21	AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler I Was Telling Her About You (ASCAP)—Decca 29982	
13	1	—	ST. THERESE OF THE ROSES (BMI)—B. Ward Home Is Where You Hang Your Heart (BMI)—Dec 29933	
14	5	16	SOFT SUMMER BREEZE—E. Heywood Heywood's Bounce (BMI)—Mercury 70863	
15	19	8	WAYWARD WIND (BMI)—G. Grant No More Than Forever (ASCAP)—Era 1013	
15	5	19	YOU DON'T KNOW ME (BMI)—J. Vale Enchanted (ASCAP)—Col 40710	
17	1	—	IN THE MIDDLE OF THE HOUSE (ASCAP)—V. Monroe Rollin' Heart (BMI)—Vic 20-6619	
18	14	11	I ALMOST LOST MY MIND (BMI)—J. Boone I'm in Love With You (BMI)—Dot 15472	
19	3	17	FOOL (BMI)—S. Clark Lonesome for a Letter (BMI)—Dot 15481	
20	3	23	HAPPINESS STREET (ASCAP)—G. Gibbs Happiness Is a Thing Called Joe (ASCAP)—Mercury 70920	
21	11	15	SWEET, OLD-FASHIONED GIRL (ASCAP)—T. Brewer Goodbye, John (BMI)—Coral 61636	
21	2	—	ENGLISH MUFFINS AND IRISH STEW—S. Syms Walk Sweet—Decca 29969	
23	12	18	MORE (ASCAP)—P. Como Glendora (BMI)—Vic 20-6554	
24	6	20	THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole My Dream Sonata (ASCAP)—Cap 3456	
24	5	—	FABULOUS CHARACTER (ASCAP)—S. Vaughan Other Woman (ASCAP)—Mercury 70883	



THE PLATTERS

Next Million Record Seller

"IT ISN'T RIGHT"

Coupled With

"YOU'LL NEVER NEVER KNOW"

MERCURY 70948



35 EAST WACKER DRIVE · CHICAGO 1, ILLINOIS

Dot's



**PAT
BOONE**

'FRIENDLY PERSUASION'

and 'Chains of Love'

15490

**15472—I ALMOST LOST MY MIND—
I'M IN LOVE WITH YOU**

**15443—I'LL BE HOME—
TUTTI FRUTTI**

**15422—AT MY FRONT DOOR—
NO OTHER ARMS**

**15377—AIN'T THAT A SHAME—
TENNESSEE SATURDAY NIGHT**

DLP-3012 • Ain't That a Shame • Rich in Love •
Two Hearts • No Other Arms • Now I Know • Gee
Whittakers • At My Front Door • Take the Time
• Tutti Frutti • Tra-La-La • Tennessee Saturday
Night • I'll Be Home.

DEP-1049
AT MY FRONT DOOR
TENNESSEE
SATURDAY NIGHT
AIN'T THAT A
SHAME?
TWO HEARTS

DEP-1053
TREASURE OF LOVE
BINGO
HOBOKEN BABY
AM I SEEING ANGELS?

JIM LOWE

'The GREEN DOOR'

(The Story of the Little Man in Chinatown)

15486

**15407—MAYBELLENE—
RENE' LA RUE**

**15381—CLOSE THE DOOR—
NUEVO LAREDO**



NERVOUS NORVUS

'APE CALL'

Wild Dog of Kentucky

15485

15470—TRANSFUSION

DIG



HOT!!

The HILLTOPPERS

- 15489—KA-DING-DONG—
INTO EACH LIFE SOME RAIN MUST FALL
- 15468—EYES OF FIRE, LIPS OF WINE—
- 15423—ONLY YOU—
UNTIL THE REAL THING COMES ALONG
- 15132—TILL THEN—
I FOUND YOUR LETTER
- 15085—P.S.: I LOVE YOU—
I'D RATHER DIE YOUNG
- 15018—TRYING—
YOU MADE UP MY MIND



DLP-3003

Trying • P.S. I Love You • I'd Rather Die Young • To Be Alone • Love Walked In • From the Vine Came the Grape • Till Then • The Kentuckian Song • If I Didn't Care • Time Waits for No One • D-A-R-L-I-N' • The Door Is Still Open.

JOHNNY MADDOX

- 15488—HEART & SOUL—
Dixieland Band
- 15325—CRAZY OTTO—
Humoresque
- 15090—LEARNIN'—
Eight Beat Boogie
- 15045—IN THE MOOD—
By the Light of the Silvery Moon
- 15021—JOHNNY MADDOX SPECIAL
Sioux City Sue
- 15020—COCOANUT GROVE—
Little Grass Shack
- 15006—STARDUST—
Piano Polka
- 1023 —ALABAMA JUBILEE—
Memphis Blues

DLP-3000 Crazy Bone Rag — San Antonio Rose — Coconut Grove — Little Grass Shack — Johnny Maddox Special — In the Mood — Learnin' — Eight Beat Boogie — Johnny's Boogie Beat — Josephine — The Crazy Otto — Humoresque

DLP-3005 Johnny's Jump — Hawaiian Sunset — Sunrise Serenade — 627 Stomp — Chicago Breakdown — Bubbles in the Wine — Flaming Mamie — Seems Like Old Times — Hop Scotch Boogie — Waggashoe — Listen to That Dixie Band — South of the Border



Dot's



BILLY VAUGHN

15491—WHEN THE WHITE LILACS
BLOOM AGAIN—
SPANISH DIARY

15247—MELODY OF LOVE—
JOYRIDE

15409—THE SHIFTING WHISPERING
SANDS, Parts I and II

DLP-3001

Melody of Love—Joyride—Silver Moon—Baby O Mine
—The Waltz You Saved for Me—Billy Vaughn's
Boogie—Missouri Waltz—Lovely You—Tennessee
Waltz—Naughty Annetta—Drifting on a Cloud—
Morning, Noon and Night

DLP-3016

Blue Tango—Song From Moulin Rouge—Bewitched
—Oh My Papa—Pretend—Ebbtide—Autumn Leaves
—Lisbon Antigua—Cherry Pink and Apple Blossom
White—Unchained Melody—Poor People of Paris—
Third Man Theme



Gale Storm

15492—A HEART WITHOUT
A SWEETHEART—
Now Is the Hour

15458—IVORY TOWER—
I Ain't Gonna Worry

15436—TEEN AGE PRAYER—
Memories Are Made of This

15412—I HEAR YOU KNOCKING
Never Leave Me

DLP-3011

I Hear You Knocking—My Happiness—Brazil—Tired
—Goody, Goody—That's My Desire—Memories Are
Made of This — You Can't Be True, Dear — Sweet
Georgia Brown—Teen Age Prayer—Music, Music,
Music—The Three Bells

HOT!!

**THE
FONTANE
SISTERS**



15480—VOICES—

Lonesome Lover Blues

15462—I'M IN LOVE AGAIN—

You Always Hurt the One You Love

15428—ADORABLE—

Daddy-O

15386—SEVENTEEN—

If I Could Be With You
One Hour Tonight

DLP-3004

If I Didn't Have You—Happy Days and Lonely Nights—Hearts
of Stone—Rock Love—You're Mine—Most of All—Put Me in
the Mood—Rollin' Stone—Playmates—Seventeen—If I Could
Be With You One Hour Tonight—Bless Your Heart

**SANFORD
CLARK**



**T
H
E
F
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L**

and
Lonesome For A Letter
15481

Dot's



15493—CASUAL LOOK—LORRIE RAINE
Cotton Pickin' Kisses

15494—HONKY TONK II—RUSTY BRYANT
Lonely Cryin' Heart

15482—ST. LOUIS BLUES—DANNY WELTON
The Red Sea of Mars

15483—ALL NIGHT LONG—RUSTY BRYANT
Pink Champagne

15484—EVERYTHING BUT YOU—DICK LORY
Midnight to Daylight

15487—TWO HEARTS—<sup>(With an Arrow
Between)</sup> SHIRLEY FORWOOD
Juke Box Lovers

15495—I'M LOOKING THROUGH YOUR WINDOW—DOLLY COOPER
Big Rock Inn

15473—MEMORIES—EDDIE PEABODY
Stardust

15475—AFTER SCHOOL—SNOOKY LANSON
I'm Tired of Everything But You

15469—ROCK-SOCK THE BOOGIE—PAT FLOWERS
Ain't That Just Like a Woman



HOT!!

15496—COOL IT BABY—DICK LORY
Ball Room Baby

15498—ROCKY ROAD—THE SCHOLARS
Spin the Wheel

15499—YOU ARE THE LIGHT OF MY LIFE—Vocal by DENA, Stratophonic
Crazy Dream Music by GUGLIELMI

15453—FROM THE WRONG SIDE OF TOWN—MOLLY BEE
Sweet Shop Sweetheart

15497—I'M WAITING FOR SHIPS THAT
NEVER COME IN—MAC WISEMAN
One Mint Julep

1286 —LET THE WHOLE WORLD TALK—JIMMY NEWMAN
Honky Tonk Tears

1287 —THAT COLD, COLD LOOK IN YOUR EYE—JIMMY WORK
Diggin' My Own Grave

1169 —ORANGE BLOSSOM SPECIAL—TOMMY JACKSON
Draggin' the Bow

1186 —WAKE UP SUSAN—TOMMY JACKSON
Katy Hill



GET ABOARD THE . . .



MGM HIT TRAIN!

YOUR TICKET TO BIGGER SALES WHEN YOU SELL THESE SINGLES!



JONI JAMES
GIVE US THIS DAY

and

HOW LUCKY YOU ARE
MGM 12288 • K12288

ART MOONEY

GIANT

and

ROCK AND ROLL TUMBLEWEED
MGM 12320 • K12320

TRIBUTE TO JAMES DEAN

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

featuring

ART MOONEY and His Orchestra

MGM 12312 • K12312



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

BETTY MADIGAN
WHERE IN THE WORLD

and

THE TEST OF TIME
MGM 12318 • K12318

DICK HYMAN and SAM "The Man" TAYLOR

(I'm Left With the) **BLUES IN MY HEART**

and CHLO-E

MGM 12325 • K12325

LEROY HOLMES
WHEN THE WHITE LILACS BLOOM AGAIN

and

THE LAST WAGON
MGM 12317 • K12317

THE FOUR JOES
BLUES IN THE NIGHT

and

MY HEART SAYS "THANKS" TO YOU

MGM 12316 • K12316

Introducing
TONI CARROLL

THINK TWICE

GOODNIGHT, MY LOVE, GOODNIGHT

MGM 12322 • K12322

OCIE SMITH

JUST KISS ME

AT LAST MY BABY'S COMIN' HOME

MGM 12321 • K12321

DEAN JONES
THIS LAND

(From "The Lord Don't Play Favorites" A Producers' Showcase TV Prod.)

and

YOU CAN'T RUN AWAY FROM IT
MGM 12323 • K12323

JOHNNY OLIVER

I NEED YOU SO

THE THINGS I MIGHT HAVE BEEN

MGM 12319 • K12319

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

MGM 12328 • K12328

MARVIN RAINWATER
WHY DID YOU HAVE TO GO AND LEAVE ME! | **WHAT AM I SUPPOSED TO DO!**

(Lonesome Blues) MGM 12313 • K12313

AUDREY WILLIAMS
LET ME SIT ALONE

(and Think)

and

PARAKEET POLKA

MGM 12314 • K12314

THE OSBORNE BROS. and RED ALLEN
RUBY, ARE YOU MAD!

and

MY ACHING HEART

MGM 12308 • K12308

Territorial Best Sellers

For survey week ending September 5

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

Atlanta

1. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
2. My Prayer, Platters, Mer.
3. Don't Be Cruel, E. Presley, Vic.
4. Just Walking in the Rain, J. Ray, Col.
5. Whatever Will Be, Will Be, Doris Day, Col.
6. Miracle of Love, E. Rodgers, Col.
7. Song for a Summer Night, M. Miller, Col.

Baltimore

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

Boston

1. Hound Dog, E. Presley, Vic.
2. Whatever Will Be, Will Be, Doris Day, Col.
3. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
4. My Prayer, Platters, Mer.
5. You Don't Know Me, J. Vale, Col.
6. Don't Be Cruel, E. Presley, Vic.
7. After the Lights Go Down Low, A. Hibbler, Dec.
8. Just Walking in the Rain, J. Ray, Col.
9. Canadian Sunset, A. Williams, Cdc.
10. Allegheny Moon, P. Page, Mer.

Buffalo

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Whatever Will Be, Will Be, Doris Day, Col.
4. Canadian Sunset, A. Williams, Cdc.

Chicago

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

Cincinnati

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

Cleveland

1. Don't Be Cruel, E. Presley, Vic.
2. Honky Tonk, B. Doggett, Kng.
3. True Love, J. Powell, Ver.
4. Whatever Will Be, Will Be, Doris Day, Col.
5. You Don't Know Me, J. Vale, Col.
6. My Prayer, Platters, Mer.
7. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
8. See-Saw, Moonglows, Chs.
9. Rip It Up, Little Richard, Spe.

Dallas-Fort Worth

1. Hound Dog, E. Presley, Vic.
2. Whatever Will Be, Will Be, Doris Day, Col.
4. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
5. Born to Be With You, Chordettes, Cdc.
6. Out of Sight, Out of Mind, Five Keys
7. That's All There Is to That, N. (King) Cole, Cap.
8. Tonight You Belong to Me, Patience & Prudence, Lbt.
9. My Prayer, Platters, Mer.

Denver

1. Be-Bop-a-Lula, G. Vincent, Cap.
2. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. Flying Saucer, Buchanan & Goodman, Lun.
5. Song for a Summer Night, M. Miller, Col.
6. Fool, S. Clark, Dot
7. Hound Dog, E. Presley, Vic.
8. Honky Tonk, B. Doggett, Kng.
9. Just Walking in the Rain, J. Ray, Col.

Detroit

1. Honky Tonk, B. Doggett, Kng.
2. Don't Be Cruel, E. Presley, Vic.
3. Whatever Will Be, Will Be, Doris Day, Col.
4. Tonight You Belong to Me, Patience & Prudence, Lbt.
5. Hound Dog, E. Presley, Vic.
6. House With Love in It, Four Lads, Col.
7. Soft Summer Breeze, E. Heywood, Mer.

8. When the White Lilacs Bloom Again, H. Zacharias, Dec.
9. My Prayer, Platters, Mer.
10. Canadian Sunset, A. Williams, Cdc.

Kansas City

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

Los Angeles

1. Whatever Will Be, Will Be, Doris Day, Col.
2. Hound Dog, E. Presley, Vic.
3. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
4. My Prayer, Platters, Mer.
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. Allegheny Moon, P. Page, Mer.
7. Don't Be Cruel, E. Presley, Vic.
8. Flying Saucer, Buchanan & Goodman, Lun.
9. I Almost Lost My Mind, P. Boone, Dot

Milwaukee

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

Minneapolis-St. Paul

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

New Orleans

1. Don't Be Cruel, E. Presley, Vic.
2. Hound Dog, E. Presley, Vic.
3. Whatever Will Be, Will Be, Doris Day, Col.
4. My Prayer, Platters, Mer.
5. Fool, S. Clark, Dot
6. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
7. Allegheny Moon, P. Page, Mer.
8. Let the Good Times Roll, Shirley & Lee, Ala.
9. Rip It Up, B. Haley, Dec.
10. Wayward Wind, G. Grant, Era

New York

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Whatever Will Be, Will Be, Doris Day, Col.
4. Allegheny Moon, P. Page, Mer.
5. Tonight You Belong to Me, Patience & Prudence, Lbt.
6. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
7. I Want You, I Need You, I Love You, E. Presley, Vic.
8. I Almost Lost My Mind, P. Boone, Dot

Philadelphia

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

Pittsburgh

1. Hound Dog, E. Presley, Vic.
2. Tonight You Belong to Me, Patience & Prudence, Lbt.
3. Don't Be Cruel, E. Presley, Vic.
4. Honky Tonk, B. Doggett, Kng.
5. Whatever Will Be, Will Be, Doris Day, Col.
6. My Prayer, Platters, Mer.
7. See-Saw, Moonglows, Chs.
8. From the Candy Store on the Corner, T. Bennett, Col.

St. Louis

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

(Continued on page 54)

All measure up to HITS!



CONNIE FRANCIS

**MY SAILOR
BOY**

and
EVERYONE NEEDS SOMEONE

MGM 12335 • K12335



DAVID ROSE *and his Orchestra*

**FRIENDLY
PERSUASION**

and THERE'S NEVER BEEN ANYONE ELSE BUT YOU

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THE KING'S IV

**NOW! BABY,
NOW!**

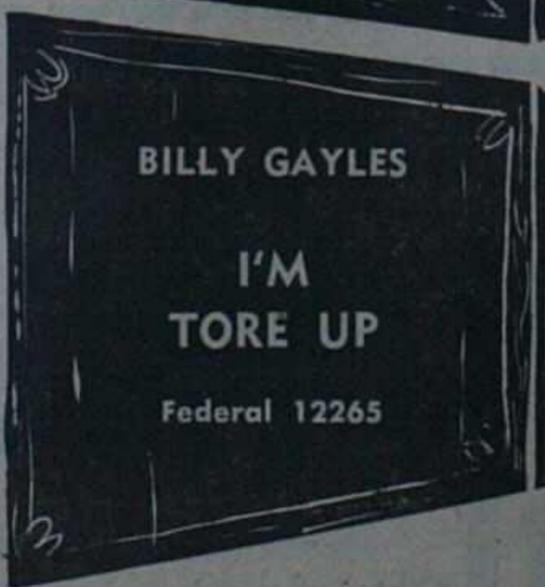
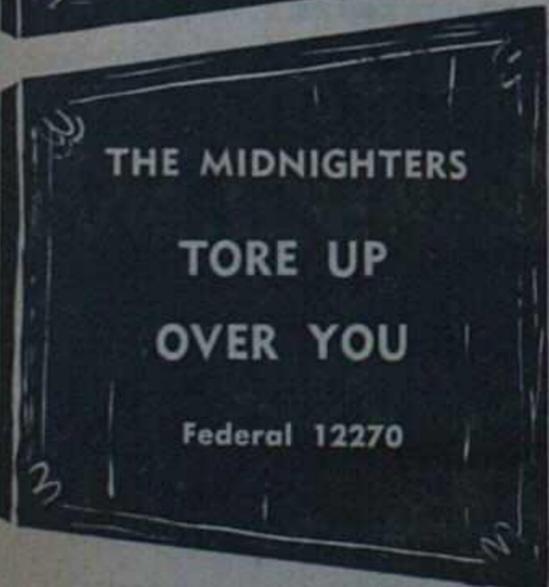
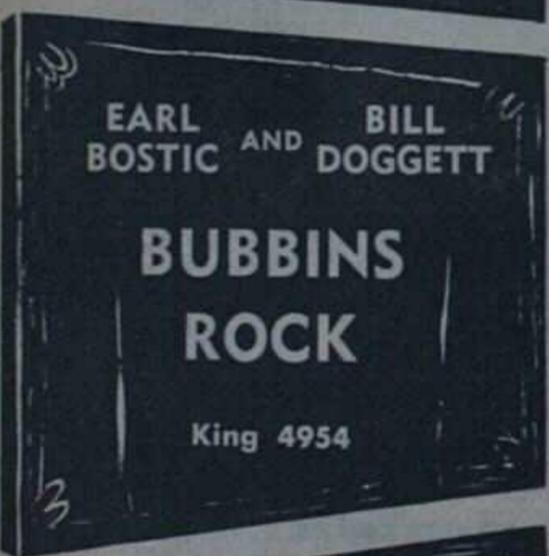
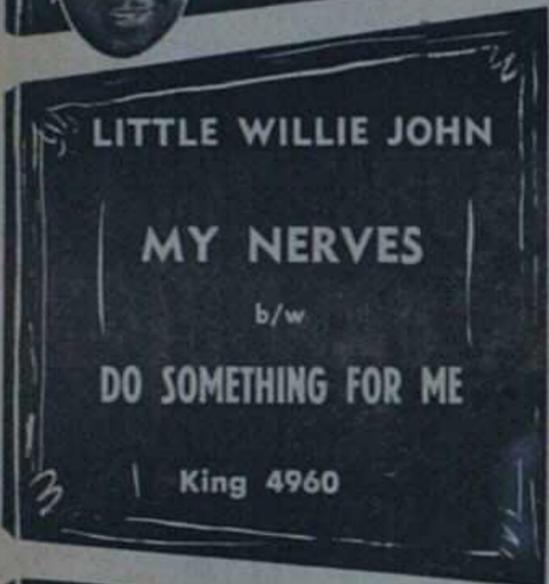
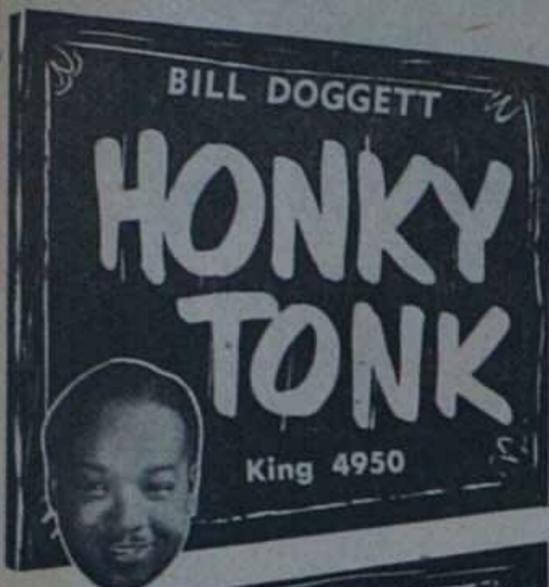
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WRITE, WIRE, PHONE YOUR NEAREST KING BRANCH TODAY

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CINCINNATI 7, OHIO

• 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. Rip It Up *Little Richard*
(BMI) Specialty 579
2. A House With Love in It *The Four Lads*
The Bus Stop Song
(ASCAP) (ASCAP) Columbia 40738
3. Let the Good Times Roll *Shirley and Lee*
(BMI) Aladdin 3325
4. In the Middle of the House . . *Vaughn Monroe*
(ASCAP) RCA Victor 6619
5. 49 Shades of Green *The Ames Brothers*
Summer Sweetheart
(ASCAP) (BMI) RCA Victor 6608
6. The Italian Theme *Cyril Stapleton*
(ASCAP) London 1672
7. In the Middle of the House . . . *Rusty Draper*
(ASCAP) Mercury 70921
8. I'll Remember (In the Still of the Night)
 *Five Satins*
(BMI) Ember 1005
9. St. Theresa of the Roses *Billy Ward*
(BMI) Decca 29933
10. True Love *Jane Powell*
(ASCAP) Verve 2018

• THIS WEEK'S BEST BUYS

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

- EVERY DAY OF MY LIFE (Miller, ASCAP)
- ENDLESS (Tee-Kaye, ASCAP)—The McGuire Sisters—Coral 61703—
The girls, with both sides working for them, took off very fast with this one in its first week. Reports show strong action across the board. Boston, Providence, New York, Philadelphia, Baltimore, Cincinnati, Milwaukee, Detroit, St. Louis and the Southern markets all reported immediate sales. Looks like a solid hit.
- A HEART WITHOUT A SWEETHEART (United, ASCAP)—Gale Storm—Dot 15492—Thrush, with her dual track version of this slow ballad, has another strong entry. Only out a couple of weeks, it is following the course of her previous hits by selling big thruout the country. Flip is "Now Is the Hour," (Leeds Music, ASCAP), the one-time smash. A previous Billboard "Spotlight" pick.
- MIRACLE OF LOVE (Ryland, ASCAP)—Eileen Rodgers—Columbia 40708—This disk, on the market since June, has taken some time to get started, but is now rolling. Sales have been steady but recently reports from cities such as Boston, Providence, New York, Baltimore, Milwaukee, St. Louis and Chicago indicate that the action has picked up considerably. Flip is "Unwanted Heart."



A *BIG SONG* — THE *BIG VERSION*



Dorothy

COLLINS



A Swinging Hit

THE ITALIAN THEME

Vocal with Orchestra and Chorus
directed by
GEORGE CATES

COOL IT BABY

From the
20th Century Picture
"Teenage Rebel"

CORAL 61711



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America's Fastest Growing Record Company

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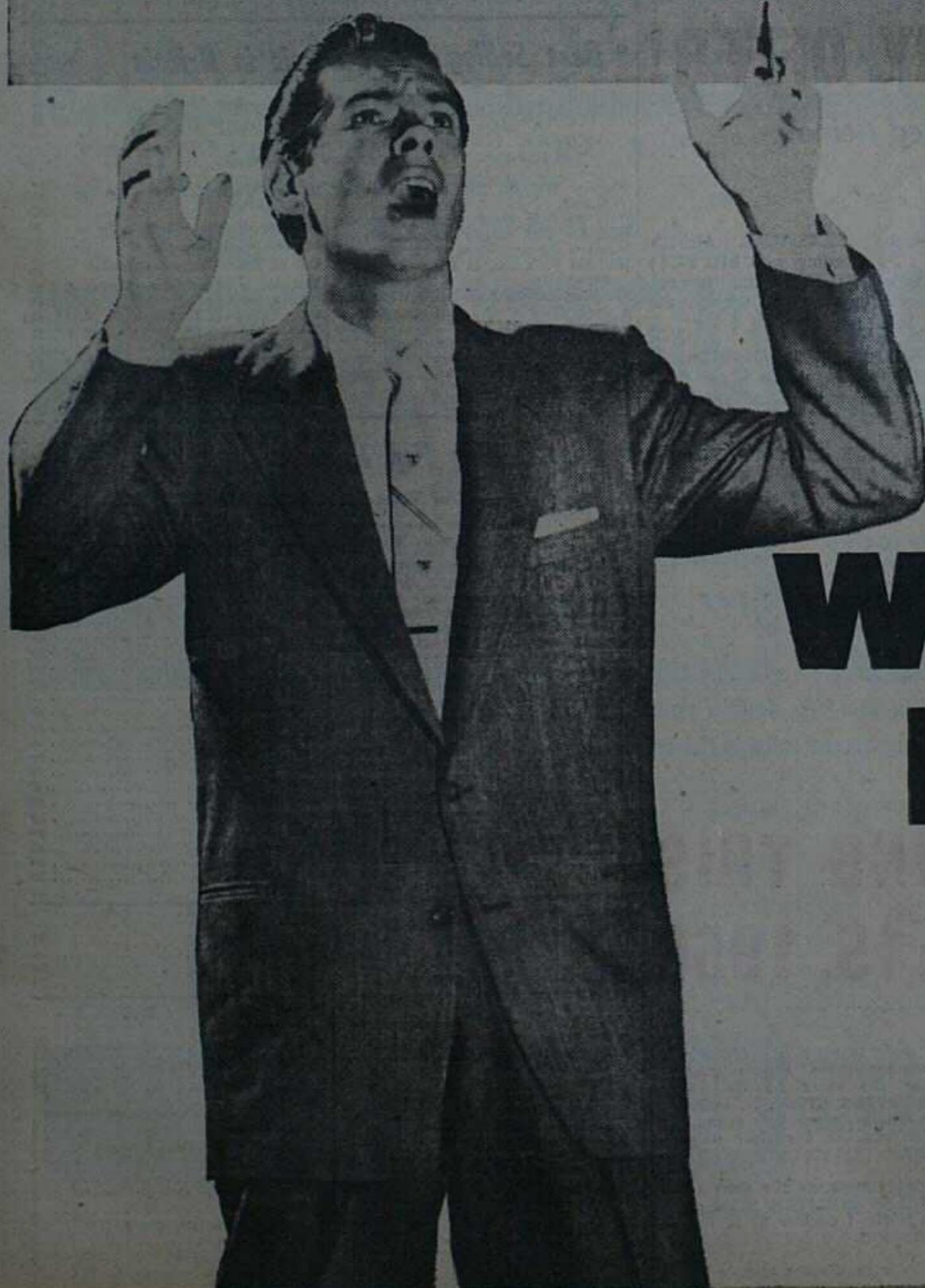
performers on records

with a really

HIT

BIG

JOHNNIE RAY



**JUST
WALKING
IN THE
RAIN**

C/W

IN THE CANDLELIGHT
COLUMBIA 40729 • 4-40729

COLUMBIA  RECORDS

One of the really

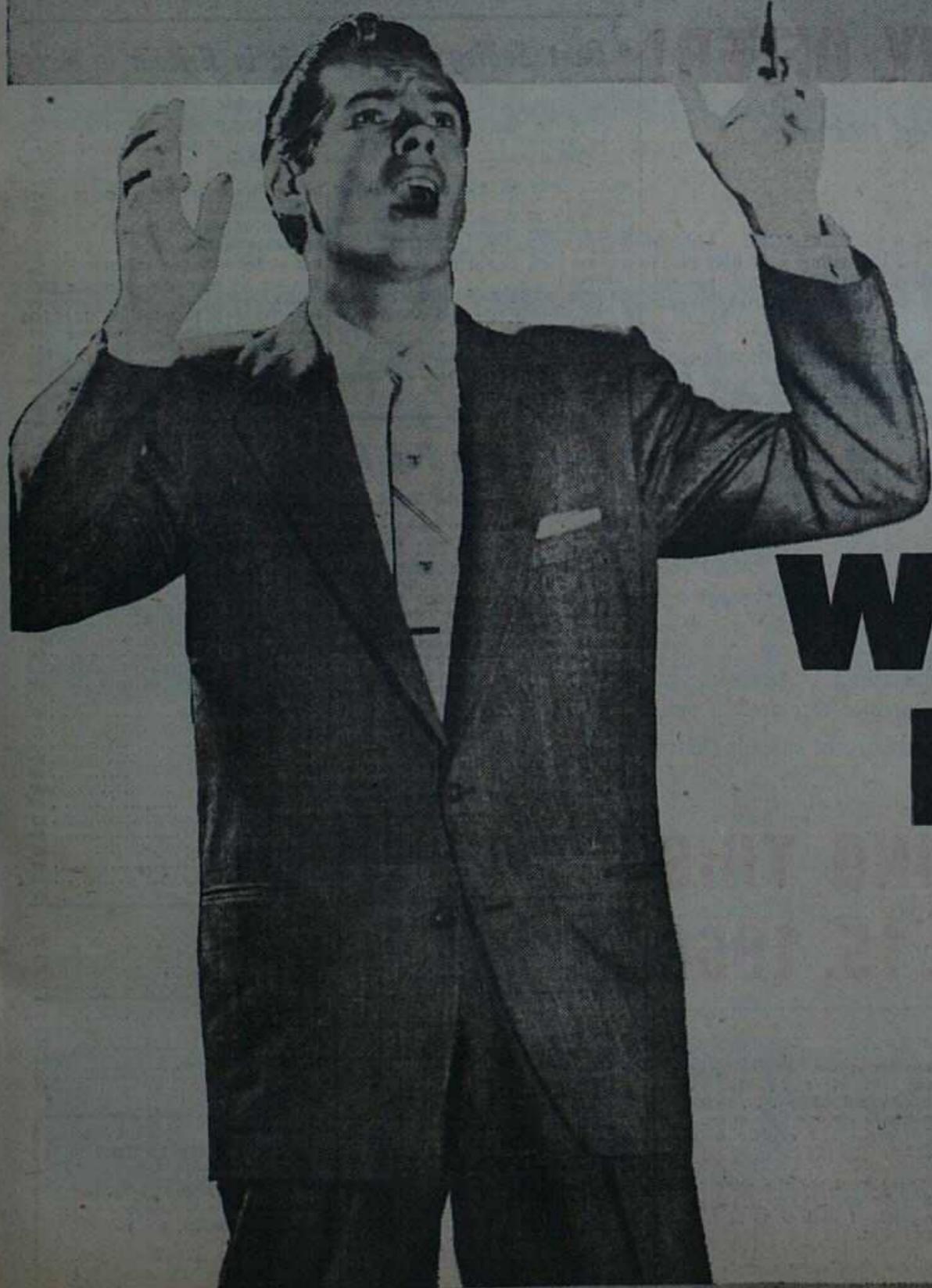
BIG

performers on records

with a really

HIT

JOHNNIE RAY



JUST WALKING IN THE RAIN

C/W

IN THE CANDLELIGHT

COLUMBIA 40729 • 4-40729

COLUMBIA  RECORDS

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SALES BOOSTER KITS will help you . . .

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- SELL MORE PHONOGRAPHS
- SELL MORE ACCESSORIES

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters . . . wall posters . . . counter posters . . . customer give-away folders. And they're all designed to boost your music record sales.

SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY OFFER!

... here's what you'll get ... mailed twice a month, starting now:

- HONOR ROLL OF HITS POSTER . . . 17"x22", two colors. Listing the Top 10 Tunes of the week, plus the up-and-coming favorites, based on BILLBOARD's famous weekly surveys! Terrific for your window displays.
- BIG PLAY POP ALBUM POSTER . . . 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD'S nationwide surveys. Build self-selling displays around these!

- BIG PLAY CLASSICAL ALBUM POSTER . . . alternating with BIG PLAY JAZZ ALBUM POSTER. 17"x22", two colors. For counters, walls and window displays.
- TODAY'S TOP TUNES FOLDERS . . . listing the tops in pops, classical, jazz, R&B, C&W. Use 'em for give-aways, monthly statement stuffers.
- POINT-OF-SALE POSTERS OF NEW TITLES AND NEW EQUIPMENT . . . spread these all over your store! Pin them up in your listening booths.

All this in every kit... for as little as 50c per kit if you order now.

These hard-working point-of-sale merchandising kits can double your profits! Sign up today for these tremendously important sales builders!

SAVE 50% BY MAILING THIS COUPON BEFORE SEPT. 15, 1956

MERCHANDISING DIVISION
THE BILLBOARD
2160 Patterson Street
Cincinnati 22, Ohio

Name _____
Name of Store _____
Address _____
City _____ Zone _____ State _____

I want to save 50% of your regular price. Please send me the next 24 SALES BOOSTER KITS . . . twice a month for one year at only 50c per kit. I enclose only \$12.

Please send me the next 10 SALES BOOSTER KITS as a trial. I enclose \$6 in full payment.

Please send me a sample kit only. I enclose \$1 for one kit.

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- A Beautiful Friendship (R)—Khan—ASCAP
- Allegheny Moon (R)—Oxford—ASCAP
- Bus Stop Song (R) (F)—Miller—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Earthbound (R)—Mellin—BMI
- Friendly Persuasion (R)—Feist—ASCAP
- Giant—Witmark—ASCAP
- Glendora (R)—American—BMI
- Happiness Street (R)—Planetary—ASCAP
- I Almost Lost My Mind (R)—St. Louis—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- If I Had My Druthers (R)—Commander—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Love Me Good (R)—Korwin—ASCAP
- Love Theme From La Strada (R) (F)—Leeds—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Portuguese Washerwoman (R)—Remick—ASCAP
- Somebody Up There Likes Me (R) (F)—Feist—ASCAP
- Song for a Summer Night (R)—Cromwell—ASCAP
- Standing on the Corner (R) (M)—Frank—ASCAP
- Tall Boy (R)—Saunders—ASCAP
- Test of Time (R)—Paramount—ASCAP
- That's All There Is to That (R)—Meridian—BMI
- Tonight You Belong to Me (R)—Bregman, Vocca & Conn—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- War and Peace (R) (F)—Famous—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- When the White Lilies Bloom Again (R)—Harms—ASCAP
- Where in the World (R)—Broadcast—BMI
- You're in Love (R)—Thunderbird—ASCAP
- You're Sensational—Buxton Hill—ASCAP

Television

- A Sweet, Old-Fashioned Girl (R)—Valty—ASCAP
- Allegheny Moon (R)—Oxford—ASCAP
- Be-Bop-A-Lula (R)—Lowery
- Believe in Love (R)—Robbins—ASCAP
- Born to Be With You—Mayfair—ASCAP
- Canadian Sunset—Meridian—BMI
- Giant—Witmark—ASCAP
- Glendora (R)—American—BMI
- Happiness Street (R)—Planetary—ASCAP
- Hound Dog—Presley & Lion—BMI
- How Little We Know (R)—E. H. Morris—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Don't Want to Know (R)—Joy—ASCAP
- I'm in Love (R)—Bess—BMI
- I'm in My Teens (R)—Blackwood—BMI
- In the Middle of the House (R)—Golden West—BMI
- Lay Down Your Arms (R)—Ludlow—BMI
- Make It Do—Hollybrook—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- Picnic (R) (F)—Columbia Pic—ASCAP
- Somebody Up There Likes Me (R) (F)—Feist—ASCAP
- Teen-Age Goodnight (R)—American—BMI
- There's Never Been Anyone Else But You—Witmark—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- War and Peace (R) (F)—Famous—ASCAP
- Weary Blues (R)—Meltrose—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- You Don't Know Me (R)—Hill & Range—BMI

Best Selling Sheet Music in Britain

(For Week Ending September 1)

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.

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

Best Selling Pop Records in Britain

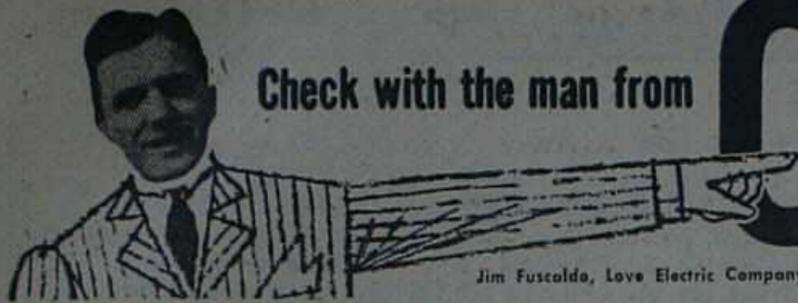
(For Week Ending September 1)

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)	4
4. ROCKING THROUGH THE RYE—Bill Haley Comets (Brunswick)	5
5. LAY DOWN YOUR ARMS—Anne Shelton (Philips)	14
6. WALK HAND IN HAND—Tony Martin (HMV)	3
7. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	5
8. BORN TO BE WITH YOU—Chordettes (London)	13
9. HEARTBREAK HOTEL—Elvis Presley (HMV)	7
10. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	10
11. SERENADE—Slim Whitman (London)	8
12. I'M IN LOVE AGAIN—Fats Domino (London)	12
13. GREAT PRETENDER/ONLY YOU—The Platters (Mercury)	—
14. I WANT YOU, I NEED YOU, I LOVE YOU—Elvis Presley (HMV)	18
15. I ALMOST LOST MY MIND—Pat Boone (London)	15
16. YOU ARE MY FIRST LOVE—Ruby Murray (Columbia)	19
17. I'LL BE HOME—Pat Boone (London)	9
18. LONG, TALL SALLY—Pat Boone (London)	—
19. WAYWARD WIND—Tex Ritter (Capitol)	11
20. FOUNTAINS OF ROME—Edmund Hockridge (Pye-Nixa)	—
21. WALK HAND IN HAND—Ronnie Carroll (Philips)	17

Territorial Best Sellers

Continued from page 48

- San Francisco**
 - My Prayer, Platters, Mer.
 - Hound Dog, E. Presley, Vic.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Don't Be Cruel, E. Presley, Vic.
 - Flying Saucer Buchanan & Goodman, Lun.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - I Almost Lost My Mind P. Boone, Dot.
 - Wayward Wind, G. Grant, Era
- Seattle**
 - Don't Be Cruel, E. Presley, Vic.
 - Honky Tonk, B. Doggett, Kog.
 - Hound Dog, E. Presley, Vic.
 - Tonight You Belong to Me Patience & Prudence, Mer.
 - My Prayer, Platters, Mer.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Wayward Wind, G. Grant, Era
 - I Want You, I Need You, I Love You E. Presley, Vic.
- Toronto**
 - Hound Dog, E. Presley, Vic.
 - My Prayer, Platters, Mer.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Wayward Wind, G. Grant, Era
 - I Want You, I Need You, I Love You E. Presley, Vic.



Check with the man from

Jim Fuscaldo, Love Electric Company, Seattle, Wash.

COLUMBIA

"Columbia"

BEST SELLING POP SINGLES

JUST WALKING IN THE RAIN
IN THE CANDLELIGHT
Johnnie Ray 40729 . 4-40729

- 1. Whatever Will Be, Will Be (Que Sera, Sera)—I've Gotta Sing Away These Blues. Doris Day 40704 . 4-40704
- 2. "Studio One" Theme—Song for a Summer Night (Instrumental)—Song for a Summer Night (Vocal) Mitch Miller 40730 . 4-40730
- 3. You Don't Know Me—Enchanted. Jerry Vale 40710 . 4-40710
- 4. The Bus Stop Song (A Paper of Pins)—A House With Love in It The Four Lads 40736 . 4-40736
- 5. From the Candy Store on the Corner to the Chapel on the Hill—Happiness Street. Tony Bennett 40726 . 4-40726
- 6. Miracle of Love—Unwanted Heart. Eileen Rodgers 40708 . 4-40708

BEST SELLING POP ALBUMS

ON THE SUNNY SIDE
The Four Lads with Claude Thornhill's Orchestra CL-912

- 1. My Fair Lady. Rex Harrison, Julie Andrews, Original Cast OL-5090 . A-5090
- 2. Solo Mood. Paul Weston CL-879
- 3. Ambassador Satch. Louis Armstrong and His All Stars CL-840 . B-840
- 4. My Fair Lady. Percy Faith and His Orchestra CL-895 . B-8951 . B-8952 . B-8953
- 5. Johnny Mathis CL-887 . B-8871 . B-8872 . B-8873
- 6. Songs of the South. The Norman Luboff Choir CL-850 . B-860

BEST SELLING MASTERWORKS

LALO: SYMPHONIE ESPAGNOLE
BRUCH: VIOLIN CONCERTO
Isaac Stern, Ormandy-Philadelphia Orchestra ML-5097

- 1. The Most Happy Fella. Original Cast 03L-240 . OL-5118 . A-5118
- 2. Puccini: Madame Butterfly. Andre Kostelanetz and His Orchestra CL-869
- 3. Rachmaninoff: Concerto No. 2. Istomin, Ormandy-Philadelphia Orchestra ML-5013
- 4. Beethoven: Symphony No. 5/Mozart: Symphony No. 40 Ormandy-Philadelphia Orchestra ML-5098
- 5. Mendelssohn: Violin Concerto/Mozart: Violin Concerto No. 4 Oistrakh-Philadelphia Orchestra ML-5085
- 6. Brahms: Double Concerto. Walter, Stern and Rose ML-5076

BEST SELLING FOLK RECORDS

CRAZY ARMS
YOU DONE ME WRONG
Ray Price 21510 . 4-21510

- 1. Singing the Blues—I Can't Quit. Marty Robbins 21545 . 4-21545
- 2. I'm a One-Woman Man—I Don't Like I Did Johnny Horton 21538 . 4-21538
- 3. You Are the One—Doorstep to Heaven. Carl Smith 21522 . 4-21522
- 4. Onie's Bop—I Wanna Hold My Baby. Onie Wheeler 21523 . 4-21523
- 5. They're Still In Love—I'm in My Teens. The Collins Kids 4-21543
- 6. Everybody's Rockin' But Me—Without Your Love Bobby Lord 21539 . 4-21539

NEW POP RELEASES

IF I HAD MY DRUTHERS
NAMELY YOU
From the Broadway Production "Li'l Abner"
Dan Cherry 4-40746

- 1. Lay Down Your Arms—The Madonna in Blue. Anne Shelton 4-40759
- 2. Golden Roses and Silver Bells—Hi-Lili, Hi-Lo. Lu Ann Simms 4-40748
- 3. I'm Dreaming of Wedding Bells—The Ties That Bind The Four Voices 4-40749
- 4. Friendly Persuasion (Thee I Love)—Lovers and Lollipops Michael LeGrand 4-40751
- 5. The Rich People of Brooklyn—Dreamy River. Sammy Kaye 4-40752
- 6. The Lord's Prayer—Precious Lord. Mahalia Jackson 4-40753
- 7. A Tribute to James Dean—Theme From "East of Eden"—Theme From "Rebel Without a Cause". Ray Heindorf 4-40754

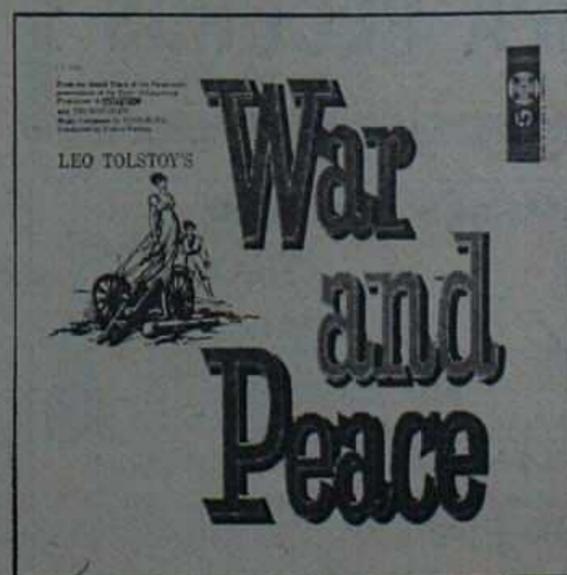
SPECIAL RECORDINGS OF UNUSUAL INTEREST

WAR AND PEACE
From the Sound Track of the
Paramount Production CL-930

NEW FOLK RELEASES

BEFORE I MET YOU
WICKED LIES
Carl Smith 21552 . 4-21552

- 1. The Human Thing to Do—Snatch It and Grab It. Freddie Hart 4-21550
- 2. Red Wing—Country Boy Bounce. The Country Boys 4-21551
- 3. Hide Me, Rock of Ages—Oh, When I Meet You The Stamps Quartet 4-21553-s



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**ANN
GILBERT**

**"THERE WILL
NEVER BE
ANOTHER
YOU"**

and

"TALL BOY"

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NEW GROUP!

**THE
COLLEGIANS**

**"BLUE
SOLITUDE"**

and

**"LET ME
BE THE
ONE"**

GROOVE #0164

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Mike Pacheco featured in bongos
with Shelly Manne

TP 22 - GALIVANTIN' GUITAR

Featuring Oscar Moore

TP 23 - HOT PIANO

Marty Paich on piano

TP 24 - PLAS JOHNSON

On tenor sax

TP 25 - FIVE BROTHERS

Featuring Red Mitchell

TP 26 - MOODS IN JAZZ

Featuring Bob Gordon

TP 27 - HOT SAX

J. D. King featured on tenor sax

TP 28 - THE MARTY PAICH QUARTET

Featuring ART PEPPER

TP 29 - DRUM MAGIC

Featuring George Jenkins

GETTING HOTTER EVERY DAY!!

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JEAN
SHUFFLE"**

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• Review Spotlight on . . .

POP RECORDS

THE PLATTERS . . . Mercury 70949 . . . **IT ISN'T RIGHT**
(Mellin, BMI)

YOU'LL NEVER, NEVER KNOW . . . (Personality, BMI)

The smash act never stops rolling, and two powerful sides like these can just add momentum. Both sides figure to break out in both the pop and r.&b. markets, following the pattern of their previous hits. Tunes are ballad featuring a crisp back beat.

THE JONES BOYS . . . Kapp 19 . . . **IF I HAD MY DRUTHERS**
(Commander, ASCAP)

Delightful side offers an easy, lazily paced rendition of the Johnny Mercer-Gene De Paul tune from forthcoming legiter, "L'il Abner." The lads get much of the quality that distinguished "Standing on the Corner." Jocks will dig this. Flip is "Puddinhead," a light rhythm novelty (Paxton, ASCAP).

ALAN DALE . . . Coral 61699 . . . **I CRY MORE**
(Famous, ASCAP)

THE TEST OF TIME . . . (Paramount, ASCAP)

Dale has a sock two-sided platter here, which should grab off plenty of spins. "I Cry More" spotlights a personable reading of a provocative ballad with interesting backing and a tricky beat. Flip is a cover of a melodic ballad, with Dale warbling in fine romantic style.

CLYDE McPHATTER . . . Atlantic 1106 . . . **I'M LONELY TONIGHT**
(Raleigh, BMI)

THIRTY DAYS . . . Atlantic 1106 . . . (Progressive, BMI)

(See r.&b. Review Spotlight in this issue.)

POP DISK JOCKEY PROGRAMMING

RICHARD MALTBY . . . Vik 0229 . . . **THE BIRTH OF THE BLUES**
(Harms, ASCAP)

Maltby plays up a danceable instrumental storm on the catchy oldie, featuring a bright, bouncy beat and top-flight musicianship. Deejays should find it ideal programming material for a variety of time segs. Flip is the movie theme from "War and Peace" (Famous, ASCAP).

EDDIE HEYWOOD . . . Mercury 70950 . . . **SECRET LOVE**
(Bourne, ASCAP)

LET'S FALL IN LOVE . . . (Remick, ASCAP)

Jockeys should get plenty of spin mileage out of these eminently listenable instrumentals, featuring Heywood's usual tasteful piano solo work on the romantic oldies. Heywood, now signed with Victor, is hot right now with two disks on the best seller charts. Both sides are from his last Mercury LP.

• 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, **Top**
80-89, **Excellent**
70-79, **Good**
60-69, **Satisfactory**
50-59, **Limited**
3-49, **Poor**

RONNIE GAYLORD

The Joker . . . 85

KAPP 158—Unusual material. Gaylord chants the lyric in slow, steady tempo, and the sad story is oddly effective. Watch it. (United, ASCAP)

The Greatest Gift . . . 79

There's an intriguing, slow rhythm to this performance of Gaylord's which is quite effective. Deejays will find it out of the common groove. (Monument, BMI)

DON ROBERTSON AND LOU DINNING

Every Day That I Live . . . 84

CAPITOL 3527—Miss Dinning exhibits winning ways with a good rock and roll ballad. This one can do business. (Birchwood, ASCAP)

You . . . 80

Robertson goes it alone on this simple riff item, with an Eddie Heywood-style piano figure and syllabic vocal effects. An easy, breezy side that will get spins, but it's no "Happy Whistler." (Birchwood, ASCAP)

DOROTHY COLLINS

Italian Theme . . . 83

CORAL 61711—With the Cyril Stapleton instrumental slipping into the money, this vocal version of the catchy little ditty figures to get attention. Could be another "Elmer's Tune."

Cool It, Baby . . . 78

The Eddie Bontaine and Treniers versions of this flick rock and roller have head starts, but the thrush has a "cool" rockin' rendition that can creep in.

TEX RITTER

The Last Wagon . . . 81

CAPITOL 3538—Flick title tune has a "High Noon" quality and fans of the film could cotton to Ritter's rendition. Classy backing. (Weiss & Barry, BMI)

Paul Bunyon Love . . . 70

Breezy, unusual love song invokes images of the American folk here. Limited possibilities.

JIMMY DUNCAN

Jailed . . . 80

UNIQUE 353—Robust warbling of a prisoner-of-love opus, with a touch of rock and roll ballad backing. Could get a good share of spins. (Starrite, BMI)

Hurricane . . . 70

Gusty opus is unlikely to unleash any big sales flurry. (Starrite, BMI)

LES BAXTER ORK

Giant . . . 79

CAPITOL 3526—The Baxter version of the much-covered title number from the pic—and it's a good one. Batoneer has got some nice effects into arrangement and chorus is extremely effective. He might have another hit here. (Witmark, BMI)

There's Never Been

Anyone Else But You . . . 78

Pleasantly arranged and recorded number from same pic. No chorus here, but ork in good form. Flip, however, carries the flag. (Witmark, ASCAP)

(Continued on page 58)

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JUDY KILEEN

"JUST WALKING IN THE RAIN" "A HEART WITHOUT A SWEETHEART"

Abbott 3024

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LEE GOTCH SINGERS "THE BUS STOP SONG"

(PAPER OF PINS)

"I'LL HOLD YOU CLOSE"

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POP

Instrumental Featuring The Organ

ROMELLE FAY

"ROMELLE BOOGIE"

"INDIAN MOOD"

Fabor 4014

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"YOU CONDEMN THIS WOMAN"

Fabor 140

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VOX JOX

By JUNE BUNDY

PRESLEY PANIC: Over 100 irate rock and roll fans marched on Station WIEL, Elizabethtown, Ky., following deejay Gene Kaye's announcement that he was breaking an Elvis Presley record. At the same time, 300 fans petitioned Kaye's sponsor, demanding the jock apologize for the incident. As a result the sponsor is now buying a 15-minute seg on Kaye's show, featuring nothing but Presley platters, while at the same time another local merchant is buying a 15-minute seg of smooth music for "All Those Who Don't Like Elvis."

Karl Weick, formerly with WIMA, Lima, O., has moved to WBLV, Springfield, O., and would like to "engage the help of other area disk jockeys who may have name talent playing in their vicinity as a programming aid for a special seg on his new show spotlighting disks by artists appearing in the Ohio, Indiana and Michigan area.

GIMMIX: Wemar Music is conducting a gold key charm contest in conjunction with jocks across the country to plug Betty Ann Grove's new Jubilee disk, "Your High School Key." Over 3,000 keys have been given away so far. . . . Pittsburgh held a Jay Michael Day August 29 in honor of the city's No. 1 rated deejay of WCAE. A host of record talent appeared on the bill, including Gene Vincent and Andy Williams. An interesting sideline to the event was the fact that it was plugged on the air by local deejay Porky Chedwick, WAMO, as well as by two spinners in other cities—Chick Wilson, WBVP, Beaver Falls, N. Y., and George (Hound Dog) Lorenz, WKBW, Buffalo, some 250 miles away.

Pfc. Hal Nettleship, formerly of WGIA and WKID, Champaign, Ill., and WSMI, Litchfield, Ill., is now conducting the Army's AFN-Frankfurt, Germany, early-morning deejay show, and he's "wondering if any Stateside jocks are interested in exchanging tapes, or at least sending me verbal reports on 'what's cooking record-wise in your particular areas.' It would be a tremendous morale kick, guys, for the troops over here to hear deejays from their home town telling what's current back home." Mail should be addressed Nettleship at AFN (7706) APO 757, New York, N. Y. Nettleship notes that Rosemary Clooney's younger brother, Nick, also a Pfc., who has been piloting AFN-Frankfurt's midnight "Melody-Goround" show, will be heading back to the U. S. shortly, and that Pfc. Charley Hale, formerly with WCPO, Cincinnati, is taking over some of his chores.

CHANGE OF THEME: Jack Stevens is moving his "Top 20" show from WMOH, Hamilton, O., to WINN, Louisville. . . . Sid Knight has left KLIF, Dallas, to become program director of KENT, Shreveport, La. . . . Ex-movie actress Wendy Barrie has started a platter program over WMGM, New York, 10:30-11 p.m., across the board. . . . Al Fox, WWPB, Miami, has switched his "Fox's Den" to a new time slot from midnight to 5 a.m. He also is doing a Monday thru Saturday afternoon show over WFEC, making him the only jock aired over two stations in the Greater Miami area. . . . Did Dwyer, former deejay-program director of KAMO, Rogers, Ark., has joined KBTA, Batesville, Ark.

Reviews of New Pop Records

Continued from page 56

SAMMY KAYE ORK The Rich People of Brooklyn . . . 78 COLUMBIA 40752—Sammy Kaye is swinging rather than swaying on this side. This bright side is reminiscent of the "Poor People of Paris" embellished by a honky-tonk piano and colorful brass. (World, ASCAP) Dreamy River . . . 73 A change of pace. The slow, colorful melody is done to a swaying rhythm, with a vocal by the Kaydets. (Whiting, ASCAP) THE FOUR COINS Manhattan Serenade . . . 77 EPIC 9183—Group is definitely on the beam with this standard. There is fine sound here both in vocal delivery and imaginative ork backing. Platter might well start a hefty sales pay-off. Jocks should give it a spin. (Robbins, ASCAP) Too Late . . . 75 Same comment goes for the boys on a sharper beat. There's more of the same solid ork filling in this side, too. This can be in the teen-age groove. (Rush, BMI) JACK PLEIS Lonesome Without You . . . 76 DECCA 30055—A waltz done in a rousing, gang-sing fashion, with the ork abetted by chorus and vocal soloists. The material has a country touch. Effective. (Amber, ASCAP) Giant . . . 76 A solid version of the much-recorded film song. Ralph Young's vocal is full of virile charm, and Pleis' arrangement is thoroughly rousing. (Witmark, ASCAP) NICK NOBLE Autumn Concerto . . . 76 MERCURY 70954—A moving vocal version of the lovely theme with lush backing. (Symphony House, ASCAP) Mom-O-Mom . . . 75 Noble warbles with enthusiasm and warmth on a wistful ballad, with a lilting folksy tempo. Ruth Brown's version has yet to catch fire. (Progressive, BMI) PAT MORRISSEY Please Don't Cry . . . 76 MERCURY 70955—The canary sings with silky sweetness on a wistful

ballad. Effective use of multi-track vocal. (B. F. Woods, ASCAP) Give Me the Simple Life . . . 73 Miss Morrissey affects a rather silly Southern accent on an otherwise bright thrashing of the happy oldie. (Triangle, ASCAP) RALPH YOUNG Ku-La-La . . . 76 EPIC 9184—Fine, virile, tender warbling by Young on an interesting tropical chant. Jocks looking for something different can use this show-flavored item. (Planetary, ASCAP) I May Never Pass This Way Again . . . 70 Cowboy wants to do a little good before he travels on. May have difficulty finding the right market. (E. H. Morris, ASCAP) MICHEL LEGRAND ORK Lovers and Lollipops . . . 75 COLUMBIA 40751—From the film of the same name, this pretty waltz will make strong deejay programming as performed on this side. Tonal texture of the strings is outstanding. (Trinity, BMI) Friendly Persuasion (Three I Love) . . . 75 About a dozen disks, including several instrumentals are scrambling for the loot on this song. Legrand's performance is sensitive, with original touches; but faces rough competition. (Feist, ASCAP) D'ARTEGA ORK In the Blue of Evening . . . 75 MERCURY 70953—The veteran maestro plays up a sentimental storm with a smoothly romantic instrumental wrap-up of the nostalgic standard ballad (his own composition). Fine for deejays. (Shapiro - Bernstein, ASCAP) Wedding of the Violins . . . 74 Lush, listenable mood music with sweet strings and a lively tempo. Good for romantic jock segs. (Bruno, ASCAP) DICK LORY Everything But You . . . 75 DOT 15484—Warbler is effective on an intense, poetic item with rock and roll ballad backing. (Ridgway, BMI) Midnight to Daylight . . . 72 Lory sings this blues number where

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

SEPTEMBER 14, 1946

- 1. To Each His Own
2. Five Minutes More
3. Surrender
4. South America, Take It Away
5. The Gypsy
6. They Say It's Wonderful
7. I Got the Sun in the Morning
8. If You Were the Only Girl
9. Doin' What Comes Natur'lly
10. I Don't Know Enough About You
11. I Don't Know Why (I Just Do)
12. Blue Skies
13. I'd Be Lost Without You
14. Without You
15. One More Tomorrow

SEPTEMBER 15, 1951

- 1. Because of You
2. Come On-A My House
3. Too Young
4. Loveliest Night of the Year
5. Sweet Violets
6. I Get Ideas
7. Shanghai
8. My Truly, Truly Fair
9. The World Is Waiting for the Sunrise
10. Cold, Cold Heart

he needs his baby during the time of the title. Good job. (Golden West, BMI)

JACK CARROLL Into Each Life Some Rain Must Fall . . . 75 UNIQUE 354—Warmly expressive warbling on a leisurely paced, listenable version of the appealing oldie. (Pickwick, ASCAP) The Story of James Dean . . . 70 A hard-driving, folksy ballad-tribute to the late movie*actor. Should get some spins, but field is rather crowded now with memory-of-Dean songs. Carroll is far more effective, vocal-wise on the flip. (Pickwick, ASCAP)

JERRY TYFER Witch on the Mountain . . . 74 KAPP 157—Unusual material, done in very dramatic fashion by Tyfer, with the weird effect heightened by a virtuoso drum performance and eerie vocal behind Tyfer. Interesting for deejays. Watch it. (Trinity, BMI) Where Are the Kisses . . . 74 A waltz, recorded with unusual charm, with a faraway girl's voice behind Tyfer's vocal. (Pines, ASCAP)

BOB GRAYBO Friendly Persuasion . . . 72 UNIQUE 355—Graybo chants the lovely picture with intimate warmth, but he faces extremely formidable competition. (Feist, ASCAP) There's Never Been Anyone Else But You . . . 72 Ditto on this opus from "Giant." (Witmark, ASCAP)

THE NILSSON TWINS Hot Dog! Ting-a-Ling . . . 72 CAPITOL 3528—Cover of the Lavern Baker side is competently handled, and may enjoy a fair sale if it gets plugged heavily. (Progressive, BMI) For This My Heart Sings . . . 71 Okay rendition of a ditto rock and roll-styled ballad. (Roosevelt, BMI)

PHILIP GREEN ORK Saddle's Shawl . . . 71 CAPITOL 3529—Nice arrangement of this often pressed rhumba by British aggregation. Choral work is solid and well integrated to ork backing. Easy and danceable listening. (Robbins, ASCAP) The March Hare . . . 71 Green and his boys similarly give this item (from the British film of same name) its proper, fine Irish-reef lilt, both chorus-wise and instrumentally. (Artists, ASCAP)

JOE LOCO ORK I've Got a Gal in Kalamazoo . . . 70 EPIC 9182—Ork on familiar rhumba kick with this oldie. Victor Aviles Trio supply Latinized vocal. Side doesn't add up to Loco at his best, but still can draw sales from his following. (Bregman, Vocco & Cunn, ASCAP) Moonlight Serenade . . . 70 Same beat—in slower tempo here—and with no vocal. Typical Loco arrangement and execution. (Robbins, ASCAP)

TONI CARROLL Goodnight, My Love, Goodnight . . . 70 M-G-M 12322—Pleasant but not outstanding listening with thrush on a rather run-of-the-mill ballad, stepped up via a well-arranged choral and ork backing. Think Twice . . . 69 Same quality as flip—ear-nice, but not strong.

TONY ROMANO Antonia . . . 70 SYCAMORE 102—Singer gives slow-tempoed, Italian-flavored ballad a

(Continued on page 60)

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Reviews of New Pop Records

Continued from page 58

pleasant projection. Tune and lyric are obviously gaited to his style. Deejays could use it for relaxed spinning moments. (Commander, ASCAP)

I'll Follow You...64
This is faster tempo side and not comparable to flip, on which any sales will obviously be based. Run-of-the-mill material and delivery. (Sycamore, BMI)

ROMAINE BROWN
Autumn Leaves...69
DECCA 30054—The group warbles smoothly on the pretty oldie, recently revived as title theme of new Joan Crawford film. (Ardmore, ASCAP)

Soft Summer Breeze...69
Vocal version of the current Eddie Heywood click. Nice group vocalizing and okay backing. (Regent, BMI)

THE JUMPIN' JACKS
You'll Wonder Where the Yellow Went...68
DECCA 29973—A pop-vocal version of the catchy Pepsodent tooth paste jingle. The Jacks put plenty of bounce into novelty, and considerable promotion (including special jacket) goes along with the platter. (Music With a Future, BMI)

A Frantic Antic...68
The group sings out with verve and enthusiasm on a bouncy novelty with a good beat. (Music With a Future, BMI)

HAL KANNER ORK AND CHORUS
Man, Man Is for the Woman Made...68
KAPP 160—Moderate appeal here with the amusing Calypso lyric, which might be serviceable to deejays for change-of-pace spins. (Garland, ASCAP)

La La Collette...68
Ork on faster tempo in Parisian mood and without chorus overtones. Rates same potential as flip. (Criterion, ASCAP)

MR. FORD AND MR. GOON BONES
Am't She Sweet...68
CRYSTALETTE 706—Solid electric organ instrumental soloing on the infectious standard with a swingy, hand-clapping chorus. Good juke wax. (Advanced, ASCAP)

MUZZY MARCELLINO
Mary Lou...67
Veteran Marcellino whistles elegantly while the "dancing forks" provide catchy rhythm backing (along with an electric organ) on the bouncy oldie. (Mills, ASCAP)

THE PETTICOATS
The First One...68
UNIQUE 344—The girls sing a wistful ballad in pleasant blendship. (Delstone, BMI)

Motorboat Song...66
A pleasing vocal job on a bouncy rhythm ditty. (Lamas, ASCAP)

PEGGY TAYLOR
February Fairytale...67
STARLITE 1378—Peggy Taylor sings this refined ballad with lush string backing, but the performance lacks distinction. (Somerset, ASCAP)

Such a Wonderful Guy...64
Song has the touch of "material," but does not come off with much impact. (Somerset, ASCAP)

THE MERRILL STATON SINGERS
Don't Cry on My Shoulder...66
EPIC 9186—Mixed group on a c.a.w.-type kick of very medium impact. Effort is toward country sound which never quite comes off, and any real message is lacking. (Joy, ASCAP)

Out of Town...66
Group is on the pop beam here with a bouncy, little rhythm tone. Notion is pleasant for anyone who wants to do a soft shoe, but message is equally scant as the flip. (Rush, BMI)

JUDY KILEEN
Just Walking in the Rain...66
ABBOTT 3024—Thrush, with faint traces of country in her voice, delivers her version of the Johnnie Ray hit in a cute way but with

Semi Classical

Continued from page 26

age for connoisseurs. The Spanish voices and the instrumentation are superb, and the music is typical of the composer's work—highly melodic and freely interspersed with intriguing adaptations of folk rhythms. The story is told in the liner notes, and further amplified in a booklet which translates the songs from Spanish into English.

FRANCIS LOPEZ:
THE EAGLE OF FIRE...72
Montilla Ork (1-12")
Montilla FM 71
A musical fantasy about a woman-turned-eagle, and finally restored to womanhood by the power of love, this play opened in Madrid in January, 1956, with the same cast which performs on this LP. Some of the leading voices are only fair, and musically it lacks the power of Montilla's other package this week—the Lecuona zarzuela. A libretto is included.

market results doubtful. (Golden West, BMI)

A Heart Without a Sweetheart...65
Here chick covers another tune and does it well but can't buck the competition. Miss Kileen possesses quality and possibly could make it with original material. (United, ASCAP)

RONELLE FAY
Romelle Boogie...64
FABOR 4014—Instrumental, featuring xylophone and console, with a good beat but limited market. (Dandelion, BMI)

Indian Mood...62
Drums are featured on this instrumental, penned by artist. Doesn't stir excitement. (Dandelion, BMI)

SGT. LENNY D'ANGELO
The Korean Unknown Soldier...60
G.I. 1252—As title suggests, this is a tribute to the heroic dead of the Korean war. Sentiment is naturally admirable, but unfortunately it is delivered with little or no emotional impact, which obviously defeats its purpose.

The Minute Man...56
Shorter tribute to the "minute man" patriot. Sparks even less impact than the flip.

Reviews of New Spiritual Records

MAHALIA JACKSON
The Lord's Prayer...84
COLUMBIA 30753—A great performance by the queen of spiritual singers. This recording captures both her great spiritual gift and technical excellence. (Schirmer, ASCAP)

Precious Lord...82
Another great side.

REV. CLEOPHUS ROBINSON
When I Cross Over...80
PEACOCK 1762—Rev. Robinson, assisted by his sister, Josephine James, shouts with jubilation in anticipation of his going to heaven some day. A vigorous rhythmic swinger that will gladden the hearts of all customers in this market. (Lion, BMI)

Pray for Me...77
This side is more subdued, but Rev. Robinson and his sister do a beautiful job of expressing the religious thought of this material. Organ and piano again provide a sensational beat. (Lion, BMI)

THE SOUTHERN WONDERS
My Jesus Is All...79
PEACOCK 1750—A moderate upbeat testimonial to the good things contributed by Jesus to our lives. The leads, McKinney and Weaver, alternate and successively pump more and more excitement into the performance. Should be a very good seller. (Lion, BMI)

I Was a Sinner...77
The lead acknowledges that he needed salvation badly, and now that he has found his way to the Lord, his life has taken a much better turn. A slow, carefully moulded solo that leaves a powerful final impression. (Lion, BMI)

THE ARGO SINGERS
He's Alright With Me...78
VEE-JAY 201—A fantastically fast moving chant that builds and builds to an ever greater pitch of excitement. The climax is quite forceful. All in all, a first-rate job that will interest most customers. (BMI)

Near the Cross...73
Sister Lorenza Brown, the high soprano lead of the group, solos on this side with fine backing by the group. Some of the high notes are most impressive. Her delivery is tasteful and sincere. (BMI)

THE ECHOES OF EDEN
I Need Jesus...75
VEE-JAY 200—An outstanding female group, the Echoes of Eden, have a pulsatingly rhythmic number here to show their qualities. This side has power and strong appeal. (BMI)

He's My Everything...74
Again, the contralto lead stands out, giving solid leadership to the group and spurs them on to a vigorous work-out. Another enjoyable side. (BMI)

Reviews of New Sacred Records

PAUL MICKELSON
In Him (You'll Find Contentment)...80
VICTOR 6650—A quality inspirational song is sung with fine feeling by Mickelson with impressive ork and choral backing. Can do very well in the pop-religious market. (Delstone, BMI)

Es'ry Time I Feel the Spirit...78
Another classy side, mainly choral, taking off from a familiar spiritual,

Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	—	—
ARTISTS	—	1	—
AZALEA	—	1	—
BLUE MOON	—	1	—
CAPITOL	4	2	—
CHESS	—	—	2
COLUMBIA	3	1	—
CORAL	1	—	—
CRYSTALETTE	1	—	—
DAVIS	—	—	1
DAFFAN	—	1	—
DELUXE	—	—	1
DECCA	5	1	—
DIAMOND	1	—	—
DOT	1	—	—
EPIC	5	—	—
FABOR	1	—	—
G.I.	1	—	—
GROOVE	—	—	1
IMPERIAL	—	—	2
INTRASTATE	—	1	—
KAPP	5	—	—
LONDON	1	—	—
MERCURY	5	3	—
M-G-M	1	1	—
RAM	—	1	—
RAMA	—	—	1
STAR	—	1	—
STARDAV	—	1	—
STARLITE	1	—	—
SUN	—	2	—
SYCAMORE	1	—	—
TALLY	—	1	—
TAMPA	—	—	1
TETRA	1	—	—
UNIQUE	4	—	—
VEE-JAY	—	—	2
VICTOR	2	—	—
TOTAL	45	20	11

Other Records Released This Week

Popular

A Good Woman's Leavin'; Go Cat, Go— Bill Flagg, Tetra 4445

Don't Put Off Till Tomorrow; Jungle, Ungle, Um Bal— Pony Sherrill, Diamond 3009

Love Theme From "La Strada"; Zampano— Jo Mount Ork, London 1687

Oh! Monah; Heartaches— Ted Weems Ork, Decca 25017

Siesta in Sevilla; The Girl I Left in Rome— Emile Deltour Ork, Kapp 1014

Country & Western

Dixie Blues; I Wish You Were With Me Tonight— Johnny Roberts, Ram 46621

Don't Lock My Love Outside; The Blues Just Walked In— Curly Long, Azalea 108

Polka

Smooth Ride Polka; What a Day Polka— Frank Wojnarowski Ork, Dana 3224

Reviews of New Childrens Records

HUGO PERETTI ORK
I'm a Little Teapot;
The Three Little Kittens...80
MERCURY MP 34—Standard children's novelty and standard nursery rhyme in a new musical setting are coupled and attractively packaged. Excellent material for children's radio and TV shows, and standard inventory for shops. Good for the pre-school market. (Kelman and Favorite, ASCAP)

MONTY WOOLEY
The 23rd Psalm;
The Lord's Prayer...75
MERCURY MC 69—Standard inventory for full-price line children's disk departments, and a good item for religious supply outlets. For school-age youngsters. (Favorite, ASCAP)

but dressing it up with mighty fancy production.

THE BLACKWOOD BROTHERS QUARTET
I've Heard About a City...78
VICTOR 6649—Rompin' rhythm chant, with almost honky-tonk piano backing, figures to satisfy many souls in the Bible Belt. (Lynn, BMI)

If I Pray...75
The brothers chant fervently on this slower devotional ditty, but they're more successful on the flip. (Gospel, BMI)

THE STAMPS QUARTET
Hide Me Rock of Ages...76
COLUMBIA 21553—This outstanding sacred group's disk of this fine sacred song will get strong play in some territories. (Stamps Quartet, SECAC)

Oh, When I Meet You...74
This side, compared to the solemn flip, has a rolling rhythm. (BMI & Range, BMI)

Unique Climbs

Continued from page 15

will feature strictly pop album items, but that later, classical material will be offered. No decision has been made on whether to offer the classical fare as a separate club venture, or to include it as part of the over-all deal.

The label expects to have at least 11 albums in release by the end of the year, of which four are now on the market. These include a Ted Lewis package, a James Dean entry and new slicings by Dolly Houston and Bob Creash, the latter a new pactee. The label has already wrapped up the Dimitri Tiomkin sound track score for the flick, "Friendly Persuasion," and has made a deal for the sound track of the upcoming pic, "The Girl Most Likely," which will star Jane Powell and Kaye Ballard, with a Blaine and Martin score. All these albums will be among the selections offered on the club plan.

Altho no classical repertoire has been set, the diskery is known to be lining up deals with at least one European label which reportedly has several thousand masters available (The Billboard, May 19). It's expected that shortly after the first of the year the classical end of the club will be ready to go into action.

Artist Showcase

Continued from page 15

equipped for high fidelity sound reproduction.

Lieberson stated: "We believe that a record company can and should be as adventurous and creative in searching out new talent as any other entertainment media. Having directed these artists, we now want to bring new talent directly to the attention of the opinion and program molders in the entertainment industry."

Hal Cook, Columbia's vice-president in charge of sales, said: "A new recording artist has always presented a problem to record companies and their dealers. Ordinarily months of personal appearances, auditions and promotions are required to launch a new personality who may have been discovered first by a record company. Our showcase represents a dramatic attempt to speed up this process."

Dot Aug. Sales

Continued from page 15

package records field with an established program of monthly album releases plus the acquisition of new artists for his talent roster.

To keep pace with the label's expanding catalog and increased sales, Wood last week named Mickey Addy to serve as Dot's East Coast promotion director. Addy, who had been with Dot for the past year, will continue to headquarter at the firm's New York offices, covering the Eastern division in his new post. Bob Smith will continue as Dot's Midwest promotion man, Webber Parrish in the South and Jerry Johnson handling its promotion in the 11 Western States.

Yule Promotion

Continued from page 15

and December 10. At the same time, Concert Hall is preparing a release of seven binaural tapes as an addition to the first release of 10. A third release will be issued in October, in time for the Christmas season.

The Christmas promotion whereby many Concert Hall and Handel Society packages will become available to retailers for the first time in several years, will include the distribution of special album display material and elaborate consumer catalogs for dealers.

This Week's C&W Best Buys

SINGING THE BLUES (Acuff-Rose, BMI)—Marty Robbins—Columbia 21545—Robbins, always a top contender, keeps rolling along with this one. Atlanta, Richmond, St. Louis, Gallatin, Durham, Milwaukee and Baltimore are strong action areas. Flip is "I Can't Quite" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

GONNA BACK UP BABY (Fairway, BMI)
RACE WITH THE DEVIL (Central, BMI)—Gene Vincent—Capitol 3530—Here's a double barreled entry to give Vincent a strong follow-up to his highly successful "Be-Bop-a-Lulu." Reports on both sides from the Southern markets, and strong evidence of active sales in cities like Boston, Chicago, Milwaukee, Los Angeles and Philadelphia indicate that this disk is making it in the pop field as well. A previous Billboard "Spotlight" pick.

CASH ON THE BARREL HEAD (Acuff-Rose, BMI)
YOU'RE RUNNING WILD (Acuff-Rose, BMI)—The Louvin Brothers—Capitol 3532—The boys once again prove that their vitality, smart material and solid harmonizing pays rich dividends in the disk field. Immediate reaction and very strong sales reports are flowing in from all markets and should send this one on a rapid rise to the charts. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . C&W RECORDS

GEORGE JONES
 Just One More (Starrite, BMI)
 Gonna Come Get You (Starrite, BMI)—Starday 264—The hot warbler, now ensconced on the Grand Ole Opry, has two strong contenders, varied in mood. "Just One More" is a plaintive weeper about drink to drown the torch. Flip is a catchy rhythm ballad set at a just-right tempo.

CARL SMITH
WICKED LIES (Golden West, BMI)—Columbia 21552—Smith's "You Are the One" is still riding well up on the charts, and here's another entry that figures to break into the charmed circle. It's a strong weeper, solidly warbled and strongly strummed. Flip is another wailer, "Before I Met You." (Driftwood, BMI)

SACRED
JIMMY WAKELY
 The Lord's On My Side (Amber, ASCAP)—Decca 20019—Wakely's strongest side in many months, regardless of category. He takes his lines from an echoed fem voice and intones a simple three-beat melody with fem trio aiding. Then he switches and hands lines to the trio. Sock potential, not limited to the country field. Flip is "Roundup for the Lord" (Riverside, BMI).

Reviews of New C&W Records

T. TOMMY
 Going Walking . . . 80
 MERCURY 70955 — Tommy sadly reflects that he's going walking by himself trying to find somebody new and he's in misery. With aid of a vocal choir, he tastefully handles this tear-jerker. (Acuff-Rose, BMI)
 Free, Free . . . 74
 In this one he's free but telling her she'll regret it, for he's got a new love. Again, Tommy and chorus do well with smart arranging. (Tree, BMI)

CLIFF CROFFORD
 There Ain't Nothin' Happenin' to Me . . . 78
 TALLY 104—Smart novelty-type tune which could catch on big. Crofford adds the necessary punch. (Lu-Tal, BMI)
 Another Love Has Ended . . . 75
 Dual track is used and tune is delivered with pop-ish qualities. A smart effort and should draw coin. (Lu-Tal, BMI)

RHYTHM ROCKERS
 Juke Box, Help Me Find My Baby . . . 78
 SUN 248—Group, featuring a strong solo by the bass singer, registers heavily with smartly arranged tune with a beat. Echo chamber is used on chorus to good effect. (Tannen, BMI)
 Fiddle Bop . . . 72
 Strong fiddling and group warbling blend nicely for a rocking tune that will help flip. (Tannen, BMI)

JIMMY SKINNER
 Just Ramblin' On . . . 77
 MERCURY 70956 — An up-tempo blues with rhythmic backing and smart lyrics make this one an entry with juke box and counter possibilities. Skinner warbles it very skillfully. (Acuff-Rose, BMI)
 Another Saturday Night . . . 75
 Skinner will have a rough Monday morn because it's been a knocked-out Saturday night. Artist sincerely warbles and tune is strong enough to compete with flip for coin. (Acuff-Rose, BMI)

JAYCEE HILL
 Romp Stompin' Boogie . . . 75
 EPIC 9185—Singer turns out a solid brand of boogie beat. Clear and understandable enunciation and he's definitely got what it takes rhythm-wise. (Goldenbell, ASCAP)
 A Love So Fine . . . 73
 Singer has a way with a country blues kick. (Goldenbell, ASCAP)

JOHN STANDLEY
 Get Out and Vote (Pts. 1 and 2) . . . 73
 CAPITOL 3544—Standley recites a timely election monolog, a la Andy Griffith, interspersed with bits of lively campaign-styled music. The home-spun humor is a bit heavyhanded (e.g., "Yes, Mrs. Malley, there's a rally in the valley tonight!") but the platter should grab off considerable play on the c.&w. deejay circuit until after December. (Ardmore, ASCAP)

SLIM JOHNSON AND GINA
 You Carved Your Initials . . . 73
 STAR 56—Wistful duo-vocalizing on an attractive ballad with appealing lyrics. (Perfection, BMI)
 Cuddle Me . . . 71
 Personable rendition by Slim Johnson on a bouncy ditty with a deft beat. (Perfection, BMI)

JERRY IRBY
 It's Time You Started Looking . . . 73
 DAFFAN 106 — Irby warbles this blues number in sincere, effective fashion. (Hill & Range, BMI)
 Call for Me, Darling . . . 72
 Call for me and I'll come running back to you is the theme of this traditional tune with a strong vocal and bouncy beat. (Hill & Range, BMI)

PETE HUNTER
 You Ain't Got No Right . . . 73
 M-G-M 12326—Another sad one with sincere warbling by the artist for a good entry in the Southern market. (Acuff-Rose, BMI)
 I'm So Tired (Of Going Home All By Myself) . . . 70
 Hunter sings a relaxed sad tune, which mixes country and Hawaiian strumming with console in the backing, for an okay side. (Acuff-Rose, BMI)

BILLY WALLACE
 Burning the Wind . . . 72
 MERCURY 70957—Modified rockabilly fare with a hot-rod theme. (Green Hills, BMI)
 Mean, Mistreatin' Baby . . . 70
 Standard blues lines make up this country blues effort. Faces heavy competition in the idiom. (Alpine, BMI)

WILLIS DAHL AND LINDA ROTH
 Earthquake . . . 71
 INTRASTATE 37 — Teen-agers harmonize, with chick most impressive on her solos. Material, which is cute, simulates an earthquake noise. Should draw its share if exposed. (Homestead, BMI)
 Mister Happiness . . . 67
 Youngsters Willis Dahl and Linda

C&W Territorial Best Sellers

For survey week ending September 5
 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. I Walk the Line, J. Cash, Sun
 2. Crazy Arms, R. Price, Col.
 3. Don't Be Cruel, E. Presley, Vic.
 4. Hound Dog, E. Presley, Vic.
 5. My Lips Are Sealed, J. Reeves, Vic.
 6. Casey Jones, E. Arnold, Vic.

- Charlotte**
1. Crazy Arms, R. Price, Col.
 2. I Walk the Line, J. Cash, Sun
 3. Don't Be Cruel, E. Presley, Vic.
 4. Searching, K. Wells, Dec.
 5. I Want You, I Need You, I Love You, E. Presley, Vic.
 6. I Take the Chance, J. E. & M. Brown, Vic.
 7. Sweet Dreams, F. Young, Cap.

- Dallas-Fort Worth**
1. Crazy Arms, R. Price, Col.
 2. I Walk the Line, J. Cash, Sun
 3. Sweet Dreams, F. Young, Cap.
 4. Hound Dog, E. Presley, Vic.
 5. I Want You, I Need You, I Love You, E. Presley, Vic.
 6. Don't Be Cruel, E. Presley, Vic.
 7. Honky Tonk Man, J. Horton, Col.
 8. I'm a One-Woman Man, J. Horton, Col.

- Houston**
1. I'm a One-Woman Man, J. Horton, Col.
 2. I Walk the Line, J. Cash, Sun
 3. Without Your Love, B. Lord, Col.
 4. Don't Be Cruel, E. Presley, Vic.
 5. Hound Dog, E. Presley, Vic.
 6. You Gotta Be My Baby, G. Jones, Sdy.
 7. Crazy Arms, R. Price, Col.
 8. Poor Man's Riches, B. Barnes, Sdy.
 9. Be-Bop-a-Lula, G. Vincent, Cap.
 10. Best Years of Your Life, R. Sovine, Dec.

- Memphis**
1. Crazy Arms, R. Price, Col.
 2. Hound Dog, E. Presley, Vic.
 3. I Walk the Line, J. Cash, Sun
 4. I Gotta Know, W. Jackson, Cap.
 5. I Take the Chance, J. E. & M. Brown, Vic.
 6. My Lips Are Sealed, J. Reeves, Vic.
 7. Searching, K. Wells, Dec.

- Nashville**
1. Crazy Arms, R. Price, Col.
 2. Searching, K. Wells, Dec.
 3. I Walk the Line, J. Cash, Sun
 4. Sweet Dreams, F. Young, Cap.
 5. Any Old Time, E. Arnold, Vic.

- New Orleans**
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. Searching, K. Wells, Dec.
 6. According to Your Heart, J. Reeves, Vic.
 7. Conscience, I'm Gully, H. Snow, Vic.
 8. I Take the Chance, J. E. & M. Brown, Vic.

- Richmond, Va.**
1. Crazy Arms, R. Price, Col.
 2. Hound Dog, E. Presley, Vic.
 3. I Walk the Line, J. Cash, Sun
 4. Be-Bop-a-Lula, G. Vincent, Cap.
 5. I Want You, I Need You, I Love You, E. Presley, Vic.
 6. You Are the One, C. Smith, Col.

- St. Louis**
1. Hound Dog, E. Presley, Vic.
 2. I Walk the Line, J. Cash, Sun
 3. Be-Bop-a-Lula, G. Vincent, Cap.
 4. Crazy Arms, R. Price, Col.
 5. Don't Be Cruel, E. Presley, Vic.
 6. Searching, K. Wells, Dec.

Roth harmonize effectively, but material is weak here. (Homestead, BMI)

BLUE MOON ORK
 Veinte Anos . . . 70
 BLUE MOON 5887 — A colorful ranchera, with a vocal in Spanish. String backing and the vocal produce an authentic sound. Obviously for the Tex-Mex market, but also deserves wider exposure.
 Dos Rositas . . . 68
 Here's a polka with a Latin touch, owing to the guitars in the arrangement. Something somewhat different for the deejays looking for material a little far out.

KYLE GAY
 Down Inside (You'll Find a Broken Heart) . . . 67
 ARTISTS 1450—Singer warbles competently on the theme, but that's about all. Emotional guts are sadly lacking here and add up in consequence to superficial c.&w. vocalizing. Material, however, is pretty good. (Rangeland, BMI)
 Get Along Little Darling . . . 66
 In same class as flip. (Rangeland, BMI)

CHUCK SECRET
 An Old-Fashioned Waltz . . . 65
 CANTON 211 — Secret adequately warbles this slow tune but it doesn't come over with sufficient impact. (Kinkade, SCA)

DAVE LINN
 Dixieland Western Swing . . . 60
 On this side Linn sings a weak tune and entire effort fails. (Kinkade, SCA)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Mrs. Hank (Min) Snow has been a bit under the weather recently and spent a little time in Mid-State Baptist Hospital, Nashville, for observation. . . . Biff Collie, entertainer-deejay, for the last nine years one of Houston's top platter spinners, has left the Texas city to find out what cooks in Hollywood. His new address is 6536 Franklin Avenue, Apt. 4, Hollywood 28. . . . "Ozark Jubilee," when it shifts from Saturdays to Thursdays on ABC-TV October 4, will have as a new regular Jim Wilson, who will double between "Jubilee" and the "Old Dominion Barn Dance," Richmond, Va., Saturday night show.

Janis Martin has taken off from Richmond, Va., on a series of tours in promotion of her new RCA Victor release, "My Boy, Elvis" and "Little Bit." She appears in Minneapolis September 12-13 and makes the Howard Miller TV show in Chicago September 14. She returns to "Old Dominion Barn Dance," Richmond, September 15 for the show's 10th anniversary program. . . . Gary Walker, located for the past year in Springfield, Mo., has moved to Nashville to set up operations as a free-lance country songwriter. Gary is the writer of Jim Reeves' current release on RCA Victor, "According to My Heart," as well as a number of older tunes, including "Trademark" (Carl Smith, Columbia), "Look What Followed Me Home Tonight" (George Morgan, Columbia) and "Let's Squiggle" (Porter Wagoner, RCA).

Carl Smith put in the past week on a deejay tour thru the Midwest, accompanied by Columbia's c.&w. promotion expert, Bob Burrell, of Atlanta. They began the trek at Louisville Sunday (2) and Labor Day were guests of Maurie Rose, Cincinnati Columbia distributor, at a cocktail session for the trade and press at the Gibson Sheraton Hotel, Cincinnati. They spent Tuesday in Cleveland, Wednesday in Detroit, and Thursday in St. Louis.

Westport Enterprises, Kansas City, Mo., producers of Westport Records, have just signed Alvis Wayne, 18-year-old bop singer from Corpus Christi, Tex., with his initial release, "Swing-Bop Boogie," b/w "Sleep, Rock-a-Roll Rock-a-Baby," due out next week. Also signed at the same time was Alvis' cousin, Tony Wayne, who wrote the aforementioned tunes and who plays and sings with his own band, the Rhythm Wranglers. Tony's first release is due out in mid-October.

Nelson King, president of the Country Music Disk Jockeys' Association and top c.&w. spinner at WCKY, Cincinnati, has a new sacred release on the Mercury label. Top side, "Do I Have a Right to Walk Here," is backed with "This Is My Church." . . . J. E., Maxine and Bonnie Brown are plugging their newest RCA Victor release, "Don't Tell Me Your Troubles," b/w "Just as Long as You Love Me." . . . Billy Walker has eliminated his commuting by moving his family from Waco, Tex., to Springfield, Mo., where he's a regular on "Ozark Jubilee."

After four seasons in radio in Muskegon, Mich., Jack Tuthill has moved his "Hall Road Big Jam-boree" to Station WGHN, Grand Haven, Mich. In the line-up, besides Tuthill, are Tommy Wiles, Sam Emmorey, Cousin Mary Fritz,

Pete and Zeb, Don Graves and Mae Tuthill. They're doing a half-hour show. . . . Jim Reeves, now on a swing thru the Northwest, plays Chehalis, Wash., September 19; Snohomish, Wash., 20; Portland, Ore., 21; Medford, Ore., 22, and Roseburg, Ore., 23. . . . Jimmy Dallas and Cathy Justice have just cut a new one for Westport Records, "Eeny - Meeny - Miny - Mo," which is a follow-up to their "Who Do? Honey, You Do?"

The Mystery Friends, man-and-wife c.&w. music team, have introduced a new gimmick in their tour around the country. At each stop the masked team challenges the audience to guess their identity, offering a cash prize to the one who does. Cash prize starts at \$100 and was up to \$150 last weekend. They offer clues to the audience during their performance. One of the clues is that the male member was the first person ever to play a leading role on the stage of the Starlight Theater, Kansas City, Mo. The Mystery Friends remain masked even off-stage. They recently attracted 3,500 paid admissions at Hillbilly Park, near Newark, O., where they were visited by their old friend, Bill Carlisle.

The Pine River Troubadours, featuring Laura and Lynn, have been set indefinitely for the regular Friday night dances at Trail's End, Conestogo, Ont. Group recently began its third year of providing music for the Merry Squares, a square-dance club which meets weekly in Kitchener, Ont. . . . Advance bookings on the Blackwood Brothers, gospel singers, are Spartanburg, S. C., September 22; Tupelo, Miss., 27; Indianapolis, 29; Akron, 30-October 1, and Elkhart, Ind., 2. . . . Ernie Chaffin recorded a session at the Sun Records' studio in Memphis recently, with a release slated in about six weeks. Sam Phillips, Sun prexy, is reported much impressed with Ernie's work on the new waxings.

Hank Snow heads up a "Grand Ole Opry" unit at the 4,000-seat Syria Mosque, Pittsburgh, September 22, with Porter Wagoner and trio, of "Ozark Jubilee," in as special guests. Station WAMO is co-operating with Kent Kistler, of Minneapolis, on advance promotion and tickets sales.

(Continued on page 66)

A GREAT COUNTRY DUET
Wilma Lee & Stoney Cooper

"CHEATED TOO"
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 and
"ARKANSAS MOUNTAINS"
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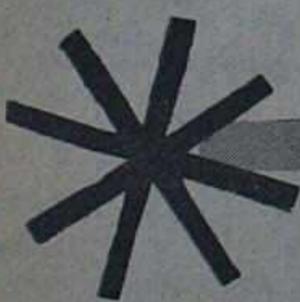


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AND HIS
BRAZOS VALLEY BOYS

IT MAKES NO
DIFFERENCE NOW

TAKING MY CHANCES

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ARTISTS INC.

Phone 1203

JIM HALSEY INDEPENDENCE, KAN.
PRESIDENT

C&W Best Sellers in Stores

For survey week ending September 5

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	15
You Done Me Wrong (BMI)—Col 21510		
2. HOUND DOG (BMI)—E. Presley	2	7
DON'T BE CRUEL (BMI)—Vic 20-6604		
3. I WALK THE LINE (BMI)—J. Cash	3	15
Get Rhythm (BMI)—Sun 241		
4. SEARCHING (BMI)—K. Wells	4	11
I'd Rather Stay Home (BMI)—Dec 29956		
5. BE-BOP-A-LULA (BMI)—G. Vincent	6	11
Woman Love (BMD)—Cap 3450		
6. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	5	16
My Baby Left Me (BMI)—Vic 20-6540		
7. SWEET DREAMS (BMI)—F. Young	7	13
Until I Met You (BMI)—Cap 3443		
8. YOU ARE THE ONE (BMI)—C. Smith	8	8
DOORSTEP TO HEAVEN (BMI)—Col 21522		
9. I TAKE THE CHANCE (BMI)—J. E. & M. Brown	9	15
Goo Goo Dada (BMI)—Vic 20-6480		
10. CONSCIENCE, I'M GUILTY (BMI)—H. Snow	12	7
HULA ROCK (BMI)—Vic 20-6578		
11. MY LIPS ARE SEALED (BMI)—J. Reeves	10	6
Pickin' a Chicken (BMI)—Vic 20-6517		
12. YOU DON'T KNOW ME (BMI)—E. Arnold	13	3
Rockin' Mockin' Bird (BMI)—Vic 20-6502		
13. BLACKBOARD OF MY HEART (BMI)—H. Thompson	14	22
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
14. ANY OLD TIME (BMI)—W. Pierce	11	7
We'll Find a Way (BMI)—Dec 29974		
15. I'M A ONE-WOMAN MAN (BMI)—J. Horton	15	2
I Don't Like I Did (BMI)—Col 21538		

Most Played C&W by Jockeys

For survey week ending September 5

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.

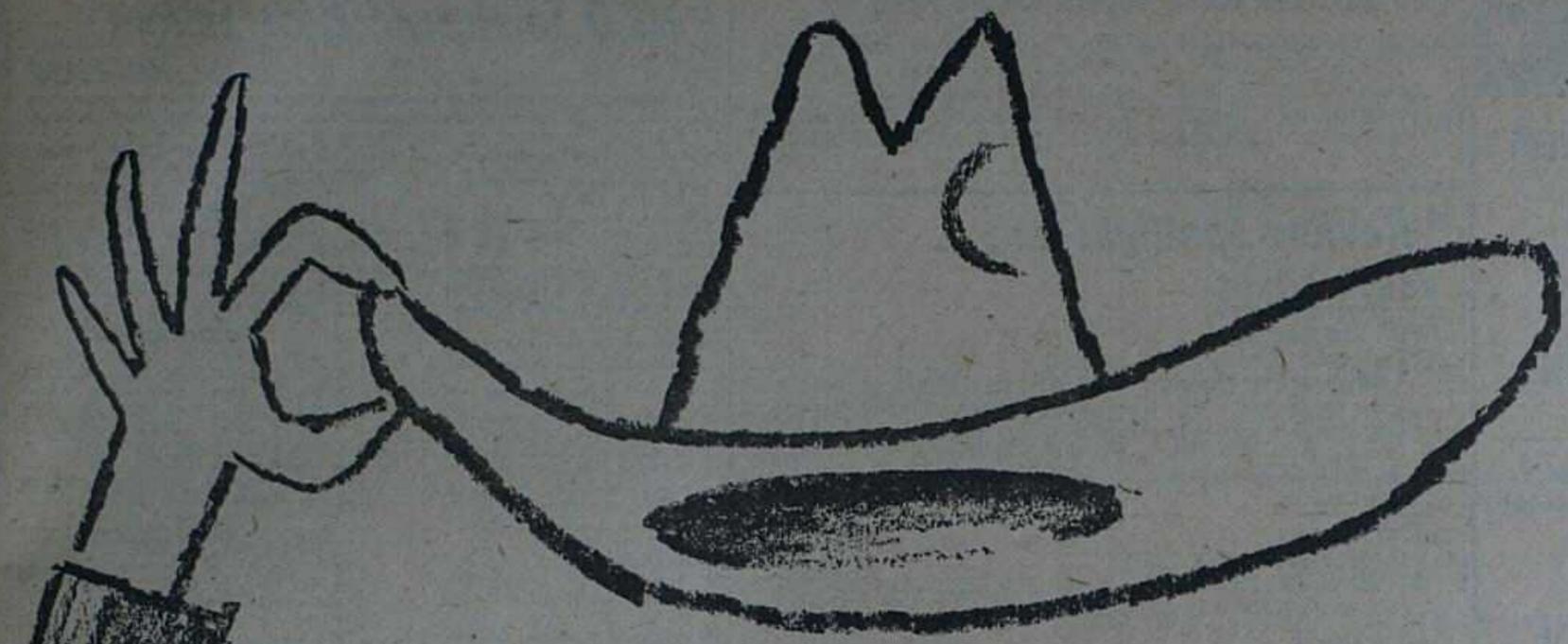
This Week	Last Week	Weeks on Chart
1. CRAZY ARMS—R. Price	1	17
Col 21510—BMI		
2. I WALK THE LINE—J. Cash	2	15
Sun 241—BMI		
3. SWEET DREAMS—F. Young	4	12
Cap 3443—BMI		
4. SEARCHING—K. Wells	5	10
Dec 29956—BMI		
5. DON'T BE CRUEL—E. Presley	3	5
Vic 20-6604—BMI		
6. YOU ARE THE ONE—C. Smith	6	11
Col 21522—BMI		
7. HOUND DOG—E. Presley	7	5
Vic 20-6604—BMI		
8. ANY OLD TIME—W. Pierce	8	9
Dec 29974—BMI		
9. I TAKE THE CHANCE—J. E. & M. Brown	11	21
Vic 20-6480—BMI		
10. I'M SO IN LOVE WITH YOU—Wilburn Brothers	13	6
Dec 29887—BMI		
11. I'M A ONE-WOMAN MAN—J. Horton	12	2
Col 21538—BMI		
12. MY LIPS ARE SEALED—J. Reeves	9	10
Vic 20-6517—BMI		
13. CONSCIENCE, I'M GUILTY—H. Snow	10	3
Vic 20-6578—BMI		
14. YOU GOTTA BE MY BABY—C. Jones	14	3
Starday 247—BMI		
15. BE-BOP-A-LULA—G. Vincent	—	5
Cap 3450—BMI		

C&W Best Sellers in Stores

For survey week ending September 5

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. HOUND DOG (BMI)—E. Presley	3	5
DON'T BE CRUEL (BMI)—Vic 20-6604		
2. I WALK THE LINE—J. Cash	1	12
Get Rhythm (BMI)—Sun 241		
3. CRAZY ARMS (BMI)—R. Price	2	12
You Done Me Wrong (BMD)—Col 21510		
4. SEARCHING (BMI)—K. Wells	4	10
I'd Rather Stay Home (BMI)—Dec 29956		
5. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	5	16
MY BABY LEFT ME (BMI)—Vic 20-6540		
5. SWEET DREAMS (BMI)—F. Young	7	8
UNTIL I MET YOU (BMI)—Cap 3443		
7. BE-BOP-A-LULA (BMI)—G. Vincent	6	7
Woman Love (BMI)—Cap 3450		
8. YOU ARE THE ONE (BMI)—C. Smith	9	2
Doornstep to Heaven (BMD)—Col 21522		
9. I'M A ONE-WOMAN MAN (BMI)—J. Horton	10	2
I Don't Like I Did (BMI)—Col 21538		
10. YOU GOTTA BE MY BABY (BMI)—C. Jones	—	4
It's OK (BMI)—Starday 247		



MR. CONSISTENCY

Does it again

CARL SMITH

(8th Consecutive Week on Billboard's C & W Charts with "YOU ARE THE ONE")

Comes through with another HIT!

BEFORE I MET YOU *c/w* **WICKED LIES**



Columbia 21552 • 4-21552

COLUMBIA  RECORDS

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"DON'T MIND DYING"

The Sensational
JAYHAWKS

taking off with another
"STRANDED"

b/w

"LOVE TRAIN"

Flash 111

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Another Great FLASH RECORD

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singing

"MY PROMISE"

b/w

"PLEASE, BABY"

Flash 110

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'STRANDED
IN THE JUNGLE'**
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**"MOTHER-IN-LAW
BLUES"**

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Little Junior Parker

BACKED WITH

"THAT'S MY BABY"

DUKE RECORDS, INC.

No.

157

PEACOCK AND DUKE RECORDS, INC. 2809 ERASTUS STREET
HOUSTON 26, TEXAS

• This Week's R&B Best Buys

DOWN YONDER, WE GO BALLIN' (Reeve, BMI)—Smiley Lewis—Imperial 5404—This side is piling up terrific sales reports in all markets. Artist, with his belting style, is usually a chart contender and this one is not likely to spoil his record. Flip is "Someday You'll Want Me" (Reeve, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

R&B RECORDS

CLYDE McPHATTER

I'm Lonely Tonight (Raleigh, BMI)
Thirty Days (Progressive, BMI)—Atlantic 1106—Two more great sides by the guy with the vocal dynamite. Topside is a slow, heart-rending appeal to the lost love. The smart ork and chorus backing make it a strong pop threat as well. Flip is a wailing, rhythmic blues and the top grade singing is backed by more classy orking.

THE PLATTERS

It Isn't Right (Mellin, BMI)
You'll Never, Never Know (Personality, BMI)—Mercury 70949—(See under Review Spotlight on Pop Records.)

RAY CHARLES

Lonely Avenue (Progressive, BMI)
Leave My Woman Alone (Tiger, BMI)—Atlantic 1108—Either one of these sides has what it takes to break big and fast. On top is some uncommon and extremely classy slow blues material in a minor strain. It couples Charles' inimitable spiritual and blues moods into a potential smash. The flip is an up-tempo blues. Plenty of power here, too.

THE SIX TEENS

Send Me Flowers (Limax, BMI)
Afar Into the Night (Limax, BMI)—Flip 317—The kid group has what could easily be a two-sided follow-up to their current "Casual Look" hit. The top side has plenty of fast-moving, rhythmic excitement with solo wailing akin to the Frankie Lyman style. A great one for both counters and boxes. The flip is slower, more dreamy stuff but it can break just as big. Watch 'em both!

• Reviews of New R&B Records

OTIS WILLIAMS

Whirlwind 83
DE LUXE 6097—Potent stuff from the group. Lots of imagination and know-how have gone into this side. Great rhythm. (Jay & Cee, BMI)
I'd Like to Thank You Mr. D. J. 78
There's plenty of steam in this one from Williams and his crew—sharp sound and originality. Title makes it a natural for deejay spins and content could rack up a sales winner similar to some of the group's past diskings. (Jay & Cee, BMI)

THE DELEGATES

The Convention 82
VEE-JAY 212—A sock political spoof, which should grab off plenty of timely spins between now and election time. "The Society for the Preservation of Rock and Roll" holds a meeting with amusing rhythmic results. (Conrad, BMI)
Jay's Rock 77
Big Jay McNeely contributes an attractive instrumental side, featuring

a solid beat and standout solo work. (Tollie, BMI)

THE DELLS

Oh, What a Nite 77
VEE-JAY 204—The group sings with strong feeling on a leisurely paced ballad, highlighted by the lead singer's outstanding solo work. (Conrad, BMI)
Jo-Jo 76
Exuberant vocalizing by the Dells on a sprightly-paced rhythm-novelty with a solid beat. (Conrad, BMI)

THE BARONS

Don't Walk Out 74
IMPERIAL 5397—"I'll never be the same when you walk out that door," the lead singer chants, to a backing reminiscent of Fats Domino's sides. Good sound. (Commodore, BMI)
Once in a Lifetime 74
The Barons do a tasteful vocal. Song is a rhythmic two-beat piece of material in a sentimental groove. (Commodore, BMI)

THE JOYTONES

Gez What a Boy 74
RAMA 202—The Joytones project ecstasy as they describe their ideal boy. Side is well-gearred to the teen-love idea. (HHH & Range, BMI)
Is This Really the End? 73
A slow ballad, with a mournful story. The arrangement, using a chorus behind the Joytones, gives the effect of a dirge. Plenty of production here. (Kahl, BMI)

THE VICTORIALS

Prettiest Girl in the World 74
IMPERIAL 5398—Uncommon piece of material. Arrangement has a tricky, effective rhythm; and the vocal has the effect of a chant. Deejays will find it interesting. (Reeves, BMI)
I Get That Feeling 70
Fair performance of this refined, romantic ballad. (Reeve, BMI)

THE CHESTNUTS

Brother Ben 73
DAVIS 452—Novelty blues, with a peculiarly effective, monotonous vocal. Brother Ben is a great lover who started in his teens. Deejays will give it a whirl. (Davis, ASCAP)
Forever Now 73
A tender ballad, featuring Ruby Whitaker on the vocal. Material is routine, but the thrush has a nice vocal quality. (Davis, ASCAP)

ARTHUR AND BOOKER

Heavenly Angel 72
CHESS 1637—Good enough duowarbling on an unoriginal r.&b. ballad. (Arc, BMI)
You're Near Me 70
A big collection of r.&b. cliches in melody, lyrics and arrangement. Lack of originality limits this one. (Arc, BMI)

THE FLANNELS

So Shy 68
TAMPA 121—Adequate vocal by the Flannels backed by good, relaxed

• R&B Territorial Best Sellers

For survey week ending September 5

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. Honky Tonk, B. Doggett, Kng.
3. Rip It Up, Little Richard, Spe.
4. My Prayer, Platters, Mer.
5. Tore Up Over You, Midnighters, Fed.
6. Bad Luck, B. B. King, RPM
7. I Gotta Get Myself a Woman Drifters, Atl.
8. See-Saw, Moonglows, Chs.
9. Stranded in the Jungle, Cadets, Mod.

Charlotte

1. Let the Good Times Roll Shirley & Lee, Ala.
2. In the Still of the Night, Satins, Emb.
3. My Prayer, Platters, Mer.
4. Honky Tonk, B. Doggett, Kng.
5. See-Saw, Moonglows, Chs.
6. Lipstick, Powder and Paint J. Turner, Atl.
7. Don't Be Cruel, E. Presley, Vic.
8. Hound Dog, E. Presley, Vic.
9. I Gotta Get Myself a Woman Drifters, Atl.
10. Soldier of Fortune, Drifters, Atl.

Chicago

1. Honky Tonk, B. Doggett, Kng.
2. My Prayer, Platters, Mer.
3. Hound Dog, E. Presley, Vic.
4. Flying Saucer Buchanan & Goodman, Lun.
5. Rip It Up, Little Richard, Spe.
6. Stranded in the Jungle, Jayhawks, Fsh.
7. Don't Go No Further, M. Waters, Chs.
8. I'm in Love Again, F. Domino, Imp.
9. Soft Winds, D. Washington, Mer.

Cincinnati

1. Honky Tonk, B. Doggett, Kng.
2. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
3. Casual Look, Six Teens, Flp.
4. Don't Be Cruel, E. Presley, Vic.
5. In the Still of the Night, Satins, Emb.
6. My Prayer, Platters, Mer.

Detroit

1. Honky Tonk, B. Doggett, Kng.
2. I Gotta Get Myself a Woman Drifters, Atl.
3. Pleadin' for Love, L. Birdsong, Exc.
4. Bad Luck, B. B. King, RPM
5. Don't Go No Farther, M. Waters, Chs.
6. Don't Let It End This Way E. Morris, Pea.
7. Soft Winds, D. Washington, Mer.
8. That's All There Is to That N. (King) Cole, Cap.
9. Soft, Summer Breeze, E. Heywood, Mer.

Los Angeles

1. Honky Tonk, B. Doggett, Kng.
2. My Prayer, Platters, Mer.
3. Hound Dog, E. Presley, Vic.
4. Bad Luck, B. B. King, RPM
5. Flying Saucer Buchanan & Goodman, Lun.
6. When I'm With You, Moonglows, Chs.
7. Billy's Blues, B. Stewart, Chs.
8. In the Still of the Night, Satins, Emb.

New Orleans

1. Honky Tonk, B. Doggett, Kng.
2. Let the Good Times Roll Shirley & Lee, Ala.
3. So-Long, F. Domino, Imp.
4. When My Dreamboat Comes Home F. Domino, Imp.
5. Don't Be Cruel, E. Presley, Vic.
6. It's Too Late, C. Willis, Chs.
7. My Prayer, Platters, Mer.
8. Fool, S. Clark, Dot

Mantovani to South Africa

LONDON—This week orchestra leader Mantovani flies to South Africa for a three-week stint with the London Symphony Orchestra in Johannesburg before returning to this country for his 10-week tour of the States; On his American trip, which commences October 1 with a concert in Worcester, Mass., Mantovani will be accompanied by three British musicians who will form the nucleus of the bands he is scheduled to conduct.

instrumental by Earl Hyde's ock. (Webster, BMI)
Hey, Rube 63
A novelty blues, but it fails to come off. Neither the vocal nor instrumentation are sharp enough. (Webster, BMI)

**BREAKING BIG ACROSS THE COUNTRY
NEW—21 YEAR OLD SENSATION—NEW**



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"I CAN'T QUIT YOU, BABY"

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Cobra #5000

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Watch This One!

WILBERT HARRISON

"CONFESSIN' MY DREAM"

b/w

"THE WAY I FEEL"

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38 MARKET ST.
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SHEDDING
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VERNON GREEN
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when answering ads . . .
Say You Saw It in The Billboard

R&B Best Sellers in Stores

For survey week ending September 5

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		5	HONKY TONK (Parts I & II)—B. Doggett	BMI—King 4950
2.		10	MY PRAYER (ASCAP)—Platters	Heaven on Earth ASCAP—Mercury 70893
3.		5	HOUND DOG (BMI)—E. Presley	DON'T BE CRUEL (BMI)—Vic 20-6604
4.		7	LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee	Do You Mean to Hurt Me So? (BMI)—Aladdin 3325
5.		18	FEVER (BMI)—Little Willie John	Letter From My Darling (BMI)—King 4935
6.		7	SO-LONG (BMI)—F. Domino	WHEN MY DREAMBOAT COMES HOME (ASCAP)—Imperial 5396
7.		12	RIP IT UP (BMI)—Little Richard	Ready Teddy (BMI)—Specialty 579
8.		6	FLYING SAUCER (Parts I & II)—Buchanan & Goodman	Luniverse 101
9.		8	BAD LUCK (BMI)—B. B. King	SWEET LITTLE ANGEL (BMI)—RPM 468
10.		3	IN THE STILL OF THE NIGHT (BMI)—Satins	Jones Girl (BMI)—Ember 10005
11.		11	IT'S TOO LATE (BMI)—C. Willis	Kansas City Woman (BMI)—Atlantic 1098
12.		11	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	My Baby Left Me (BMI)—Vic 20-6540
13.		2	LIPSTICK, POWDER AND PAINT (BMI)—J. Turner	ROCK AWHILE (BMI)—Atlantic 1102
14.		1	I GOTTA GET MYSELF A WOMAN (BMI)—Drifters	Soldier of Fortune (BMI)—Atlantic 1101
15.		1	SEE-SAW (BMI)—Moonglows	WHEN I'M WITH YOU (BMI)—Chess 1629

Most Played R&B by Jockeys

For survey week ending September 5

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	Title	Label
1.		8	LET THE GOOD TIMES ROLL—Shirley & Lee	Aladdin 3325—BMI
2.		4	DON'T BE CRUEL—E. Presley	Vic 20-6604—BMI
3.		10	MY PRAYER—Platters	Mercury 70893—ASCAP
4.		3	HONKY TONK (BMI)—B. Doggett	King 4950
5.		6	SO-LONG—F. Domino	Imperial 5396—BMI
6.		18	FEVER—Little Willie John	King 4935—BMI
7.		1	IN THE STILL OF THE NIGHT—5 Satins	Ember 10005—BMI
8.		1	CASUAL LOOK—Six Teens	Flip 315—BMI
9.		11	RIP IT UP—Little Richard	Specialty 579—BMI
10.		6	WHEN MY DREAMBOAT COMES HOME—F. Domino	Imperial 5396—ASCAP
11.		6	HOUND DOG—E. Presley	Vic 20-6604—BMI
12.		10	IT'S TOO LATE—C. Willis	Atlantic 1098—BMI
13.		5	FLYING SAUCER—Buchanan & Goodman	Luniverse 101
14.		1	I LOVE YOU, BABY—J. Reed	Vee Jay 203—BMI
15.		1	HEAVEN ON EARTH—Platters	Mercury 70893—ASCAP

Most Played R&B in Juke Boxes

For survey week ending September 5

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		3	HOUND DOG (BMI)—E. Presley	DON'T BE CRUEL (BMI)—Vic 20-6604
2.		8	MY PRAYER (ASCAP)—Platters	Heaven on Earth (ASCAP)—Mercury 70893
3.		4	LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee	Do You Mean to Hurt Me So? (BMI)—Aladdin 3325
4.		2	HONKY TONK (Parts I & II)—B. Doggett	King 4950 (BMI)
5.		12	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	MY BABY LEFT ME (BMI)—Vic 20-6540
6.		15	FEVER (BMI)—Little Willie John	Letter From My Darling (BMI)—King 4935
7.		6	WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino	SO-LONG (BMI)—Imperial 5396
8.		1	BAD LUCK (BMI)—B. B. King	Sweet Little Angel (BMI)—RPM 468
9.		2	IN THE STILL OF THE NIGHT (BMI)—Satins	Jones Girl (BMI)—Ember 10005
10.		1	SEE-SAW (BMI)—Moonglows	When I'm With You (BMI)—Chess 1629

Place in Sun

Continued from page 16

like Ed Sullivan's only adding to the universal interest."

Luboff declared that we "are just beginning to discover our musical heritage in folk music," and that many more experiments can be expected on records in the future. Roger Wagner's "Songs of the Old World" on Capitol, in addition to Luboff's "Songs of the South" and "Just a Song" packages on Columbia, are indicative of the great emphasis currently placed on choral works.

TV, Pix, Disks Woo 'Em

Altho chorus singers have always occupied a place in the American musical scene, particularly in Broadway musical comedy, it has only been within the last year that groups have come to gain their own prominence. The widespread use of groups in live performances as well as on records currently finds singers in great demand in television, motion pictures and records.

Luboff is of the opinion that a marriage between the restrictions of commercial necessity and a need for new original music will one day result in the record companies subsidizing the composition and recording of new works by contemporary, modern composers. A former singer, and later associated with the Lynn Murray Singers and Ray Bloch Chorus in New York, Luboff credits the record industry with furnishing the initial stimulus for the exposure of good music.

Business Crazy

Continued from page 16

the big gun for his fall campaign. No newspaper space will be used. Another deal has been worked out to promote via word of mouth. Club members who bring in a new member will be rewarded with a bonus LP.

Meanwhile, in another section of one of the most heavily trafficked areas aside from Times Square, the Goody one-stop service is doing a brisk business. With annual service fees ranging up to \$60, dealers and operators can come in to the Goody store and order any of the best selling singles or LP's of their choice in any quantity at standard distributor prices.

Goody reports he is now servicing at least 50 juke operators and is many dealers in the New York area on a regular basis. Spotting a dealer customer shopping for r.&b. disks at the one-stop service counter, Goody queried: "How do you like the service?" The dealer quickly shot back, "Crazy, man!"

Three-Way Push

Continued from page 16

released before the end of 1956. Like the Kangaroo songs, material is being developed specifically for children's TV shows, utilizing the educational approach, and with song-folio publications scheduled to follow each such presentation. Material also will be prepared and produced to be made available to major record companies who do not maintain their own children's disk production departments. This latter phase has been projected to stimulate the diskeries' interest in children's disks, which has been declining steadily despite the obvious increase in population and in sales of other children's products, such as educational toys and books.

The Fox firm, currently celebrating its 50th anniversary, is one of the largest standard and educational publishers in the business. Fox and Reynard are affiliated with the American Society of Composers, Authors and Publishers.

The First Rock & Roll Tribute to the Late JAMES DEAN!!

VARETTA DILLARD

"I MISS YOU, JIMMY"

and

"IF YOU WANT TO BE MY BABY"

Review Spotlight on . . . R&B RECORDS

VARETTA DILLARD

I Miss You, Jimmy (Eden, BMI)—Groove 167—Chuck takes what could be the Jimmy Dean fan cult theme and gives it a mellow reading that recalls her smash "Johnny's Gone." It's likely to make the transition to the pop field, too. Flip is "If You Want to Be My Baby" (Overtone, BMI).

GROOVE #0167

WATCH THIS ONE!!

OSCAR BLACK—SUE ALLEN

"INTO EACH HEART (Some Tears Must Fall)"

and

"IF I CRY TOMORROW"

GROOVE #0168

BUSTIN' WIDE OPEN—POP TOO!

MICKEY AND SYLVIA

"WALKIN' IN THE RAIN"

and

"NO GOOD LOVER"

GROOVE #0163

A SMASH INSTRUMENTAL!

AL SEARS AND HIS ORK

"GREAT GOOGA MOOGA"

and

"HERE'S THE BEAT"

GROOVE #0166

GROOVE

155 E. 24 ST., NEW YORK, N. Y.

ATLANTIC Sends Off 3 NEW BLOCKBUSTERS

Clyde McPhatter
I'M LONELY TONIGHT and THIRTY DAYS
ATLANTIC 1106

The Clovers
FROM THE BOTTOM OF MY HEART and BRING ME LOVE
ATLANTIC 1107

Ray Charles
LONELY AVENUE and LEAVE MY WOMAN ALONE
ATLANTIC 110

Introducing a Great Quartet:
THE CRESCENDOS
singing
FINDERS KEEPERS
and
SWEET DREAMS
ATLANTIC 1107

ATLANTIC RECORDING CORPORATION
157 WEST 57th St. NEW YORK 19, N. Y.

FOLK TALENT & TUNES

• Continued from page 61

Carl Stuart, WAMO c.&w. deejay, will occupy a spot in the show and emcee the proceedings. Unit plays Youngstown, O., prior to moving to Pittsburgh.

Bobby Grove (King) is now a regular on the Jimmie Skinner radio show over WNOP, Newport, Ky. His latest King release is "Once to Every Heart." . . . Two of the sides cut by Jimmie Skinner for Mercury in Nashville the other day have already hit the music racks. Tunes are "Another Saturday Night" and "Just Ramblin' On." . . . Decca's Pete Pike is being considered for a regular spot on WRVA's "Old Dominion Barn Dance," Richmond, Va. . . . After a three-year absence from the field, singer Lucky Boggs is back in the swing again, this time as a regular on "Saturday Night Jamboree" on WSAZ-TV, Huntington-Charleston, W. Va. Boggs recently inked a three-year pact with Buddy Records, Marshall, Tex., and has two releases on that label. He appeared on Ernest Tubb's Record Shop show from Nashville August 25 to

plug his latest recording, "Rainbow Waltz."

Jim Reeves (Victor), who headlined the "Grand Ole Opry" show at the Wisconsin State Fair, Milwaukee, August 18-26, was tendered a surprise birthday party August 20. In attendance were Betty Foley (Decca), Floyd Cramer (M-G-M) Joe (Red) Hayes (Capitol), Jimmy and Johnny (Decca), Tommy Hill (Hickory), Kenny Hill, Jimmy Day, Bobby Meyers, Charlie Lamb, Dub Albritten, Mrs. Reeves and Herbert L. Schucher, Reeves' personal manager. Reeves is set for the Pacific Northwest thru most of September.

Guestar bookings for September for "Big D Jamboree," Dallas, are the Five Strings, September 15, and Carl Perkins, September 29. . . . Sheriff Tex Davis, who recently took a leave of absence from his deejay chores at WCMS, Norfolk, Va., to pick up the managerial reins on Gene (Be-Bop-a-Lula) Vincent, typewrites as follows: "Gene Vincent, on his first professional tour which is taking him thru Pennsylvania, New York and the New England States, is gaining friends by the thousands. He's averaging a shirt a day while being mobbed by teen-agers. He has broken his new Capitol album wide open and has another single release coming up this week."

Holiday House, Pittsburgh's swank supper club, is reported to have racked up bang-up business with Hank Thompson and His Brazos Valley Boys, who concluded a 10-day stand there September 2. First night pulled a sellout and on the second night the State police was called upon to direct traffic in front of the club. Hank and his boys were the first Western attraction ever to play the spot, which is managed by Johnny Pertera. Hank and the Brazos Valley Boys play the Texas State Fair, Dallas, October 6-21, where they'll do three shows a day. It marks their fourth straight year there.

Eddie Crandell, Marty Robbins' manager, has just signed the Everly Brothers under a management contract. They are currently en tour with a "Grand Ole Opry" unit, with George Morgan, Audrey Williams, George Jones, Eddie Hill, Lee Emerson, Glenn Douglas and Dave Rich. . . . Grelun Landon, of Hill and Rang Songs, Inc., pipes from New York: "We just received the big sheet music rack on 'You Don't Know Me,' which Cindy Walker wrote with Eddy Arnold and which the latter has out on RCA. Things are going well, with four of our numbers in The Billboard's Honor Roll of Hits Top Ten and five in the Top Thirty. We were lucky enough to connect with sheet music racks (around 75,000 copies per rack) on each of the five. So, things are kinda booming up this way."

Dub Dickerson guested with Rusty Carson and the Buffalo Valley Boys at the Trianon Ballroom, Oklahoma City, August 25. . . . Eddie Bond (Mercury) has made several appearances in Texas and Oklahoma recently and says he's well pleased with the reception the deejays in that sector are giving his release, "Slip, Slip, Slippin' In." Bond has another session coming up soon in Nashville. . . . Audrey Williams was the subject of the eighth of a series of arti-

cles by Ben A. Green on "Grand Ole Opry" stars in The Nashville Banner of August 25.

Lou Black, of Top Talent, Inc., Springfield, Mo., and his top lieutenant, Lucky Moeller, have just returned from an Arkansas and Oklahoma expedition during which they set numerous dates for units headed by Red Foley, Marvin Rainwater and Bobby Lord. . . . The Minnie Pearl "Grand Ole Opry" unit, with Justin Tubb, is set on fair and celebration dates thru September as follows: Pawhuska, Okla., 11; Woodward, Okla., 12; Perry, Okla., 13; Bentonville, Ark., 14; Holdenville, Okla., 15; Stillwater, Okla., 17; Fayetteville, Ark., 18; Harrison, Ark., 19; Ardmore, Okla., 20-21; Nowata, Okla., 22; Claremore, Okla., 23; Parsons, Kan., 26, and Corsicana, Tex., 28.

Eddie Dean played the Tommy Steiner Rodeo at Lawton, Okla., September 8-9, and followed with a week in Montgomery, Ala. On September 15, Eddie hops to Muskogee, Okla., for a seven-day stand at the Muskogee State Fair. For September 22-27 he's set for a tour with the Hank Thompson band, and follows with the Heart o' Texas Fair, Waco, September 29-October 4. Dean's newest on the Sage & Sand label, "Rock 'n' Roll Cowboy" b.w. "Banks of the Rio Grande," is set for release September 1.

Carolyn Underhill and Valerie Hufferies, Vera Street, Madison, Tenn., have just formed a Glenn Douglas Fan Club, and ask all interested parties to write in. . . . Bob Kaliff, deejay at KLVT, Levelland, Tex., is the writer of "Sweet Rockin' Baby," which Sonoe West and the Teen Trio, of Farmington, N. M., have just waxed for the NorVa-Jack label, of Clovis, N. M. . . . Mary Sue Clere, heard twice each Saturday over KWSH, Seminole, Okla., made a guest appearance on the Jude 'n' Jody show over KTEW-TV, Ada, Okla., August 29.

With the Jockeys

Eighteen-year-old Art Wood, who recently joined the deejay staff of WWSR, St. Albans, Vt., is doing a hillbilly jamboree twice daily and a c.&w. hit parade every Saturday afternoon. . . . Frank Oxarart, president and general manager of KRKD, Los Angeles, advises that KRKD has changed over to a complete country & western music format. Oxarart said the changeover was made because of the many requests for such programming in the Los Angeles area. C.&w. deejays signed by the station are Tom Brennan, Joe Nixon and Joe Allison. . . . Lucky Lon Backman, WCMS, Norfolk, has a new show going from 4:30-4:45 p.m. daily in which he features the current top three tunes as selected by a daily tabulation of mail to all WCMS disk jockeys. . . . Bob McClendon, who also twirls 'em over WCMS, has switched over to programming practically all blue grass and true hillbilly material, with the exception of an hour out for gospel and sacred, during his daily five hours on the air.

Gordon Guest, after an absence of six months, has returned to KHBR, Hillsboro, Tex. He recently had as guests Jackie Cochran and Dub Dickerson, both of Sims Records, and tunesmith Bob Belyeu. . . . George Popkins, of "Pop's Country Store," WXGI, Richmond, Va., reports immediate action on Helen Carter's "Heart Full of Shame" and June Carter's "Oh, Look What You've Done." The sisters groove 'em for Columbia. . . . Tex Justus, WBNL, Boonville, Ind.,

LP's Rack Up 80% of Sales

• Continued from page 20

full lines of phonos and packaged hi-fi units. A substantial amount of the total phono volume goes to students, but this group is largely interested in table and console models, because of their relative portability. With equipment, too, there is a "hold the line" price policy. No component parts are stocked: "Because we can't compete with New York's Cortlandt Street dealers on price and because component customers often come in to just chat and they waste our time."

The no combination or premium deals are ever offered tying records in with equipment sales. Johnson feels that his service facilities and a sincerity in using solid sales arguments will keep his phono sales constantly on the upgrade.

While equipment is promoted thru several local newspapers, disk promotion is largely done thru channels other than printed media. One of the most successful methods is radio. The store furnishes the college radio station, WDBS, each day with the recordings to be played on its facilities. These are checked out during the day and checked back in the store the fol-

lowing morning. In return for this free service, the station, which is wired into dormitories and fraternity houses, plugs the records and the store.

Another station, WTSL, which serves an area within about 15 miles of the town, works a reciprocal deal with the store, except that in this case money actually changes hands. Disks are sold to the station at list and the store is charged at the book rate by the station for its commercials.

College Push

The college gives a number of music appreciation courses, each of which require students' buying of records of the works to be studied. This has meant a substantial quantity of extra sales for Johnson, since the department recommends purchase of the records at his store. Johnson gets a list of the works and orders well in advance the approximate number of copies of each required. Even the changes are occasionally made on short notice, because of works to be performed by visiting concert artists, he feels the tie-in has meant much to him.

New residents in the town, both students and others, are reached in two different and successful ways. The amount of population shift in the town is considerable, to a point where a "welcome wagon" has proved profitable for local merchants. Johnson works closely with this. Hostesses offer an introductory gift from the shop consisting of a set of plastic protective LP sleeves to all new residents. The recipient is invited to come in to the store to receive an additional free gift. Records indicate that many of these new customers have made heavy purchases over a period of time in the store, because of their pleasant introduction.

New freshmen, about 700 of them each year, are reached with an introductory sales pitch via an ad taken in the "freshman's bible" a publication issued to the new men by the college.

Another new promotion device being used with some initial success is a trailer ad screened regularly at a nearby drive-in movie theater.

Coveney Heads

• Continued from page 15

andising manager of the firm's classical record division, reporting to Gordon Fraser, director of national merchandising. A classical records consultant for more than a decade, Kepler owned and operated the Rhapsody Record Shop here for a number of years, and also was a commentator with Ethel Longstreet on the "Cavalcade of Records" tele-show. Coincidental with the appointment of Coveney and Kepler, execs Maitland and Fraser were also named directors of their respective departments.

Music as Written

• Continued from page 18

Latin Casino, Philadelphia, October 19-27.

Bobby Short, now appearing at the Castle restaurant, set to record a new LP for Atlantic September 10. . . . George Shearing set for a three-week date at the Macumba, San Francisco, following his November 17 engagement at Zardi's. . . . Disk jockey Alan Freed comes back to the Coast for a role in Columbia's "Rhythm and Blues" flicker. . . . The Four Aces will air their Decca version of "Friendly Persuasion" on the Ed Sullivan tele-show September 16. . . . Wolfie Gilbert gets a Friars roasting and testimonial dinner on the occasion of his 70th birthday, September 17.

(Continued on page 23)

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\$\$ Bubble Up at Fairs For 'Waters'

NEW YORK — Excellent results for units of "Dancing Waters" appearing at fairs are reported by Sam Shayon.

Shayon said the fountain display grossed \$18,000 in 8 days at Vancouver. At Sacramento, which opened August 29, the gross, thru Labor Day, had topped \$13,000. At the Topsfield (Mass.) Fair, with Saturday and Sunday (8-9) to go, the unit had grossed more than \$5,000. Earlier in the season, at Canfield, O., the gross topped \$8,000.

A unit was included in the grandstand show at the Du Quoin (Ill.) Fair. In on a flat deal, it was held over for an extra day and is likely to return next year, Shayon said.

Sheehan Show Draws Strong At Detroit

DETROIT — Al Sheehan's "Aqua Follies," one of the featured attractions of Detroit's Riverama Festival, chalked up socko business this year. Show appeared here for the second consecutive year.

Altho the advance sale was light as compared with the Minneapolis and Seattle stands, Sheehan reported box office sales were surprising and the show pulled better than had been anticipated.

As a result of the popularity of the swim-and-dive show, it was held over an extra day. And matinee shows were given here for the first time. Show did a total of 21 performances, including three on the final Saturday.

Astra-Gnome at Eastern States

HAMPTON BEACH, N. H. — Randall Productions, of Hampton, N. H., has its Astra-Gnome super-futuristic automobile at the Eastern States Exposition, Springfield, Mass., September 15-23.

This is the car's first appearance since it was shown at the International Automobile Show at the New York Coliseum.

Car was pictured on the cover of Newsweek's September 3 issue and is to be covered in an article for Esquire soon.

Business Good, Getting Better Cooke Reports for Talent Firm

NEW YORK — An excellent season and prospects for more of the same were reported here Tuesday (4) by Harry Cooke, of the Lancaster, Pa., talent firm of Cooke & Rose.

Apart from the weather, which got in some nasty licks on all too frequent basis during the summer months, the firm's bookings past, present and future are noted considerably ahead of last year. The country music parks—weekend operations for the most part—were hurt by weather on all but four weekends during the season. Still, Cooke said, with the emphasis on

LaPEARL WEDS AS PER ROUTE

CLINTON, Ia. — Sometimes bridegrooms forget the ring, but this one was so excited he forgot the name of the town where the wedding was.

Jack LaPearl, veteran clown and now press agent ahead of Hagen Bros.' Circus, and Miss Geneva Bauer, Oak Park, Ill., CFA and author of a forthcoming circus book, "Circus Wings," were married Tuesday (28). But in announcing the event LaPearl, for the moment, couldn't recall the name of the city.

To solve the problem, he declared, "Just tell them it was Monday's town."

That would make it Dubuque, Ia., where the show will play Monday (10).

Fairs Give Wagner Unit Top Crowds

LEHIGHTON, Pa. — Buddy Wagner's Stunt Capades performed before two turnaway grandstand crowds Labor Day at the Lehighon Fair. The opener was the biggest in the fair's history. Wagner's Tournament of Thrills unit closed the event Saturday (8).

The Wagner stunters also registered full houses at the Northampton (Mass.) Three-County Fair and at fairs at Schaghticoke and Fonda, N. Y., the previous week. The show was held over for an added performance at Fonda on the closing night, Wednesday (5).

Holger Rasini and his rocket car joined the Wagner stunters for the final Lehighon date and will continue as a feature thru the remainder of the season.

HOLDS DROP TO 12%

Drought, Rain, Cold Bucked by Lincoln

LINCOLN, Neb. — Hit by drought and by weather, the seven-day Nebraska State Fair nevertheless closed Friday night (7) with attendance down only an estimated 12 per cent.

Declines of about 10 to 15 per cent were experienced by most grandstand attractions and also on the midway.

Drought conditions have pre-

country names the popularity of these artists assured better than break-even earnings even in poor weather.

Fair dates have been especially good, Cooke said. McConnellsburg, Pa., proved a record breaker. He predicted a fine future for the Fairfax (Va.) Fair, an annual started last year under the auspices of the Chamber of Commerce.

Fairs Ahead

Coming up are shows at the Hagerstown, Md., fair and the Virginia State Fair, Richmond. The

(Continued on page 89)

MINN. STATE FAIR TOPS MILLION MARK AGAIN

10-Day Event Draws Record 1,036,736;
Grandstand Receipts Total \$332,272

ST. PAUL — The 1956 Minnesota State Fair wound up its 10-day stand Labor Day in a blaze of new records.

For the second straight year, paid attendance went over the million mark, with the 1,036,736 thru the turnstiles setting a new all-time record and beating the former peak of 1,007,101 in '55 by 29,635.

Royal American Shows also set a new gross receipts mark to shoot at in the future with \$309,230.86 recorded. Previous high, set last year, was \$306,967.89.

Altho total afternoon and night grandstand attendance was no new record, receipts of \$332,272.53 was a new high. This was due, Secretary Douglas K. Baldwin explained, to the fact grandstand prices were increased 50 cents across the board. Afternoon grandstand attendance for the broad program of auto races brought in by Frank Winkley and Aut Swenson's thrill show, totaled 175,973. The Barnes-Carruthers No. 1 Revue, augmented by several acts, including the Sky Kings and Harmonicats, attracted 53,109.

In recapitulating the over-a-million attendance, Baldwin said the new mark was all the more spectacular because of threatening weather during a good share of the 10-day period.

Rain, Overcast

The first Sunday had morning rain and the next day was overcast and humid. Tuesday was also humid with thunder and lightning at 6 p.m. followed by an all-night rain. Light rain started at 6 p.m. the following day and more of the same developed on Friday. Saturday opened the big weekend on the cool but clear side. Sunday was hot and windy, with rain predicted but failing to materialize. Labor Day thunderstorms were predicted but a cool wind came up instead and dispersed the rain.

Several one-day attendance records were set. The 94,767 the first Saturday beat the previous high for that day set in '55. The previous Tuesday high of 77,664, recorded in 1950, fell to the new mark of 77,853, despite rain. The new Wednesday high of 91,193 bettered the former 84,580 set in 1954. The second Saturday peak of 199,051 topped 1947's 111,254, and Sunday (2) 164,806 came out to top last year's 159,748.

Space Sales Up

Concession space was up five per cent in sales this year. The horse show, with gross receipts of \$45,645, was 10 per cent under that of a year ago, and Baldwin said the board will give serious consideration in the months ahead to broadening that feature's base of interest.

Theodore Arens, fair board president, said that preliminary estimates indicated the annual oper-

(Continued on page 86)

Strong Stretch Run Ups CNE Attendance Close to 1955 Level

Sets 310,000 One-Day Gate Record;
Conklins Eye 600G Gross, New High

TORONTO — A strong stretch run, following in the wake of four days of rain during the early part of its 16-day run sent the Canadian National Exhibition into its final day Saturday (8) trailing by only 85,000 off the gate to the same point last year. The attendance for the full run in 1955 was 2,809,500.

The closing day dawned clear and cool, and officials expressed confidence that the day's count would sufficiently exceed 260,500, the tally for the wind-up day last year, to enable the big expo to

close with a total attendance greater than that of 1955.

Several record days, including a peak Labor Day turnout of 304,500, were notched up in the last week of the event. These, together with a 305,000 crowd on the first Saturday that gave the exhibition its biggest single day's gate in history, followed a week later by still another new all-time peak crowd of 310,000, narrowed the loss suffered because of early rains.

Until this year, the all-time, one-day's attendance was 303,500. This was surpassed on three days, Labor Day and the first and second Saturdays.

As the exhibition entered its final days, officials expressed satisfaction over business given the night show, "Canadiana of 1956." Offering no names for the first time since the present, huge grandstand was placed in operation, the spec opened on a light note and with a smaller advance sale than last year. Its crowds built, how-

(Continued on page 69)

Franz Stosch Falls 60 Feet To His Death

ST. PAUL — Franz W. Stosch, 60, high performer billed as the Great Frederico, died here Monday (3) after he plunged 60 feet while doing his act at the Minnesota State Fair.

Death came while doing his act in which he leaped 60 feet from a perch with a long elastic wire held in his mouth. The wire would snap him back up from just above the ground to his perch where he would grab a crossbar. Monday night the crossbar apparently blew out of reach and at the same time, his mouthpiece broke as he snapped up from the ground.

Stosch was still conscious when his wife, Erna, and their son, John, 12, ran to his side, but he lapsed into a coma en route to the hospital and died shortly after.

Du Quoin Tabs 10 Per Cent More Patrons

DU QUOIN, Ill. — The Du Quoin State Fair closed one of its most successful runs on record here Labor Day (3) with almost a 10 per cent bulge in attendance over last year.

One of the outstanding increases during the week was in the grandstand department. The GAC-Hamid night show headed up by Pat Boone brought in large crowds the first three nights of the fair, usually the weakest periods of the run. On Monday (27), for instance, the show more than doubled the crowds of the same day a year earlier.

Tennessee Ernie Ford, the featured Labor Day night attraction, also a GAC-Hamid booking, pulled the usual packed stand. And Dorothy Collins, who headed up the night show four days, did good business thruout.

Auto race fans jammed the fairgrounds over the big weekend to see the 100-mile stock car races, the big car sprints and the Labor Day national championship race. The latter day crowd matched that of a year ago. Grand Circuit Harness racing during the week pulled its usual strong turnouts.

Gem City Shows, the midway attraction, reported very satisfactory business.

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Herb Dotten

Freaks Are Thinning Out

IN ANOTHER 15 or 20 years this country may run out of freaks for circus and carnivals Side Shows.

"Already they are in short supply—and the supply is getting progressively thinner."

Dick Best is doing the talking. He is the biggest operator of Side Shows in the U. S. He has one with the Royal American Shows, another with the World of Mirth Shows and one at Chicago's Riverview Park.

And he should know. He is the



BEST

In all, he has 24 people who are physically abnormal working under his banner. He has an additional dozen under contract and with other Side Show operators.

In Dick's opinion, the reason for the drop-off in freaks is the vast strides made by medical science.

"Now the care given during the pre-natal period and during and after birth is such that very few freaks are born in this country. And the number is declining each year," Dick observes.

There was a time, Dick relates, when there was a relative abundance of freaks for Side Shows. They seemed to come in cycles, he noted, citing particularly a span of a few years when about ten pairs of children joined at the head or body were born.

St. Paul Tops Them All

The public continues to find great appeal in freaks.

The best Side Show towns are those which either have many "good solid working people" or one that draws farmers, Dick maintains.

The best of them all is St. Paul. At the Minnesota State Fair he does whopping business. Last year his unit on the Royal American grossed more than \$42,000 at the 10-day fair.

Resort towns are the poorest for Side Shows, in Dick's book. So, too, are cities where the populace might be classed or fancied itself as sophisticated.

It takes more than the people to make a Side Show town. According to Dick, it requires a good Side Show operator, one who year in and out brings in good freaks, not one but several featured acts.

Freaks of today differ with those of yesteryear. They demand—and get—good money. And those that don't want to work on a salary basis, fight for the privilege of selling little Bibles.

Commenting on this, Dick points out there was a time when freaks who wanted in on something sought the right to sell "Lookbacks". These two-inch square boxes, equipped with several mirrors, enabled users to see what was going on in back of them. In the selling, Dick recounts, the custom was for the freak to suggest that buyers of the "Lookbacks" would see more than merely what was behind them, hinting that they might see thru things, too.

Many of today's freaks are ambitious and hard-working. Bob Evans, the two-faced boy with the unit on the Royal American, does Dick's bookkeeping. Ted Evans, 8-foot 4-inch giant, with the same show, is taking a correspondence course in bookkeeping. Hoyt Schumacker, the armless-legless wonder, also on the Royal, is a clever sign painter and can handle tools as ably as many men, tho he has only stubs for arms. He does considerable painting for Dick.

Hoyt has a winning personality and a strong character. Early in life he made up his mind that he would be able to hold a job and have a wife. He has done both. He greets the Side Show crowds with a winning smile and holds them captivated by his personality.

Praise for Betty Lou Williams

One of the greatest freaks ever to work for Best was the late Betty Lou Williams, who had one head, two bodies, three arms and was four-legged. As an attraction, she was tops, Dick says.

As a performer, she was outstanding. She never complained that it was too hot, too dusty, too cold or too anything, Dick recalls. She was extremely well read, got in three years of college and was thoughtful of and generous to her family. When she died three years ago in Trenton, N. J., she had either already sent nine of her 14 brothers and sisters thru college or had them in college at the time. She had, moreover, bought a farm for her family in her native Albany, Ga.

In the Side Show business since 1919, Dick lists some other outstanding freaks who worked for him. These included Paul Desmuke, the armless knife thrower; Frank Lentini, the three-legged man; Grace McDaniels, the mule-faced woman, and Popeye Perry, who at will popped an eye out of its socket to the end of his nose.

Personally, Dick is not worried about the declining number of freaks. His prime concern is keeping on top of his current operations. To do this, he has become one of the "flyingest" men in outdoor show business, shuttling back and forth when occasion demands from the Royal American—his base during the season—to Riverview, where his wife manages the operation—and occasionally flying to the World of Mirth, where his brother-in-law, Walter Wanous, heads the unit.

On the Royal American, he is regarded as an extremely light sleeper, quick to detect an on-coming storm and equally quick to emerge from his house trailer to see that the Side Show canvas is lashed tightly.

Prone to live in the present, not to retrace the past and only rarely to take a long look into the future, Dick's pride is the speed in which he and his crew put up his show. His record to date is 2 hours and 55 minutes. He hopes to better that and snag still more of the early birds on the lot.

N. Y. BIGGEST

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NEW YORK — Mammouth Roosevelt Field shopping center in the Levittown area will feature an 85 by 200-foot outdoor ice rink, it has been announced. The 17,000 square feet of skating surface will make it the largest rink in the metropolitan region.

Plans are for operation of the rink seven months of the year, due to increased capacity (213 tons per cycle) of the equipment being made by New Refrigeration Corporation. In the off-season the spot is designed for use by expositions, dancing and special events.

The shopping center was slated to open in time for Labor Day week. The rink is being constructed and should be in operation in time for the winter skating season, according to Herbert I. Silverson, president of Roosevelt Field, Inc.

An indoor-outdoor restaurant for 350 persons will be built for the rink operation, as will a skate house with 8,000 square feet on its main level and ample space below ground. The three-acre rink site will be surrounded by landscaping and paved walks, and there will be a 1,000-seat grandstand with provisions for bleachers seating an additional 1,200 persons.



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Midweek Rains Cut Into Huron Turnouts

HURON, S. D.—The South Dakota Fair, which started its six-day run on a strong note Labor Day, caught rain at midweek and thru Thursday (8), was 10 per cent off on attendance. Kenneth Balgeman, secretary, reported that a total of 74,000 people had come onto the grounds the first four days, and, given good weather, they expected to add another 45,000 on Friday and Saturday.

Rains on Tuesday washed out the night performance of the Barnes-Carruthers revue. As a result, the Barnes show, which was well received, was running below last year's pace. Motorcycle races on Labor Day did well, with only

a slight dip from last year. Harness races on Tuesday were hard hit by rain and again the wet stuff cut into Wednesday's performance of the Trans-World Auto Daredevils, receipts being off 20 per cent.

A program of IMAC big car sprints, produced by Frank Winkley's Auto Racing, Inc., scored one of the best crowds of the week on Friday afternoon. And Winkley was scheduled to come back in Saturday with a program of stock sprints. Fair scheduled a bargain bill for the final night—a performance of the Barnes show at 7 p.m. and the Swenson Thrillcade at 9 p.m.—all for one price.

Art B. Thomas Shows started strong on Labor Day, with rides and shows producing \$800 more than the same day last year. Rain, however, hurt at midweek.

A total of 10 new buildings were used this year for the first time, adding up to a major investment. The buildings and their cost included administration, \$54,000; concessions office, \$27,000; sheep barn, \$21,000; toilets (2), \$39,000; game and fish, \$42,000; 4-H dairy barn, \$39,000; 4-H sheep barn, \$6,000; gate and entrance, \$22,000; and the 4-H building and combination State Armory, \$183,000. In addition the fair built a number of picnic shelters and used shuttle buses for the first time to transport patrons from the parking area to the grounds.

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CNE Stretch Run

Continued from page 67

ever, and officials pointed out that the show would net more money than the 1955 edition because it does not carry the expense of a name star. Featured act was Richard Hearn, English comic.

Gene Autry, presented each afternoon in front of the grandstand, played to satisfactory crowds, heaviest in the first nine days of the exhibition and dropping after Labor Day when schools reopened.

On the midway, record business was chalked up by the Frank and Patty Conklin operation, even though the gate was down. Patty went into the final day predicting that the gross would come close to if not hit the \$600,000 ride and show gross he had forecast before the exhibition opened. Last year the Conklin rides and shows grossed \$501,334.

Lincoln Off 12%

Continued from page 67

concession receipts reported 15 per cent below '55.

Daytime grandstand events generally were down from 10 to 12 per cent, except motorcycle races Tuesday, which were at least 30 per cent under '55.

Built Coliseum
Al Sweeney presented big car races three afternoons, stock car racing one afternoon and one program of motorcycle races. The Trans-World Daredevils, handled here by Leo Overland, were in for one matinee.

The fair opened with record entries in many classifications. All available indoor commercial exhibit space had been sold four weeks prior to the opening. Sale of outdoor space also was strong.

New plant improvements made since 1955 included a new entrance gate. Now under construction is a new 4,500-capacity Coliseum, currently built to ground level, with completion date hinging upon delivery of steel.

ARENAS & AUDITORIUMS

Charlotte Coliseum Points To Arena-Show Successes

By TOM PARKINSON

A NEWCOMER among the top money-making auditorium-arena facilities is the David Owens Auditorium and Charlotte Coliseum at Charlotte, N. C. The building was opened in the 1954-'55 winter season, with Manager Paul Buck, formerly of the St. Louis Arena, in charge.

The \$69,000 in retained earnings for the first nine months of the year put the building second only to the big and profitable Milwaukee Auditorium and Arena. Charlotte gross was \$152,000. Where that kind of money came from is best shown by reviewing the events which were in the building and how they fared.

Hockey schedule in 1955 was five games, and there were five sell-outs. This season they have arranged a full schedule of Eastern league hockey.

"ICE CAPEDES" was booked for eight performances last year. It pulled eight sell-outs, for a \$170,000 take, Buck reports. The icers will give nine performances in the 10,000-seat Coliseum this year. Last year's ice picture also included an engagement by "Hollywood Ice Revue," but this was battered by weather.

There were trade shows, auto dealer showings, fashion exhibitors and bookings by both the Harlem Globetrotters and the Harlem Magicians. Hamid-Morton Circus played an engagement booked late in the season. Games of major college basketball teams were set in the building.

One of the big winners was public ice skating. At the outset, Buck recalls, he was doubtful about its success. However, the first night brought attendance of 1,000, then it leveled off at 450 daily. Admission was 50 cents for youngsters and \$1 for adults, while skates were rented for \$1 and \$1.50. The first week won back the expense of setting up the skate rental. In 37 days, the skating made a \$22,000 profit, he reports.

With the coming of spring, ice skating dropped to break-even, so Buck chopped it from the schedule. But after people were accustomed to the change in season, he tried it again. Reopening on July 14, the skating attraction again was strong.

FOR THE COMING SEASON, a sold-out concert series will include Roberta Peters, Rise Stevens, the NBC Opera and the Boston Pops Orchestra. Charlotte was to have seen the now-canceled Esther Williams water show in late November. John Ringling North has his eye on the location for his proposed indoor circus. The spot has been publicized in Life magazine and on Alcoa's TV show.

What can be done in one building often could be duplicated by others. What is possible in one locality usually is possible in similar centers in other parts of the country. But the example would seem to extend not only to some other buildings but especially to show producers.

Given top attractions in good assortment and with proper handling the Charlotte example apparently could be repeated in other instances. Show producers may see this and the similar stories that modern arena-auditorium show business is a profitable field for good attractions. And that there is need for more attractions.

Cooke Biz Good

Continued from page 67

show at Hagerstown will be presented free to fairgoers. Other fairs in Virginia will follow.

Festivals and celebrations handled by his firm accounted for business considerably ahead of last year, Cooke said.

The use of talent by industrial firms for plant outings is a growing market, Cooke said. Also that Fairchild Aircraft spent more on a one-day show staged in Hagerstown, Md., this summer than the average fair would spend for a week of grandstand entertainment. Some industrial picnics serviced by his firm were reported to have been attended by as many as 30,000 people in one day.

While his firm chalked up rec-

ords, the weather set one of its own, as far as he is concerned, Cooke said. Some of his accounts caught rain on 15 out of 21 Sundays.



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THE FINAL CURTAIN

CALK—Fred B., 49, one time outdoor showman, recently in Saluda, S. C., of injuries sustained when he was struck by an automobile. His daughter, Jeanette Sylvia, was also killed and his widow was seriously injured in the same accident. For many years he and his brother, L. D. Calk, worked on various carnivals. In addition to his widow, he is survived by three daughters, five brothers, a sister and two stepdaughters.

D'URBANO—Luigi, 77, retired band conductor, September 1 in Community Hospital, Philadelphia, after a short illness. He conducted his own concert band in this country and Canada until his retirement in 1930. He later turned to teaching at the Toronto Conservatory of Music, where he remained until five years ago. Surviving are his widow, Anna F., four daughters, a brother and two sisters. Services September 4 in Springfield, Pa., where he made his home with burial in Cavalry Cemetery, Philadelphia.

DOWDY—Leneta Ann, infant daughter of Mr. and Mrs. Walter E. Dowdy, recently in Woodland Hospital, Indianapolis. Parents are concessionaires on the Cetlin & Wilson Shows.

FULTON—James, 83, Kitchener, Ont., bandsman

for many years. He was with theater and show bands as well as army units.

GAULDEN—Clifton, 56, for many years concession operator with fairs and carnivals, at St. Joseph Hospital, Flint, Mich., August 30. Survived by his widow, Mary; two daughters, several brothers and a sister.

HENRY—Marie (Maurine), 54, wife of Arthur E. (Bum) Henry, at St. Johns, N. B., Canada, August 30, of a heart ailment. The Henrys were with Schell Bros. Bud Anderson and other circuses and in recent years played fairs with their dogs and pony revue. They were on tour at the time of her death, and her husband continued the route. Surviving are her husband and a brother. Burial at Gainesville, Tex., where pallbearers were F. E. Schmitz, Ralph Duke, Portis Sims, Vern Brewer, Paul McGehee and A. Morton Smith.

KBEKOS—Nick, 62, security officer with West Coast Shows for 30 years, August 31 of a heart attack in Yreka, Calif. Survived by two brothers in Greece and a cousin, Mike Krekos.

LEWIS—Ted, 65, veteran showman, formerly with Wallace Bros. Circus, at his York, S. C., home August 17 after a heart attack. Survived by his daughters, Mrs. Dorothy Hill, Harrisburg, Pa., and Mrs. Lucille Dubrowski, Fayetteville, N. C.; a sister, two brothers and six grandchildren. Burial at York.

LIPPINCOTT—Mal B., 60, magician, who for many years toured with his own magic show, assisted by his wife, Maxine, and daughter, Francine, August 31 in Denver after a 10-month illness with cancer. The deceased ran away from home at the age of 15 to join the Hagenbeck & Wallace Circus. He also appeared for a time in silent pictures. Lippincott served in France in World War I and after the war framed a magic turn to tour with tent rep shows. Later, with his wife and daughter, he played school assemblies, theaters, night clubs, fairs, celebrations and amusement parks. Services in LaPlata, Mo., his wife's hometown, with interment in LaPlata Cemetery. J. B. Flesner, Jimmie Davis and Jack Collier, of the Neil and Caroline Schaffner Players, served as pallbearers.

MITEK—John J., 37, acrobat, August 30 in Graduate Hospital, Philadelphia. Services September 5 in Philadelphia, with burial in Holy Cross Cemetery there. Survived by his parents and three brothers.

STOSCH—Franz W., 60, high performer billed as the Great Frederico, September 3 while performing at the Minnesota State Fair. (Details in Outdoor department.)

ZABOROWSKI—Joseph, 61, known in outdoor show business as Joe Meyers, who formerly trouped with the C. A. Wortham, Morris & Castle and other shows in the concession department, August 31 at Wood Hospital, Racine, Wis., after a long illness. Survived by two sisters, Ann and Rose, and a brother, Edd.

BIRTHS

MATTHEWS—
A son, Patrick Timothy, to Mr. and Mrs. Patrick Matthews Au-

N. Y. State Fair Jolted by Rain, Power Failure, Mix-Up on Tickets

SYRACUSE — Rain, a power failure and a mix-up over advance sale tickets combined to jolt the New York State Fair, and attendance took a sharp drop.

Going into the final day of the eight-day event Saturday (8), attendance stood at 329,545, down 63,763 from the corresponding point last year, when the total gate was 453,453.

A long stretch of rain preceded the fair's opening and a cloudburst on the tee-off day inundated the grounds. The race track underpass was flooded and portions of the grounds, including part of the midway, was under as much as 10 inches of water.

Rain Halts Races

The cloudburst halted the 50-mile midget car race, under the direction of Sam Nunis, which had started late. The rain slashed attendance for the rest of the day

and took a sizable cut out of the James E. Strates Shows' business on the midway.

Rain again hit Thursday (5) to halt the scheduled 100-mile new-car stock race held under sanction of NASCAR and the supervision of Eddie Otto. A field of 32 cars was on hand, but the event, another late starter, was halted at the end of the 32d lap.

Of the three auto-race programs skedded for the first six days the only one completed was Labor Day, which saw good weather. The program then, a 25-mile stock-car race, was directed by Ira Vail. A fourth race program, the traditional big one, the 100-mile big-car race, also under Vail, was slated for closing day.

Buildings Blacked Out

A power failure, stemming from a high-tension line, knocked out lights in the Coliseum and other

buildings Wednesday afternoon (5) and much of the grounds was unlighted until about 10 p.m.

The power failure caused the cancellation of the night grandstand show, which featured Pancho (Leo Carillo), and offered a rodeo, the J. E. Ranch, at 10 p.m. When lights were back on, a free Coliseum show was staged as a gesture to patrons who had been inconvenienced.

The midway was not effected by the power failure, inasmuch as the Strates Shows had their own, ample power plants to rely upon. Last year the fair brought in power plants against the possibility of a power failure, but the fair's advisory board, Republican in political complexion, had nixed the expenditure this year against the urging of Bill Baker, the fair's director, who is a Democrat.

Baker summoned emergency power units when the failure occurred and they continued on the grounds thru the end of the fair. Governor Harriman, in for several days at the fair, gave his approval to Baker's action and chided him for having yielded initially to the advisory board.

Ticket Mix-Up

Harriman also gave his support to Baker on the latter's stand regarding advance ticket sales. In prior years, the fair had sold tickets in advance of the fair which were good any day. This year, against Baker's urging, the advance half-price tickets, sold at 50 cents, were not honored the first three days of the fair but only the last five, the lightest, attendance-wise, of the fair.

While the advance sale ticket sale limitations had been advertised, there was some confusion and no few complaints. Announcements by radio commentators that they were to be honored the first three days, as well as the last five, added to the confusion.

When the governor arrived, he stepped into the situation and ruled that next year the advanced ticket sales sold would be honored on any day of the fair.

Play to Huge Crowds

On the plus side, there were many notable fair features. Olsen and Johnson, plus acts brought in by them, were presented free from a bandshell in Empire Court and played to huge crowds. Pancho (Leo Carillo), added to the rodeo for four scheduled appearances, clicked solidly and went out of his way in the fair's promotional efforts. Captain Midnight provided

(Continued on page 76)

RAIN CUTS GATE AT DES MOINES

Roy Rogers Grosses 113G With Rodeo; Fair Estimates Profit Will Hit 54G

DES. MOINES—Roy Rogers is King of the Cowboys to Lloyd Cunningham and the rest of the officials of the Iowa State Fair, which closed its 10-day run here Sunday (2).

Fair Board secretary Cunningham credits Rogers, his wife, Dale Evans, and their family with literally pulling the fair out of the mud this year.

Featured with the Harry Knight-Gene Autry Rodeo in four afternoon and one evening performances, the TV-movie cowboy racked up a total gross of \$113,201.90 and played to an estimated 72,000 rodeo fans.

As it was the fair ended with a total attendance of 456,828 as compared with 505,050 a year ago but receipts were more than the '55 fair, due to a two-bit increase in grandstand tickets.

Turns Tide

When Rogers arrived on Thursday the fair had been hit by rain the previous three mornings, attendance was on the skids and the fair board was beginning to wonder. With Rogers the sun came out and the crowds mounted.

Al Sweeney and his auto racers also received credit for pulling the fair out of the mud. They took over the harness races when the rain forced cancellation of the sulky events and, after ironing out the oval, put on a substitute auto race for 3,500.

In addition, Sweeney had the largest crowd for all grandstand shows with a paid admission of 17,659 on the closing Sunday night. The closing night show has been a problem here in past years but by moving the closing day up to Sunday and using auto races it appeared the board had it solved.

Total grandstand take for afternoon shows ran \$156,063 compared with \$124,590 last year. Sources of this revenue included the four rodeo performances, four auto races, one performance of the Trans-World Auto Daredevils and one program of harness races.

Night Gross 113G

Night grandstand receipts aggregated \$113,136 as compared with \$108,666 in '55. On the after-dark bill were the Barnes-Carruthers State Fair Revue, in for six nights;

gust 14 in Gainesville, Tex. Mother is the daughter of Mr. and Mrs. Ralph (Jelly) Duke.

auto races, three evenings, and one performance of the rodeo.

Use of Pinkerton Detective Agency men at the gates this year was believed to have helped increase the revenue. The agency men enforced the "everyone pay" policy and the fair board eliminated the employee ticket books used in the past which did permit people to enter the fair twice each day.

Total receipts amounted to \$692,000 while expenses were \$638,000, leaving a \$54,000 profit. A year ago the receipts were \$678,000 and expenses \$630,000, for \$48,000 profits.

30,000 Jam Lewiston, Me., Labor Day

LEWISTON, Me.—A crowd of 30,000, the best in six years, jammed the Maine State Fair grounds on opening day, Labor Day. John J. Bourish, president and treasurer, reported the fair had more than 15,000 paid in the morning and afternoon. An additional 15,000 were on hand at night.

Credits went to the excellent weather with temperatures in the high 70's, generally enlarged facilities and the appearance of the World of Mirth Shows.

Pari-mutuel harness racing is a fair feature. Afternoon and evening racing was staged on the holiday. The betting handle for the day exceeded \$65,000.

A style show prior to the race programs and fireworks were added grandstand features.

The betting handle dipped to \$21,000 on Tuesday with attendance slack after the holiday.

Charles Underwood is ahead of Cristiani Circus. . . . Jim Herschberg is in the office wagon of the Cristiani show. . . . Marion Murray's book is scheduled for October publication. Robert Lewis Taylor's for November. . . . Bill Green, former circus press agent, caught the Mills show at a Detroit suburb, Royal Oak.

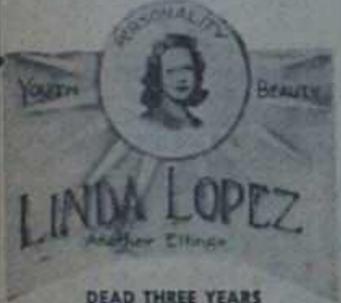
Attendance Off At Pittsburgh

PITTSBURGH — Faced by a large Labor Day turnout, the 19th annual Allegheny County Fair closed its free gates on the holiday after being visited by an estimated 675,000 people in five days. The attendance count indicated a decrease from last year, when it was estimated that 750,000 came to the fair.

On Labor Day the turnout was estimated to be in the neighborhood of 150,000. Sunday was also a big day, with Fair Director George Kelly reporting that concession grosses on that day were close to the \$32,000 mark, biggest on record.

Kelly said they were considering extending the fair to eight days in 1957 and possibly make it an all-Western affair. He also said the board was talking in terms of making the annual a State fair.

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God Rest Your Soul



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SEPTEMBER 13
Sister—LOUISE LOGSDON

In memory of
our brother
**FINLEY JACKSON
GRAVES**
who departed September 15, 1948,
a pleasant memory is all in the mind,
yet yours stands alone like a shrine.
Guide us to you from up Heaven
way, we will try to be with you
come Judgment Day.
Respect by Brother,
John Graves
Sisters,
**Mrs. J. R. Carroll
Mrs. J. V. Archer
Mrs. Helen James**

In Memory of
**JIMMY
REYNOLDS**
who departed this world
August 8, 1956
Sadly missed by his
Hollywood friends.

IN LOVING MEMORY
Of My Mother
"MOTHER HUNTER"
Who passed away September 7, 1948.
Years may pass, but I cannot forget my
Mother's love and the happy days when
we stood side by side till death parted
us.
Loving Daughter,
BABE HUNTER

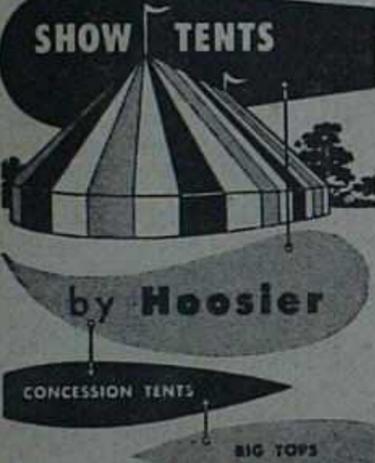
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All Valley: Taylor, Tex.
Alsbrook Am.: (Fair) Rolla, Mo.
American Beauty, No. 1: Hamburg, Ark.
American Beauty, No. 2: Newport, Ark.
Amusements of America: (Fair) Leaksville, N. C.; (Fair) Clinton 17-22.
Badger State: Northfield, Minn., 13-15; Montgomery 28-30.
Baker United: Greencastle, Ind.; Center Point 21-23.
Barker Al: Morehouse, Mo.
Beam's Attrs.: Optimist's Club Fiesta, Petersburg, Va.; (Fair) Roanoke Rapids, N. C., 17-22.
Bee's Old Reliable: (Fair) Booneville, Ky.
Belle City: (Fair) Reedsburg, Wis., 14-16; (Fair) Milwaukee 20-22.
B & H Am.: Lynchburg, S. C.
Bernard & Barry: Welland, Ont.

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Big City: Davison, Mich.
Blue Grass: (Fair) Cape Girardeau, Mo.; (Fair) Columbus, Miss., 17-22.
Bogle, P. C.: (Fair) Wewoka, Okla., 10-13; (Fair) Chelsea 14-16; (Fair) Bristol 17-20; (Fair) Claremore 21-24.
Border Land: Las Cruces, N. M., 14-16.
Buck, O. C.: Bedford, Va.; Washington, N. C., 17-22.
Burke Harry: (Fair) Plaquemine, La.
Burkhart: Pawnee, Okla.; (Fair) Clarks-ville, Ark., 18-22.
Byers Bros.: Rayville, La.; (Fair) Ville Platte 17-22.
Capital City: (Fair) La Fayette, Ga., 10-15; Oneonta, Ala., 12-17.
Carpenter Bros.: Berns, Ind.
Central States: (Fair) Pawmaka, Okla.; (Fair) Ada 17-19.
Cedlin & Wilson: (Fair) Reading, Pa., 10-16; (Fair) Richmond, Va., 20-29.
Chanos Jimmie: Greenville, O.; Muncie, Ind. 17-22.
Cherokee Am. Co.: Chandler, Okla.; Shawnee 17-20; Nowata 20-22.
Coleman Bros.: Greenfield, Mass.
Collins Wm. T.: Enid, Okla.
County Fair: Imboden, Ark.; Ozark 18-22.
Crafts Expo.: (Fair) Hanford, Calif.
Crafts 30 Big: (Fair) Lodi, Calif., 13-16; (Fair) Watsonville 18-23.
Cumberland Valley: (Fair) McMinnville, Tenn.; Manchester 17-22.
Davis Am. Co.: Burns, Ore., 13-16.
Dickson United: (Fair) Frederick, Okla.
Douglas Greater: Puyallup, Wash., 13-23.
Down River Am. Co.: Harper Woods, Mich., 12-16.
Drago, No. 1: (Fair) Akron, Ind., 11-15.
Drago, No. 2: Attica, Ind.; Gas City 17-23.
Drew, James H.: (Fair) Asheville, N. C.; (Fair) Murphy 17-22.
Dudley, D. S.: (Fair) Lamesa, Tex.; (Fair) Clovis, N. M., 17-22.
Dumont: Arab, Ala.; Jasper 17-22.
Dyer's Greater: Tiptonville, Tenn., 12-15.
Eddie's Expo.: Jamestown, Pa.
Evans United: (Fair) Lexington, Mo., 11-15; (Fair) Concordia 18-22.
Fair Time: (Fair) Prescott, Ariz., 14-16.
Fidler United: Clinton, Ark.; Morrilton 17-22.
Fitzsimmons: (Fair) Mountain View, Ark.; (Fair) Melbourne 18-22.
Foley & Burke: Reno, Nev.
Frame's Greater: (Fair) Edinboro, Pa., 11-15; North East 18-22.
Franklin, Don: (Fair) Tyler, Tex.; (Fair) Texarkana 17-22.
Frontier: Salt Lake City, Utah, 14-23.
Funland: Mountain Grove, Mo., 11-16; (Fair) Porsyth 18-22.
Gem City: (Fair) Columbia, Tenn.
Gentach, J. A.: Waynesboro, Miss.; McComb 17-23.
Georgia Am. Co.: (Fair) Dawsonville, Ga.; (Fair) Cumming 17-22.
Glades Am. Co.: (Fair) Chesterfield, Va.; (Fair) Powhatan 17-22.
Gladstone Expo.: (Fair) Booneville, Miss., 10-15; (Fair) New Albany 17-22.
Gold Coast: (Fair) Sebastopol, Miss.; (Fair) Newton 17-22.
Gold Medal: (Fair) Rutherfordton, N. C.; (Fair) Concord 17-22.
Gooding Am. Co., No. 1: (Fair) Carthage, Ohio.
Gooding Am. Co., No. 2: (Fair) Saginaw, Mich.
Gooding Am., No. 3: (Fair) Knoxville, Tenn.
Gooding Am. Co., No. 4: (Fair) Eaton, O.
Gooding Am. No. 5: (Fair) Norwalk, O.
Gooding Am. Co., No. 6: (Fair) Upper Sandusky, O.
Gooding Am. Co., No. 7: LaGrange, Ind.
Gooding Am. Co., No. 8: (Fair) Eaton, O.
Gooding Am. Co., No. 9: (Fair) Circleville, Ohio.
Gooding Am. Co., No. 10: (Fair) Cadiz, O.
Grand American: (Fair) Audubon, Ia.; (Fair) Monroe City, Mo., 17-22.
Greater Dixieland: Jonesboro, La.
Griggs Bros.: Dresden, Tenn.; Millington 17-22.
Hale's Shows of Tomorrow: (Fair) Humboldt, Neb., 11-14.
Hames, Bill: (Fair) Abilene, Tex.; (Fair) Amarillo 17-22.
Hammond, Bob: Seguin, Tex.
Hannah's Amusements: Masontown, Pa.
Hannum, Morris: (Fair) Hughesville, Pa.; (Fair) Grats 17-22.
Happy Attrs.: (Fair) Wooster, O.; Dover 17-22.
Happyland: (Fair) Allegan, Mich.
Hartsack Bros.: Milan, Mo.
Hartsack, Roy: Gibbs, Mo.
Heith, L. J.: (Fair) Carrollton, Ga.; (Fair) Marietta 17-22.
Hill's Greater: (Fair) Hutchinson, Minn., 10-12.
Hoard & Mullis Am.: Gordon, Ga.; (Fair) Haytwell 17-22.
Holiday Am. Co.: (Fair) Sedan, Kan., 12-15; (Fair) Neosho, Mo., 19-23.
Holly Bros.: (Fair) Barnesville, Ga.; Fayetteville 17-22.
Hottle, Buff, No. 1: (Fair) Jackson, Tenn.; (Fair) Florence, Ala., 17-22.
Hottle, Buff, No. 2: (Fair) Kennet, Mo.; (Fair) Yazoo City, Miss., 17-22.
Howard Bros.: (Fair) Marysville, O.; (Fair) Ottawa 17-22.
Hugo's Novelty Expo.: (Fair) Carrollton, Mo., 12-15.
Ideal Rides: Ellettsville, Ind.; (Fair) Nashville 19-22.
Imperial: (Fair) De Kalb, Ill., 13-16; Rockford 18-22.
Inland Empire: (Fair) Orafino, Ida., 21-23 I. T.; (Fair) Mineola, N. Y.
Jack's United: Centuria, Ill.; (Fair) Piggot, Ark., 19-22.
Johnny's United: (Fair) Athens, Ala.
Ken-Penn: Mullens, S. C.; (Fair) Dillon 17-22.
Key City: Taylorville, Ill.
Kile, Floyd O.: Mountain Home, Ark.; Russellville 17-22.
Lagasse Am. Co., No. 1: Tunbridge, Vt.; Hartland 17-22.
Lagasse Am. Co., No. 2: Lawrence, Mass.
Lane, Leo: Robersonville, N. C.
Lawrence Am. Co.: Woodbury, Tenn.
Lee Am. Co.: (Fair) La Grange, Ga.; (Fair) Decatur 17-22.
King Bros.: Eads, Colo.; Clayton, N. M., 17-19; Boise, Okla., 20-22.
McKenna's Rides & Am.: Friendship, Wis., 11-17; Monticello 18-24.
Majestic Greater: Woodbury, Tenn.; Parsons 17-22.
Manning, Ross: (Fair) Luberton, N. C.; (Fair) Rock Hill, S. C., 17-22.
Marks, John H.: (Fair) Gastonia, N. C.; (Fair) Albemarle 17-22.
Marvel: East Peoria, Ill.
M. D. Am.: (Fair) Honesdale, Pa., 11-15.
Meeke's: Colfax, Wash., 12-15.
Merriam's Midway: Cosad, Neb., 13-14.
Curtis 15-16; Gothenburg 18-20; Greenfield, Ia., 22-24.
Midway of Mirth: Batesville, Ark.; Marvel 17-22.
Mighty Hoosier State: Kokomo, Ind.; (Fair) Jeffersonville 17-22.
Mighty Interstate: (Fair) Port Payne, Ala.; (Fair) Covington, Tenn., 17-22.

Great Falls Up Sharply Over '55 Run

GREAT FALLS, Mont.—Official figures released by the North Montana Fair here indicated both attendance and receipts were up sharply over last year.

Leo C. Dailey, veteran secretary-manager, disclosed that attendance was up 29 per cent. Total income from the outside gate was \$106,037.62 compared with \$82,971.75 in '55. Pari-mutuel profits jumped 26 per cent with the fair realizing \$70,891 against \$56,039. The fair netted \$26,057 from Siebrand Bros. Shows, which played six days. This compared with a net of \$26,196 at the '55 seven-day run.

The Barnes-Carruthers night revue with Thearle-Duffield fire works captured big night audiences for five performances.

Miller, Ralph R.: (Fair) Kentwood, La., 17-22; (Fair) Fairville 24-29.
Mo-Ark: Neelyville, Mo.
Monarch Expo.: (Fair) Lonoke, Ark., 12-15; (Fair) Blytheville 18-23.
Moore's Modern: (Fair) Pauls Valley, Okla., 11-14; (Fair) Wayne, Ark., 17-22.
Motor State: Water Valley, Miss.; Pontotoc 17-22.
Mullins Royal Pine: Machias, Me.
Myers, Sonny: (Fair) Guthrie, Okla., 11-14; (Fair) Watonga 17-20.
Nelson, Geo. W.: (Fair) Dunlap, Ia., 11-13.
Nolan Am. Co.: (Fair) Greunup, Ky.; (Fair) Seaman, O., 18-22.
Norton's Rides: (Fair) Kallispell, Mont.
Oil Capitol of the World: (Fair) Greenwood, Ark.; (Fair) De Queen 17-22.
Olson: (Fair) Louisville, Ky.
Page Bros., No. 1: (Fair) Springfield, Tenn.
Page Bros., No. 2: (Fair) Erin, Tenn.
Page Combined: (Fair) Trumansburg, N. Y.; (Fair) Asheville, N. C., 17-22.
Palmetto Expo.: Whiteville, N. C.
Pan American: Camden, Ark.
Penn Premier: (Fair) Fredericksburg, Va.; (Fair) High Point, N. C., 17-22.
Peppers All State: Yuma Springs, Ala.; Centerville 17-22.
Port City Rides: Muscatine, Ia., 13.
Powelson Amusements: Darlington, Pa.
Powelson Greater: Darlington, Pa.; Smithfield, O., 17-22.
Prel's Broadway: Goldsboro, N. C.
Priddy: (Fair) Edna, Tex., 11-13; Seguin 14-17.
Raines Amusements: (Fair) Idabel, Okla.; (Fair) Paris, Ark., 17-22.
Raley Bros. Expo.: (Fair) Pittsboro, N. C.; (Fair) Taylorville 17-22.
Ranier: Eugene, Ore., 12-17.
Reid, King: (Fair) Cobleskill, N. Y.; Springfield, Mass., 17-22.
Robinson's Greater: (Fair) Scribner, Neb., 12-14.
Rogers Bros.: (Fair) Glenwood, Minn., 14-16.
Rohr's Modern Midway: Essex, Ill., 13-16; Hantoni 17-21.
Royal American: (Fair) Topeka, Kan., 10-13; (Fair) Hutchinson 14-20.
Royal Holiday: Iuka, Miss.; Bruce 17-22.
Royal, Jack: Vidalia, Ga.; Milledgeville 17-22.
Royal United: Forreston, Ill., 13; East Dubuque 14-15; Worthington, Minn., 18-19; Kenyon 21-23.
Schafer's Just for Fun: (Fair) Quincy, Ill.; (Fair) Fort Smith, Ark., 17-22.
Shamrock: Diamond, Okla.; Stillwater 17-19; Chickasha 20-22.
Shan Bros., Athens, Tenn.; (Fair) Gainesville, Ga., 17-22.
Shan Bros., No. 2: (Fair) Gainesville, Ga., 17-22.
Shop-O-Rama: Sentinel, Okla., 10-11-12; (Fair) Cheyenne 13-14-15.
Siebrand: Blakfoot, Ida.
Silk City Combined: Collinsville, Va.; (Fair) Manning, S. C., 17-22.
Sitten, Curtis: Ennis, Tex., 13-15; Hillsboro 20-22.
Smith, Geo. Clyde: (Fair) Oxford, N. C.; (Fair) Tarboro 17-22.
Snapp Greater: Bentonville, Ark.
Southern States: Perry, Fla.; Monticello 17-22.
Star City Am. Co.: (Fair) Star City, Ark.
Stephens, C. A.: (Fair) West Jefferson, N. C.; (Fair) Gainesville, Ga., 17-22.
Stephens, Otto: Queen City, Mo., 13-15 (season ends).
Strates, James E.: (Fair) York, Pa.; (Fair) Shelby, N. C., 18-22.
Strong's Am.: Antlers, Okla.; Cordell 17-19.
Sunset Am. Co.: (Fair) Lamar, Mo., 11-15; (Fair) Dexter 17-22.
Tassell, Barney: Portsmouth, Va.
Talham Bros.: Bennet, Ill.
Tennessee Valley: (Fair) Sparta, Tenn., 17-22.
Thomas, Ari B., No. 1: (Fair) Spencer, Ia.; (Fair) Hot Springs, Ark., 18-22.
Thomas, Ari B., No. 2: (Fair) Spencer, Ia.; (Fair) Hot Springs, Ark., 18-22; (Fair) Hope 24-29; (Fair) Stamps Oct. 1-6; (Fair) Dewitt, Ark., 10-13.
Thomas, Ari B., No. 3: Waterloo, Neb., 12-15.
Thomas Joyland: Sutton, W. Va.
Thomas, W. A.: North Leup, Neb., 11-12.
Thompson Bros.: McClure, Pa., 13-15; (Fair) Hagerston, Md., 17-22.
Tibbs Roy: Crawfordville, Ga.; Wadley 17-22.
Tidwell, T. J.: (Fair) Clinton, Okla.
Tinsley, Johnny T.: (Fair) Eberston, Ga.; (Fair) Lawrenceville 17-22.
Tip Top: Blair, Wis., 14-18.
Tivoli Expo.: Jonesboro, Ark.; Paragould 17-22.
20th Century: Woodward, Okla.
United Expo.: Charleston, Mo.

United States: (Fair) Lebanon, Va.; (Fair) Dunganon 17-22.
Victor Am. Service: Farmington, Me., 17-22.
Victory Expo.: Lockney, Tex.; Ardmore, Okla., 17-22.
Virginia Greater: Ahooskie, N. C.; Hertford 17-22.
Wade Greater: Taylor Township, Mich., 12-15.
Wallace Bros.: Monticello, Ark.; Pine Bluff 17-22.
West Coast, No. 1: (Fair) San Jose, Calif.
West Coast, No. 2: (Fair) San Jose, Calif.; Walnut Creek 17-23.
Western: Waterville, Wash., 12-16.
Wilber's Wolverine: (Fair) Lawton, Mich., 18-22.
Williams Am. Co.: (Fair) New Castle, Va.; (Fair) Hillsville 17-22.
Wilson Famous: Canton, Ill., 12-15.
Wilson Greats Shows: Eloy, Ariz.
Wolfe Am. Co.: (Fair) Florence, S. C.; (Fair) Bishopville 17-22.
World's Finest: (Fair) Renfrew, Ont., 11-15; (Fair) Lindsay 17-22.
World of Mirth: Brockton, Mass.
World of Pleasure: (Fair) Fayetteville, Tenn.; (Fair) Corinth, Miss., 17-22.
Young Motor: Salt Lake City, Utah, 13-22

Circus Routes

Beatty, Clyde: Temple, Tex., 11; Dallas 13-16; Corsicana 17; Bryan 18; Austin 19; San Antonio 20-21; Corpus Christi 22-23; Victoria 24; Bay City 26; Freeport 27.
Carson, Tex.: Atwood, Kan., 11; Colby 12; Scott City 13; Leoti 14; Larkinsburg 15; Ulysses 16; Hugoton 17; Hooker, Okla., 18.
Clyde Bros.: Winnfield, La., 17; Natchitoches 18; Shreveport 19-23; Monroe 24-25; Lake Charles 26-27.
Cole, Geo. W.: Winnebago, Minn., 11; Elmore 12; Sherburn 13; Fonda, Ia., 14; Mapleton 15; Lyons, Neb., 16; Winer 17; Schuyler 18; Wilber 19; Frankfort, Kan., 20; Onaga 21; Valley Falls 22.
Cristian Bros.: Conway, S. C., 11; North Charleston 12; Savannah, Ga., 13; Dublin 14; Douglas 15; Waycross 17.
Hagen Bros.: Clinton, Ia., 11; Rock Island, Ill., 12; Galesburg 13; Monmouth 14; Burlington, Ia., 15; Pittsfield, Ill., 17; Jerseyville 19; East Alton 20; Highland 21; Salem 22.
Hunt Bros.: Seibsville, Del., 11; Georgetown 12; Lewes 13; Laurel 14; Dover 15.
Kelly-Miller: Marion, Ill., 11; Metropolis 12; Cairo 13; Sikeston, Mo., 14; Piggott, Ark., 15.
Mills Bros.: Battle Creek, Mich., 11; Goshen, Ind., 12; Huntington 13; Marion 14; Indianapolis 15; Kokomo 17; Rochester 18; Valparaiso 19; Wheaton, Ill., 20; Elgin 21; Loves Park 22.
Polack Bros. Eastern: Mobile, Ala., 11-12; Jacksonville, Fla., 17-19.
Polack Bros. Western: Seattle, Wash., 12-16; Salem, Ore., 19-20; Roseburg 22-23; San Jose, Calif., 26-Oct. 2.

Miscellaneous

Blabee's Comedians: Fulton, Tenn., 11-12; Union City 13-15; Martin 17-22.
Brunk's Comedians: Alamosa, Colo., 11-15.
Burke's Wild Cargo: (Fair) Knoxville, Tenn., 11-15.
Hitler's Personal Armored Car: Jack W. Burke, Mgr.; (Fair) Knoxville, Tenn., 11-15.
O'Day, Marie: Palace Car: Smithville, Miss., 11; Aberdeen 12-13; Houston 14-15.
Rabbit Foot Minstrel Show: Dumas, Ark., 11; Dermott 12; Lake Village 13; Eudora 14; Parkdale 15; Lake Providence, La., 17; Bastrop 18; Monroe 19; Tallulah 20.

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Indian Point Marks End as Fun Center

Kelmans Plans New Excursion Mecca To Cater to Metropolitan Area Crowds

PEEKSKILL, N. Y. — Indian Point Park faded into oblivion as a major amusement center in the New York metropolitan area Wednesday (5), with the leaving of the last charter booking, a Democratic outing from Yonkers, N. Y.

The 365-acre funspot, a full-scale amusement park under the direction of E. D. Kelmans for the past seven years, and a picnicking mecca for millions for some 30 years prior to that, is to be the site of a multi-million-dollar atom power plant erected by the Consolidated Edison Company.

The life of the amusement zone was prolonged for two years while Con Edison formulated plans and secured the necessary government permits for the project, reportedly the first of its kind to be financed entirely by private capital.

Weather Picture

The season actually came to a halt for the park, and a half dozen concessionaires who have been associated with Kelmans on Monday, Labor Day. Perfect weather and good business resulted after a dreary and wet Saturday, and Sunday formed facsimiles of all but two of the weekends throughout the season.

Attendance was down because of the weather and because of the tremendous publicity which has cropped up regularly in connection with Con Edison's atom power plans which led many prospective patrons to believe that the funspot was already a thing of the past. Kelmans said, however, that spending was such that the park might well have had one of its best seasons with only normal breaks.

Established initially by the Hudson River Day Line as an excursion boat destination and developed as a scenic wonderland, the acreage was never exploited beyond the horizon of prospective boat travelers until Kelmans acquired the property. The job he did, sandwiched in among a multitude of other business interests and a New York law practice, resulted in patronage and activity that had to be seen to be believed.

Utilizing a world's fair and legit theater background, coupled with a vote-getting personality, Kelmans ballyhooed and solicited groups for chartered boat parties and bus groups. The resultant crowds on a Saturday or Sunday sometimes approached the 20,000 mark and often surpassed the 10,000 mark with all of the patronage delivered by boat, bus or automobile.

The biggest days saw as many as 150 buses and more than 1,000 cars on the parking lots with additional thousands dropped off by as many as three boats with a total capacity of more than 10,000. The gates had to be manned by 7:30 a.m., altho car arrivals began at an even earlier hour. Buses, often parked snugly front to back, were in and counted before noon. Boats were unloaded by 12:30. Activity

Potatoes Serve As Ride Tickets

MOOSIC, Pa. — Saturday (1) at Rocky Glen Park was Potato Day. Two potatoes was the admission charged for each ride, and three tons of them were collected during the day. The potatoes were to be contributed to a children's home in Scranton.

began early and ended early. By dusk there were only a few hangers-on, and lighting for illumination or decoration was never a factor.

Buses arrived from Baltimore, several hundred miles away. Such excursions were frequent from the Philadelphia area, 150 miles away, and many distant points in New Jersey and Connecticut. Groups using 10 or more buses for single outings were common. Some parties required 25 and more.

New Site Planned

Many of these groups this season and last asked for a future site. This they have been promised by Kelmans who already has two spots under study. Both are accessible to the metropolitan area, and plans for the development of one are

(Continued on page 73)

Weather Good, Biloxi Notes Good Season

BILOXI, Miss. — A good season has been reported for Biloxi Amusement Park, operated by Ken Davis on the beachfront and Highway 90.

Davis is also involved in operation of the Gold Coast Shows, currently playing fair dates in Mississippi. Both rides, of which there are 10 at the park, and concessions, likewise 10, did well this year. A new 10-car Scooter has been purchased from Lusse Bros.

Weather was generally good and one severe storm early in the year did no severe damage. Tourists along Highway 90 reportedly came up with good "drop-in" business this year. Operating hours have started at 10 a.m. with a skeleton crew, with more help coming on from 2 p.m. until 11 o'clock or later, closing as business warrants.

FOOD DEVELOPMENTS:

Popcorn, Concessions Confab Opens Sept. 20

NEW YORK — What promises to be the largest convention and trade show ever devoted to popcorn and eat-and-drink concessions opens September 20 for four days at Hotel Statler and new Coliseum here.

The event is sponsored by the Popcorn & Concessions Association, which is meeting concurrently with the conventions of the Theater Owners of America, Theater Equipment & Supply Manufacturers' Association and the Theater Equipment Dealers' Association.

Drive-in theater concession operations will get a big portion of the convention time. Topics to be discussed at the forums will include merchandising of popcorn, concession stand layout, new equipment, per capita averages to aim for, intermissions and snack bar sales, prepared food, importance of outside events to refreshment sales, and new trends in operations. The sessions will be held in both the Hotel Statler and the Coliseum.

The trade show promises to be the biggest ever sponsored by the Popcorn association, according to Bert Nathan, president of the organization.

Exhibitors will include American Gas Machine Co., ice makers; Blevins Popcorn Co., popcorn and seasoning; Canada Dry Ginger Ale, Inc., soft drinks; Carbonic Dis-

pensers, Inc., drink dispensers; Coca-Cola Co., soft drinks; Continental Can Co., paper goods; Creators, popcorn equipment; Dell Food Specialties Co., popcorn flavors; Diamond Crystal Salt Co., popcorn salt; Dutch House, Inc., soft drinks; Flavo-Rite Foods, Inc., prepared food; G. H. R. Enterprises, Inc., popcorn equipment; Heat Exchangers, Inc., beverage dispensers; Hollywood Servemaster Co., concession equipment; Lily-Tulip Cup Corp., paper goods; Manley, Inc., popcorn and food equipment; Maryland Cup Co., paper goods; Medalie Mfg. Co., hot dog broilers and warmers.

Also Mission of California, beverage equipment; Nehi Corp., drink dispensers; Orange Crush Co., soft drinks; Perlick Brass Co., drink dispensers; Pepsi-Cola Co., soft drinks; Rex Specialty Bag Corp., paper goods; Rowe Mfg. Co., drink dispensers; The Savon Co., equipment and frozen foods; Specialty Engineering Corp., drink dispensers and food equipment; Star Mfg. Co., concession equipment; Steel Products Co., coffee makers; Supurdisplay, Inc., butter equipment for popcorn; Superflame Stove Corp., hot dog broilers; Superior Refrigerator Mfg. Co., Inc., drink dispensers; Tyson-Caffey Corp., paper goods; Weaver Popcorn Co., pop-paper goods.

Rockaway Sets Winter Slate

NEW YORK — Operation Snowball will be employed for the sixth consecutive year at Rockaway's Playland, with rides and attractions remaining open on Saturdays, Sundays and holidays until the opening of the 1957 season.

The park will benefit publicity-wise from two coming articles about concessionaire Evelyn Currie. One will be in the American Weekly, September 16 or 23, it is reported, and the other, in the Reader's Digest "My Most Unforgettable Character" series.

PNE Planning New Park At Vancouver Grounds

VANCOUVER, B. C. — A \$1,000,000 amusement park is being planned for the grounds of the Pacific National Exhibition here, it was confirmed last week.

The PNE is negotiating with unidentified amusement operators who will erect a Dipper, concession buildings, roller rink, ballroom and about a dozen rides. The land will be leased to the operators at a yearly rate. During the annual run of the fair the park will become part of the Midway and a percentage of the take will be paid to the fair.

The present operator on the

Adlai, Party Workers For Palisades Finale

NEW YORK — Adlai Stevenson, Democratic party presidential nominee, and a host of loyal party workers from New Jersey and New York, are expected to form the nucleus of a banner finale at Palisades Amusement Park Sunday (9).

Irving Rosenthal, who said Stevenson is expected to arrive by mid-afternoon, predicted many thousands would be attracted by the candidate and a host of political bigwigs, including Governor Meyner, who will accompany him.

To insure a proper turnout some 60,000 free ride tickets were available for distribution thru organized party channels. Additionally, singer Sammy Davis Jr. is scheduled to head the talent line-up.

Group Attendance

Stevenson is scheduled to hold a press conference and to make a speech. His remarks will be broadcast thruout the park by an elaborate public-address system. Democratic clubs in Jersey are planning special outings. Members and friends will be transported by bus.

Labor Day was good for the park after rain cut deeply into Saturday and Sunday activity. Despite the weather, Saturday was described as excellent by Rosenthal who credited the appearance in person of Superman. Heavily advertised and exploited thruout the

metropolitan area, the kid attraction drew thousands and planning already includes one or more appearances for next year.

Rides were priced at 5 cents during the day and 10 cents at night thruout the final week.

If the weather had been favorable, this year's business might have been as much as 50 per cent ahead of last year. Not more than four weekends brought beneficial weather thruout the entire season, Rosenthal said.

Weather Aids Detroit Spots; Bob-Lo Closes

DETROIT — Favored by good weather over the Labor Day weekend, Detroit area parks generally enjoyed good business. Most of them plan staying open a little later in the season. First to close for the season was Bob-Lo Park, which closed down Monday evening, traditionally laying up its steamers with the opening of the school year.

The Bob-Lo season was very satisfactory and is expected to show a slight increase over 1955 when the figures are all in, despite two less operating days, according to park manager Harold Gorry. Strongest increase was in the Kiddieland, sparked by two new rides, Tubs of Fun and Rocket.

The final two days drew an unusual number of patrons from Canada. On Labor Day, approximately 50 private yachts came to the island, with an average estimated load of 10 people each. Final closing was made an international celebration, with the final return trip of the S. S. Columbia greeted by illuminated water spray salutes over the river from the Amherstburg, Ont., Fire Department.

Closing down of physical plant at the island will take about 30 days. All rides are to be overhauled and reupholstered this fall, while much landscaping work is also to be started. Plans for new attractions for 1957 will be completed later in the season. Promotional program for 1957 bookings is expected to start at once, with some picnics already booked.

3 Norfolk Spots Close Season

NORFOLK, Va. — Ocean View Amusement Park here closed its season Labor Day night with a fireworks finale. A free act, the Three Waltons, completed the season-long showing of free attractions.

Both the ballroom and the fishing boats will continue in operation for a time. Fishing will go on as long as the fish are running. Dancing will be scheduled as long as attendance makes it profitable, the management said.

Seaside Park at Virginia Beach, Va., also was shuttering on Labor Day. Until then, dancing was free at the ballroom.

Meanwhile, Seaview Amusement Company, Longdon Bridge, Va., said its funspot was closing up Labor Day with the last of a series of give-away parties.

Dean Grosses At Salisbury Ahead of '55

TOPSFIELD, Mass. — Gene Dean, Salisbury Beach operator who is managing the midway for the fair here in collaboration with Jack Flynn, says beach grosses for his operation were up several points over 1955, despite unfavorable coolness and frequent rain.

The help problem was described as especially bothersome this year. Dean plans to start soon on his annual toy retail work, the fourth year he has been doing this. He said the toy income is becoming a mainstay of his business.

Pittsburgh Spot Buys Caterpillar

PITTSBURGH, Pa. — George M. Harton, president of Westview Park here, announces that he has placed an order with Allan Herschell Company for an 18-car Caterpillar for delivery next spring.

ROLLER RUMBLINGS

20 Speed Marks Fall In RSROA's American

RICHMOND, Va. — Twenty American speed skating records, some of many years' standing, fell before the onslaught of the 1956 American championships conducted in connection with the convention of the Roller Skating Operators' Association of America at the Arena here. In fact, there were several instances in which an individual skater broke the American record twice during the meet.

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the former record, including date, in parentheses:

Intermediate ladies' 440 yards (first heat), Barbara Shields, St. Petersburg, Fla., 47.4 (1942); Jeannette Kiloren, St. Louis, 47.8; intermediate ladies' 1/6 mile (first heat), Sharon Stevens, Redondo Beach, Calif., 31.7 (1951); Marilyn Bracken, Oakland, Calif., 32.2; junior boys' 1/6 mile (second heat), Robert Patterson, Pueblo, Colo., 29.4 (1948); Paul Best, Springfield, Mo., 31; junior boys' 440 yards (first heat), George Grudza, Pennel, Pa., 44.8 (1941); William Duncan, Louisville, 45; junior girls' 1/6 mile (second heat), Harless Monical, Greeley, Colo., 31.4 (1951); Patricia Clark, Pennsville, N. J., 32.6; juvenile A girls' 1/6 mile (first heat), Sally Crawford, Greeley, Colo., 32.0 (1949); Phyllis Markley, Dayton, O., 32.6; juvenile B boys' 1/6 mile (second heat), Johnny Parkins, Tulsa, Okla., 31.4 (1949); Ralph Conrad, Pennsville, N. J., 32.5; juvenile B girls' 1/6 mile (second heat), Janet Vanderhoff, Greeley, Colo., 32.6 (1951); Sonja Lee Mitchell, Tulsa, Okla., 33; juvenile B girls' 440 yards (first heat), Janet Vanderhoff, Greeley, Colo., 48.8 (1949); Phyllis Markley, Dayton, O., 49.7; juvenile C boys' 1/12 mile (second heat), 18.0 (1952); John Thompson, Coffeyville, Kan., 18.3; juvenile C girls' 1/12 mile (second heat), Carol Arp, Denver, 18.0 (1955); Carol Arp, Denver, 18.4; juvenile A girls' 1/6 mile (final), Sally Crawford, Greeley, Colo. (who also set a record in the 1/6 mile, first heat, 32.0), 31.5 (previous record, 1948, Phyllis Markley, Dayton, O., 32.6); juvenile B boys' 440 yards (final), Ernest J. Martin, St. Petersburg, Fla., 47.9 (1948); Arthur Kerwin, Seattle, 48.6; juvenile C girls' half mile (final), Carol Arp, Denver, (who also set a record of 18.0 in the half mile, second heat), 17.6 (1955); Carol Arp, Denver, 18.4.

Juvenile C boys' 1/6 mile (final), Scott Barker, San Antonio, 34.0 (1948); Ralph Conrad, Pennsville, N. J., 34.3; intermediate men's 440 yards (first heat), Joseph Mauro, Brooklyn, 44.7 (1947); Ray Martinez, Cleveland, 45.1; mixed relays 1 mile (final), Mary Jo Kurk, Donna Waters, Gerald Ireson and Fred Vanderhagen, Detroit, 3:01.0 (1955); Glenda Wilson, Sharon Stevens, Jerry Tarrant and Duane Crackel, Redondo Beach, Calif., 3:10.4; junior girls' 440 yards (final), Patricia Leonard, Pasadena, Tex., 46.6 (1949); Carol Massey, Springfield, Springfield, Mo., 47; junior boys' 400 yards (final), Robert Patterson, Pueblo, Colo., 44 (1941); William Duncan, Louisville, 45; intermediate men's 880 yards (final), Joseph Mauro, Brooklyn, (who also established a record of 1:29.4 in the 880 yards, first heat), 1:28.5 (1953); Richard Waltz, North Sacramento, 1:30.0.

The 10 high point award winners in the competition for the Joe Haney trophy in the American championships were: Rolladium, Pontiac, Mich., 381; Arena, Tulsa, Okla., 187; Roller Skating Arena, Detroit, 169; College View, Marysville, Calif., 136; Palace, Long Beach, Calif., 134; Hippodrome, Long Beach, Calif., 133; Doling Park Rink, Springfield, Mo., 108; Arcadia, Detroit, 114; Rollarena, San Leandro, Calif., 104; and Oaks Park Rink, Portland, Ore., 103.

The top three winners in each classification in the American Championships, follow, in ranking order:
Dispar division singles mixed—Darlene Edwards, Erie, Pa.; Mary Ebling, Springfield, Mo.; Marjorie Ireland, Richmond, Ind.; special showmanship award to Rosalind Ramsey, Temple, Tex. Senior dance—Gary Castro and Marilyn Roberts, San Diego, Calif.; Charles Wahlg and Miriam Centaro, Elmont, N. Y.; Joe Panta and Shirley D'Antonio, San Leandro, Calif. Intermediate dance—Robert Castro and Gloria Schaffer, Redwood City, Calif.; Louis Parker and Mary Alice Clouse, Pontiac, Mich.; Warren Dickens and Ann Voytko, Philadelphia. Novice dance—Thomas Wells and Jerry Kenlow, Tulsa, Okla.; Ed Bolton and Barbara Ott, San Leandro, Calif.; William Daley and Carolyn Homa, Philadelphia. Junior dance—Jerry Tomlinson and Nancy Wright, Tulsa, Okla.; Gary and Claudia Leontini, North Sacramento; Gregg Godwin and Mary Taylor, Glasgow, Del. Juvenile dance—Roy Huckaby and Fredye Tabola, Beaumont, Tex.; Thomas Andrew and Kathy Fernandez, San Leandro, Calif.; Frank Souza and Loretta Timmerberg, Marysville, Calif. Senior men's singles—Edgar Watrous, Waltham, Mass.; John Matejcek, Pontiac, Mich.; Ronald Jellie, Peoria, Ill. Senior ladies' singles—Susan Cowan, Greeley, Colo.; Diane Guaraglia, San Leandro, Calif.; Marilyn Adams, Detroit.

Intermediate men's singles—Robbie Wollard, Long Beach, Calif.; Frank DeGennaro, Brooklyn; James Mohler, North Sacramento. Intermediate ladies' singles—Sylvia Stenevec, Portland, Ore.; Carolyn Slinger, Springfield, Mo.; Jean Fridinger, Reading, Pa. Novice men's singles—Warren Denicker, Brooklyn; Frank Noto, Marysville, Calif.; Michael Themuda, North Dartmouth, Mass. Novice ladies' singles—Marjorie Claufione, Elmont, N. Y.; Pauline Kutter, Seaford, Del.; Ana Lou Lucero, Redwood City, Calif. Junior boys' singles—Ricky Mullican, Long Beach, Calif.; Eugene Harless, Sandusky, O.; Bruce Luther, Natick, R. I. Junior girls' singles—Peggy Tipton, Long Beach, Calif.; Beverly Bowers, London, Ont.; Joan Nevilla, Pritchburg, Mass. Juvenile boys' singles—Roy Huckaby, Beaumont, Tex.; Thomas Andrew, San Leandro, Calif.; Barry May, Marysville, Calif. Juvenile girls' singles—Sylvia McDonald, Kansas City, Mo.; Fredye Tabola,

Beaumont, Tex.; Linda Show, Washington, Pa. Senior men's figures—Ronald Jellie, Peoria, Ill.; Gary Castro, San Diego, Calif.; Kenneth Schafer, Brooklyn. Senior ladies' figures—Joan Brown, St. Louis; Marilyn Adams, Detroit; Patsy Jarrard, Pontiac, Mich. Intermediate men's figures—Terry Middleton, Peoria, Ill.; Jack Horner, Pontiac, Mich.; Donald Ryland, Fresno, Calif. Intermediate ladies' figures—Beverly Hetherington, Detroit; Mary Jo McBrearty, Pontiac, Mich.; Nancy Wright, Tulsa, Okla. Novice ladies' figures—Joan LaBelle, Lowell, Mass.; Sonja Lee Mitchell, Tulsa, Okla.; Bonnie Odum, Kansas City, Mo.

Junior boys' figures—Richard Souza, Marysville, Calif.; Ricky Mullican, Long Beach, Calif.; Paul Libbick, Detroit. Junior girls' figures—Paulette Stewart, San Leandro, Calif.; Sally Ann Gallagher, Detroit; Cecelia Darimont, Pontiac, Mich. Juvenile boys' figures—Roy Huckaby, Beaumont, Tex.; David Dahine, Detroit; Robert Brath, Brockton, Mass. Juvenile girls' figures—Fredye Tabola, Beaumont, Tex.; Dorene Pokorny, Pontiac, Mich.; Diane Nelson, Glasgow, Del. Senior pairs—Warren Colozzo and Patricia Benedict, Brooklyn; Kenneth Trotter and Ruth Heeseman, New York; Ronald Jellie and Ruth Kock, Peoria, Ill. Intermediate pairs—Ricky Mullican and Judith Nance, Long Beach, Calif.; Edgar Watrous and Ann Tierman, Hartford, Conn.; Gerald Hamlin and Cecelia Darimont, Pontiac, Mich. Novice pairs—Robbie Wollard and Carol Stout, Long Beach, Calif.; Jack Maguire and Mickey Duput, Long Beach; Ronald Butler and Carole Riffe, Bellingham, Wash. Junior pairs—Jerry Tangen and Tina Seabern, Long Beach, Calif.; Richard Larpenner and Sandy Perry, Detroit; Edmund Kline and Lucy Caldwell, New York. Juvenile pairs—Roy Huckaby and Fredye Tabola, Beaumont, Tex.; Charles Meagher and Deanne Allgood, Shreveport, La.; Ricky Houck and Sharon Wells, Franklin, O. Senior fours—Carol Haller, Ronald Jellie, Robert Anderson and Ruth Kock, Peoria, Ill.; Robert Dello, Evelyn Meier, Kenneth Trotter and Ruth Heeseman, New York; Michael Agnello, Gwendolyn Fitch, Dana Haffke and Sylvia Haffke, Haverhill, Mass. Intermediate fours—Jack Maguire, Mickey Duput, Geraldine Daniels and David Macomber, Long Beach, Calif.; Jack Kindrick, Barbara Taylor, Nancy Sheridan and Frank Noto, Marysville, Calif.; Mack Player, Don Tapperson, Carolyn Slinger and Bonnie Ash, Springfield, Mo. Novice fours—Jean McCollum, Paul Parke, Thomas Panno and Joyce Sloan, Long Beach, Calif.; Phillip Lawhorn, Sonya Mitchell, Marilyn Leach and Pompey Rhea, Tulsa, Okla.; Matt Galiano, Patricia Kendall, Donna Luoma, and Ray Quittler, Detroit, Mich. Junior fours—Mita Steward, Ricky Martins, Sue Welch and Charles Parker, Pontiac, Mich.; Donna Metzger, James Harmer, Diane West and Robert Lee, Wooster, O.; Scott Massey, Dorothy Hogan, Ronald Schneider and Sylvia Power, Norwood, Mass.

World Skating Champs Crowned at Richmond...

RICHMOND, Va.—New world roller skating champions in seven categories were crowned at the Second World Skating Congress held at the Arena here following the International Invitational Championships. The first international event was held in 1947 at Oakland, Calif., and plans are in the making for the Third Congress to be held tentatively in 1958 at Christchurch, New Zealand.

First, second and third place winners, in sequence, are:

Men's figures—Ronald Jellie, Peoria, Ill.; Gary Castro, San Diego, Calif.; Ron Collier, New Zealand. Ladies' figures—Joan Brown, St. Louis; Marilyn Adams, Detroit; Adrienne Creber, New Zealand. Men's singles—Edgar Watrous, Hartford, Conn.; John Matejcek, Pontiac, Mich.; William Moorehouse, London, Ont. Ladies' singles—Susan Cowan, Greeley, Colo.; Diane Guaraglia, San Leandro, Calif.; Eleanor Masterman, New Zealand. Pairs—Kenneth Trotter and Ruth Heeseman, New York; Warren Colozzo and Patricia Benedict, Brooklyn; Adrienne Creber and William Muddford, New Zealand. Dance—Gary Castro and Marilyn Roberts, San Diego, Calif.; Charles Wahlg and Miriam Centaro, Elmont, N. Y.; Ian Gordon and Marge Davenport, New Zealand. Men's speed—Earl Wilmot, Richmond,

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BEACHES LOSE

Cool Summer Aids Kiddie Spot Activity

NEW YORK—Kiddielands got the best of a bad weather situation that prevailed thruout the East during the outdoor season. The repetitious spells of bad weather which diabolically built up to encompass all or part of virtually every weekend thruout the season mostly worked in favor of the miniature spots.

The beaches and major amusement centers, which required some measure of advance preparation and planning on the part of a large part of the prospective patronage, suffered beginning with the Thursday-Friday forecasts, invariably bad. Apart from the threat and appearance of rain, the shore resorts suffered from the unusually cool weather that prevailed thruout the summer.

Kid spot operators noted that their business was helped on

cloudy, cool weekends as thousands of families passed up beach activity. The amusement yen of the youngsters still had to be cared for and increases in patronage were often noted on Saturday and Sunday afternoons and evenings.

Heat Off

Normally the Kiddielands looked for a sizable slackening in business when the summer sun is on full blast in July and their paved, often treeless, areas begin to sizzle. There was little of this kind of weather to contend with this year.

Business during the spring was good and most of the midget operations got off to a good start. A guess now is that business for the next couple of months will stack up with the best for the season. Hopeful reasoning is that the poor summer weather will be made up for in the fall.

Indian Point Marks End

Continued from page 72

likely to be announced soon, Kelmans said.

Except for this year when the course had been run, Kelmans gave his patrons excitement and interest in the form of innovations each season. A major undertaking was an animal compound, Jungland, with most of the beasts, including a baby elephant, uncaged.

The acquisition of the charter and revival of the Westchester County Fair at Indian Point was hit by a hurricane, and lost dollars comparable to the 40,000 persons it attracted in a promotion-publicity campaign that has been seldom equaled in the metropolitan area. A second, and even more ambitious, shot during the following year got the same hurricane treatment from the weather. It was too much, even for such an eternal optimist as Kelmans, and the end of the area as a recreational center was already then in sight.

Since then Kelmans, with associates, has constructed three plush motels in Miami Beach, including the first on the gold coast, the Ankara at 23d and Collins, and acquired several beachfront hotels. This summer he opened a million-dollar beach club not far from his New Rochelle, N. Y., home.

Even with his multitude of big business interests which keep him on a commuting schedule between New York and Miami, Kelmans is still very much in the park picture. It's one business where you get close to a lot of people and the heart of the nation, he says.

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Beatty Gives Turnaways, Extras At Albuquerque; Others Follow Big

Long Moves, Hot Weather Mark Route; Clovis, Amarillo, Plainview, Lubbock Good

AMARILLO, Tex.—First stands of the revitalized Clyde Beatty Circus brought out highly profitable business and big crowds. The show was hampered by a shortage of working men, having opened far from such labor sources, but some men were being brought on from Sarasota.

Standout was the two-day stand in Albuquerque, N. M., second stop on the show's route. After playing to full and turnaway houses at Las Cruces (30) for a starter, the circus made the long jump to Albuquerque for August 31 and September 1, losing the afternoon show of the first day to the mi'eage.

Night of the first day brought a turnaway crowd. This was followed by a turnaway 2 p.m. show

Holiday Off, Others Strong For Millers

SEYMOUR, Ind.—Labor Day business here was off, but other stands for the Al G. Kelly & Miller Bros.' Circus has been good. Playing here in the holiday (3), the show had a half house in the afternoon and one-third at night. Cristiani played here in the spring.

Earlier, Kelly-Miller made its first appearance at Miamisburg, O., (30), and pulled a skimpy afternoon but a three-quarter house at night. Lot was difficult for some persons to find. Morning showers make parking a problem.

Lebanon, O. (31), gave the show up-to-par business. Both afternoon and night house were near capacity.

North Vernon, Ind., the Sunday (2) matinee-only stand, scored another near-capacity house. There also was a large crowd on the lot in the morning for the advertised feeding of animals.

Offers Made To Buy R-B

CHICAGO—Several offers to buy Ringling Bros. and Barnum & Bailey Circus have been made or considered, it is understood here. How such offers, if actually presented to John Ringling North, have been received isn't known.

It is noted, however, that, while North wouldn't consider bids before, the recent flurry about a deal said to be pending with Michael Todd may have indicated a change in North's outlook. There has been no indication that the Todd deal is still pending.

One report told of a substantial offer for the title alone. Others have detailed interest in the show on the part of other showmen, and of business men.

Meanwhile, in Sarasota, admission to winter quarters is limited for the first time to those holding special passes. Activity at quarters is virtually at a standstill.

PHOENIXVILLE, Pa.—Hunt Bros.' Circus played here Thursday (30) to one-quarter and one-half houses with fire department auspices.

on Saturday (1) and a second, extra afternoon show drawing about 1,000 persons at 5 p.m.

The scheduled 8 p.m. performance pulled a third turnaway, whereupon the show hastily arranged for radio spot announcements to tell of a 10 p.m. extra show. This final one attracted an estimated 1,500.

Thus Albuquerque gave three turnaways and two extra shows, while one show was lost. Sheriff's Posse was the auspices.

The fourth show on Saturday caused a late departure for the move to Fort Sumner, N. M. A single Sunday performance was scheduled there and it was given at 4 p.m., after a 200-mile jump.

Labor Day at Clovis, N. M., Monday (3) had a good afternoon and night.

Amarillo, Tex., followed on Tuesday (4) with a light afternoon but a near-full house at night which gave the show a good winning day. While specific details were lacking by late last week, it was known that Plainview, Tex., was light in

the afternoon and good at night, while Lubbock, Tex., Thursday (6) was big. Weather had been hot and jumps had been long.

Ahead, Agent Floyd King has been working out of Dallas. Press Agent Eddie Howe is working Dallas and Howard Y. Bary is working press in Fort Worth. Advance sale has been big enough in some Texas towns to schedule extra performances in advance.

Among the staffers working under General Manager Frank McCloskey and Assistant Manager Walter Kernan are Pete Marsh, boss usher; Fred Jones, Side Show; Polack Stanley, Side Show canvas; Billy Petty and Edna Antes, red wagon; Dee Miller, white wagon; Frank Orman, tax box; Dave Murphy, boss tickets, with Frank Perez and Mike Bergen; Bill Lewis, downtown sales; Herbie Weber, gilly driver; Count Nicholas and Ray Huttick, pie car; Reb Russell, concert; Bill Webster, concession accountant, and Francis Kitzman, billing brigade. Raymond Alleguar leads the band.

HAIL STORM HITS POLACK EASTERN

Poles, Wardrobe, Windows Damaged; Mrs. Polack Hurts Hand Slightly

FORT SMITH, Ark.—Eastern unit of Polack Bros.' Circus was hit by high winds with rain and hail when it played Camp Chaffee near here Saturday (31).

All canvas stood up against the wind all right. However, several metal tent poles were bent and much wardrobe was damaged. Trunks were overturned and the public address system was out of order temporarily. Several strings of light bulbs broke, and stage lighting equipment was damaged.

Mrs. Bessie Polack, managing director, received slight abrasions about the hands during the storm. The trailer of the Tommy Hannefords and Ray Sinclair had windows broken by the hail and some damage inside by water.

All outdoor rigging of the show withstood the storm.

The circus stayed over for a night show on Monday (2) to accommodate the audience from the canceled performance.

Enid Sets Mark

Earlier, the show played Enid, Okla., in bad weather that brought tornado warnings. Despite this handicap, the show tabbed its best attendance mark in Enid.

That stand began Tuesday (28) with 4,500 on hand for the afternoon and with 2,200 in the seats

Antalek Signs Syracuse Date

SYRACUSE—General chairman John Speirs, of the Shrine Circus here, announced last week that Joe Antalek, performer and producer, has been awarded the contract for the Syracuse Shrine Circus again this year. Dates are April 20-May 5, and the show will be at the Onondagua County War Memorial Building.

RIGHT TOWN, WRONG STATE

MOUNT VERNON, Ill.—The Kelly-Miller billposting crew "wildcatted" last week, but only briefly. The billers were busy here posting paper for Friday (7). That was all well and good until another biller caught the mistake and brought word they were in the wrong town—or, more accurately, the wrong State.

It wasn't the Illinois Mount Vernon the show was to play but the Indiana town of the same name. So they pulled their paper and lit out for Indiana.

South Bend, Peru Stands Okay for Mills

SOUTH BEND, Ind.—Mills Bros.' Circus was scoring good houses in Indiana stands, according to Manager Jack Mills. Show did well here and in Peru.

In the latter, former quarters for many circuses and still home for many circus people, the Mills show had two three-quarter houses under Jaycee auspices.

South Bend had light rain on Saturday (1) afternoon, but 2,000 people attended the afternoon and 2,700 were there at night. Jewish War Veterans sponsored the date.

Nebraska Crowds Fill Carson Tent

HEMINGFORD, Neb.—Tex Carson Circus had some good business in recent stands thru Nebraska.

Valentine, Wednesday (29), gave half and three-quarter houses. Rushville, Saturday (1), had near-full and three-quarter houses. Hemingford, played on a matinee-only schedule, Sunday (2) gave a three-quarter house. The county fair was a week earlier on the same grounds.

Bridgeport, Neb., on Labor Day (3), gave straw houses.

Court Seeks Early Sale Of King-Maley Outfits

MACON, Ga.—Durward B. Mercer, trustee in bankruptcy for the King Bros.' Circus partnership of Arnold F. Maley and Floyd King, left by plane Tuesday (4) for Penns Grove, N. J., to take possession of the stranded Maley Three-Ring Circus.

The trustee was accompanied by one of his attorneys, T. Baldwin Martin Jr., and announced that he plans to sell the equipment "as quickly as possible."

Mercer revoked a lease agreement with the Esma Maley Combined Circus, Inc., which had undertaken to operate the Maley show. Mrs. Esma Maley, wife of Arnold Maley, and the other stockholders in the Esma Maley corporation face an additional claim of several thousand dollars from the bankruptcy trustee for unpaid weekly rental and failure to return the equipment to Macon, Ga., as provided in the rental contract.

In Three Locations

Sale of the elephants and equipment remaining in Stroudsburg, Pa., is also planned, Mercer said. Approximately 20 trucks, a brand new big top, seats, props, horses

and other animals are in Penns Grove, where the show halted August 23, four days after giving opening performances at Stroudsburg. A light plant and other equipment reportedly are in Hamonton, N. J., under attachment. Practically all of the equipment used by the Maley show had formerly been used by the King Bros. Circus, which was adjudicated bankrupt in June.

Several last-minute plans to resume the Maley show tour failed to materialize when Macon business men, who financed the new show, declined to furnish more money.

Mercer said that since two leases of the King show equipment, first to Barney Bros. and then to the Maley corporation, had resulted in financial failures, Judge E. P. Johnston, U. S. Referee in Bankruptcy, would not consider further leases.

The trustee said sales plans will not be made until after an inspection is made and a new inventory taken. He said there are no funds available to bring the equipment back to Macon.

Weather Slows Cristiani Pace; Labor Day Big

HIGH POINT, N. C.—Rain hurt the Cristiani Bros.' Circus here Tuesday (4), when the show pulled a half house in the afternoon. With clearer weather at night it had a three-quarter turnout.

Turnouts for recent stands have been spotty, altho the show's season as a whole has been very good to this point.

Reidsville, N. C., Thursday (30) was light in the afternoon but good at night. National Guard was the auspices. CFA Jimmy Waynick helped. Rex and Milton Ingham visited.

In Martinsville, Va., on Saturday (1) Cristiani had a two-thirds afternoon and three-quarters night. Kiwanis Club was the sponsor and they add an advance sale of 1,500 plus 1,300 promotion tickets. Large crowd was on hand when the show elephants appeared downtown.

Labor Day (3) brought surprisingly good business for a holiday, with the show in Winston-Salem, N. C. Afternoon was three-quarters and night was near-full. Sponsor was the Moose Lodge.

Venezuela Sees First 2-Ringer

LAS PIEDRAS, Venezuela—Sam Nelson's show, now titled Nelson's 2-Ring Circus and formerly called Circo Royal, is playing this area after two years elsewhere.

Show has a 70 with two 30's, which is unusual in this country, where only European-style round tops have been seen before. The top, however, was not used here because of driving trade winds that sweep over the coastal plains. Winds also interfere with high acts and aerialists. The circus moves on rented trucks at present, but carries its own office wagon.

Nelson has been touring more than a year without halting, but now is expecting to lay off for re-organization more along the lines of U. S. shows. He plans a trip to the U. S. to buy an 80 with two 40's with aluminum poles. He will replace European style seating with starbacks. The new show will move on six 25-foot trailers with one tractor for each three trailers.

Among other circuses in and around Venezuela, Razzore is shelved at Caracas, Negrin Bros. has started up again, and Royal Dumbar is in Caracas. It recently made a jump by air, using 15 air freight flights.

Wallendas Sign For Clyde Dates

SHREVEPORT, La.—When Clyde Bros.' Circus opens its season for the Shrine here September 17, the Great Wallendas will be among the features.

Karl Wallenda, head of the act, said that since closing the season with the Western unit of Tom Packs Circus, the Wallenda unit is laying off until the start of its five weeks with the Clyde show. They will play Houston for the Shrine show there and then go to New Orleans for the Tom Packs Shrine date.

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NORTH WORDS HELP

Business Going Great For Several Circuses

CHICAGO—Circus business is proving strong for several outdoor shows this season. Outfits such as Cristiani Bros., Hunt Bros., Kelly-Miller, Miller Bros., Hagen Bros. and George W. Cole are among those which have indicated business is good.

A reverse twist is that some of the operators say their business while fair to fine earlier, has shown some measure of improvement which they credit to the John Ringling North opinion that the tented circus is a thing of the past.

In town after town both Cristiani Bros. and Mills Bros. executives have been interviewed about the future of the circus, and they have won much newspaper space for stories and pictures illustrating a healthy state of business. It has been much the same with other shows.

Many times a view of a big top packed with paying customers has sent newsmen back to type stories saying that if the circus is dying "it looked lively here."

One manager whose show is a strong winner said he noticed that merchants, bankers, postal officials and others with whom he comes in contact are inclined to be sympathetic and observe that they "hear you fellows are having a rough time."

While many circus leaders have said the welfare of the Ringling show is essential to well-being of the whole business, one owner said he believed that a continued absence from the road of a Ringling circus would prompt other showmen to enter the field with big shows where they had not dared do so before.

Among the current big crowds at circuses are a number of people who say they have come because they want their children to be sure to see a circus "and this may be their last chance."

While disputing any idea that the business is in danger, most showmen have been ready to accommodate those who want to buy tickets on this now-or-never basis.

Von Bros. Draws At Maryland Spot

ELLICOTT CITY, Md.—Veterans' organizations sponsored Von Bros.' Circus here August 27 and drew one-quarter and one-half houses.

In Wheaton, Md., the circus ran up a big total with two near-capacity houses on August 28. Sponsor was the Jaycees organization. Weather was especially hot on show day.

UNDER THE MARQUEE

Onno Wittje, male member of the Two Carlons, trapeze act, broke a leg and an arm in a crash to the ring during a performance of Circus Moreno at Tollose, Denmark, recently. His partner, Gissela Jurgens, was just completing a break-away plunge, with Wittje holding the rope while hanging from the trapeze, when Wittje slipped and fell on top of his partner, who suffered a dislocated hip.

Jack Wizarde, performer and one-time owner of Wizarde's Novelty Circus, is working in a Lincoln, Neb., warehouse, according to an article about him in the house organ of the Sperry & Hutchinson Company.

Visiting Polack Eastern, writes Kitty Ronstrom, were Dick Clements, now manager of the Oklahoma City Zoo; Rietta and Arthur Grotenfendt, Karl Wallenda, and Gunther and Marguerita Wallenda; three brothers of Larry Benner, Arnold, Charlie and Benny, plus Charles Benner, Arnold Kehrlie and Treva Jay; promotion man Henry Barrett and Shriner Leslie Swan.

Spencer and Herbert Stine caught Von Bros. at Wheaton, Md., and report a near-full house. . . . Steam calliope player Harry Shell worked the convention of steam threshermen at Pontiac, Ill., and September 8 date at Kankakee, Ill.

Weyburn, Sask., has an air calliope in a replica of a show wagon, and the rig is rented out to special events. . . . Charlie Chaplin and Grock, the famous European clown, dined together in Italy recently. . . . Maurice and Minnette, trampoline and balancing; Elly Ardelty, trapeze; Ming and Ling, and others appeared at the Colorado State Fair.

L. E. (Roba) Collins reports he is still at McDonald Aircraft in St. Louis. He recently saw William (Slim) McCoy, who was with Davenport and other shows.

Don Mareks will colwn for an Eastern Star Lodge show in California and will have his miniature

circus at the Antioch, Calif., Fair. . . . Bill Naylor, "Flying Scotsman" of Polack Eastern, visited Walter B. Fox at Mobile. Mrs. Fox and her sister, Georgia Simpsen, recently caught Cristiani Circus in Norfolk, Va.

Tyler, Tex., playground people staged a circus in August and featured Charlie Bell, clown formerly with Ringling and now with the Rich Plan Corporation. They also had Jamie Thompson, who played calliope for Mollie Bailey and others, working out on an air calliope, reports Jack Wafford.

Acts for Cook & Rose Agency at the Fairfax County Fair, Annandale, Va., included Winnie Colleano, Malikova, Betty Pasco and Auger Trio. . . . At the Maryland State Fair, Timonium, were Whirlwinds, Flying Siegrists, Grits and Gravy, the Shooting Mansfields and the Yukons. . . . Claire and Tony Conaway missed Maley's Circus but caught Von Bros.

Bill, Babe and Buckles Woodcock are keeping the Miller and Woodcock Elephants busy at Barnes-Carruthers fair dates and Wheeler & Pittman spots. They make the Utica Shrine show for Orrin Davenport in October. They have been playing fairs at Douglas, Wyo.; Lead, S. D., and Mitchell, Neb., as well as others. The Woodcocks also made a Chicago stop recently for advertising agency pictures, using their elephants for future commercial ad illustrations.

Charley Cheer, clown who has been with Polack and Disneyland in recent months, will go to Hawaii for the E. K. Fernandez date, leaving September 15. . . . CFA Otto Hausman caught Mills Bros. and Hagen Bros. in Indiana and Ohio and the Arturos at a Niles, Mich., night club.

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Enters Final Day of Eight-Day Run With Gate Trailing 1955 by 63,763

• Continued from page 70

the name appeal for the three nights of rodeo. Ralph Flanagan's orchestra was in the Coliseum for dancing the closing night.

A highlight of the grandstand offering was the Tommy Bartlett Water Show presented in a water course in the infield. The performance sparked much praise from veteran show operators. Lack of adequate light, however, prevented a fully effective appeal at night.

Strates Has Boat

During the hours when the water course was not used for the Bartlett troupe a little Show Boat, manufactured by the Allan Hawes Manufacturing Company, Atlanta, and purchased recently by James E. Strates, plied the course, carrying passengers at 25 cents. The

Okay Week for Saint John; Expansion on

SAINT JOHN, N. B.—The Saint John Exhibition which ended here Saturday night (1) was generally considered a good beginning of the 10-year development plan blueprinted for the annual.

The exhibition was revived several years ago after wartime deterioration put an end to the institution as it had been known in former years. The new location is some four miles east of the central part of the city.

The area was formerly marshland and the reclamation program is at present only partly completed. In the immediate future bulldozers will be brought in to remove the crest of a hill, at the same time using the earth for fill to build up the low spots. Meanwhile, a master plan for the development of the whole area has been drafted by Cayloard R. Lewis, of Findlay, O., (Continued on page 91)

Dayton, O., Pulls 88,838; New Grandstand Mark Set

DAYTON, O.—The Montgomery County Fair brought its 103d annual run to a close here Wednesday (5) after topping last year at its outside gate and ringing up a new one-night grandstand record with the credit going to TV and recording artist Pat Boone.

Goldie Scheible, capable secretary-manager of the fair, reported that 88,838 patrons paid their way into the fairgrounds during the five days, sharply ahead of last year's 84,302. To this could be added countless thousands who came in free.

The new grandstand mark, set by Boone in his one show on Sunday night (2) grossed over \$3,500. The regular stands were packed to capacity and 695 chairs were placed on the race track to care

30-capacity boat enjoyed brisk business when the rain-soaked infield dried to permit access to it.

Other grandstand attractions included 10 scheduled thrill show performances, two by Jack Kochman's troupe, five by Joie Chitwood's and three by Ward Beam's. The Bartlett Water Show was an added attraction at all grandstand programs.

So, too, were the Milos, Josephine Berosini, Winnie Colleano, all aerial acts, and the Robertis, comedy act. Frank Wirth, New York booker, directed the grandstand attraction activities.

Weather, Economics Cut Detroit Crowds

Attendance Off First Six Days; Coliseum, Grandstand Take Dip

DETROIT — The Michigan State Fair, hurt by local unemployment and adverse weather, got off to a slow start, but the sixth day of its 10-day run was showing more strength attendance-wise. Total paid admissions thru Wednesday (5), sixth day, was 279,837 against 320,976 to the same point last year, Donald L. Swanson, manager, announced.

Attendance was down each of the first five days, but the trend was reversed on Wednesday, first day to top last year's count. Total attendance, counting free and paid for the six days, was reported as 540,845 by Cass Wasung, comptroller, compared with 544,669 for the same period a year ago. This indicated bigger kid patronage, officials said.

Figures for both the grandstand and Coliseum also indicated a slow start. In the first four days the Coliseum show grossed \$42,041.02, about 25 per cent under the \$55,558.30 for the same period in '55.

for just part of the overflow. Hundreds were turned away and hundreds more watched the show from the end of the track and from any other vantage point available.

While the youthful Boone took the accolade for the new record, the entire grandstand program was ahead of last year. The Joie Chitwood thrill show scored well at its Saturday performance and the WLW "Midwestern Hayride" played to an overflow stand Tuesday night. Four programs of harness racing drew fair crowds and a sports show, sponsored by local Jaycees, scored well. Final two nights of the fair were further strengthened by car giveaways.

The Gooding No. 1 Unit, managed by John Enright, was well ahead of last year both on ride and show grosses.

Sioux Falls Hits Record; Changes Format

SIOUX FALLS, S. D.—The Sioux Empire Fair will cut its run to six days in 1957, will open on Friday, August 15, and close on the following Wednesday, Harold Manners, secretary, announced. In addition there will be a number of changes in the attraction format, he said.

The fair, which closed its seven-day run Sunday (26), chalked up a new attendance record of 76,000 paid admissions. This was over 30 per cent better than last year and topped the previous all-time mark of 61,000 set in 1951.

The night grandstand show, booked thru GAC-Hamid, lost \$4,000, Manners said. The strongest attraction of the week was the rodeo, brought in by Beutler Bros., which packed the stands for three per-

(Continued on page 91)

The Coliseum show, headlined by recording artists, was given three times daily. Talent was Jaye P. Morgan, Don Cherry, Gaylords, Krackerjacks, Bud and Cece Robinson, Platters, Blockbusters, Step Brothers, Herschel Leib orchestra and Roy Tracy as emcee. Gaylords were canceled out on the second day when Burt Bonaldi, one of the trio, had to leave due to the death of his father. Show was directed by Don Ridler, fair (Continued on page 91)

Quebec Exceeding Last Year's Pace

QUEBEC CITY, Que. — The nine-day Provincial Exhibition gained ground this week after an early setback due to rainfall Sunday (2). Expectations were that last year's reported attendance of 360,000 would be exceeded by at least 20,000 if the event is graced by good weather down the home stretch.

Two features this year are generating considerable interest. One is the costly "dream house" erected at the entrance, consisting of a furnished model home which will be given away on closing day.

Second big feature is the new industrial pavilion, which got past its primary stages last year but could not be finished for the fair altho foundations had been in readiness for four months. Steel shortage caused the delay in construction.

Labor Day Big

Labor Day was blessed with good weather, enabling part of the Sunday deficit to be made. There was also rainfall on Friday (7) which came after attendance had been building during the week.

Business was described just fair for the Coliseum's Hamid offering

Indiana State Fair Smacks Old Records

Attendance Mark Goes by the Boards; Coliseum Name Show Grosses \$102,451

INDIANAPOLIS—The Indiana State Fair ground to a halt here Friday (7) after a 10-day run that saw a series of new records chalked up on the boards. A new all-time high attendance mark was set, the Coliseum show racked up a new gross figure, a new one-day attendance record was established and the midway rides and shows chalked up a new one-day gross figure.

Official paid and free attendance figures thru Thursday (6) was 825,409, far above the previous mark of 659,454 set in 1952. An estimated 40,000 was expected to be added to the count on Friday. The new one-day attendance record was set Sunday (2) when 179,584 patrons were on the fairgrounds.

The Coliseum show, booked by GAC-Hamid, took in \$102,451 to surpass any other year. Pat Boone, recording artist, headed up the show for two nights, taking in \$47,972. This compared with \$18,237 taken in by Frankie Lane and Nat (King) Cole on the same two

Farm Mag Features Doc Dorton

NEW YORK—Dr. J. S. Dorton, manager of the North Carolina State Fair, Raleigh, authored, with the aid of writer Charles W. White, a yarn, "Why I Get a Kick Out of Fairs," in the September Farm Journal. A page of color photographs and the cover photo illustrate the article.

Dorton, who also operates fairs at Shelby and Charlotte, N. C., expresses his faith in fairs and operating philosophy in the article.

of Dorothy Lamour, vaudeville acts, and ice revue.

Matching last year's excellent dollar earnings on the midway was Jimmy Sullivan's World's Finest Shows.

McELROY RETIRES

Name Jack Clarke Ottawa General Mgr.

OTTAWA—J. K. (Jack) Clarke has been appointed general manager and secretary of the Central Canada Exhibition at an annual salary of \$10,000. He succeeds H. H. McElroy who resigned because of illness.

McElroy, who held the top executive post since 1928, was asked by the directors to remain in an advisory capacity until the end of the year. His salary of \$11,500 annually continues.

Chester F. Wilson, former accountant, was appointed assistant general manager at a salary of \$7,500.

Clarke, a native of Ottawa,

nights a year ago. Then Tennessee Ernie Ford moved into the big building for two performances, took in \$54,479 to surpass his own mark of \$47,873 set in '55. The McGuire Sisters, Mills Bros., and Russ Morgan's ork played all four shows. House was scaled at \$1.80 to \$3.

Midway Scores

Another record went by the boards on Sunday when rides and shows on the Cetlin & Wilson midway took in approximately \$31,000, surpassing their own \$29,000 set on the same day in '55.

The night grandstand show, an Ernie Young revue with acts, was (Continued on page 91)

Good Turnouts Aid Opening At Ebensburg

EBENSBURG, Pa.—The Cambria County Fair was heading to an over-100,000 gate mark this week, scoring 77,498 admissions in the three days beginning Labor Day, Monday (3). Daily figures were 36,777 on Monday (3), Labor Day; 27,824 on Tuesday, and 12,897 on Wednesday.

Of the second-day attendance, 50 per cent represents paid admissions, with the estimate being that 14,000 children took advantage of the free gate for their day, according to James Wilkinson, president of the fair association.

The six-day event closes Saturday (8). Amusement events offered during the week have included the Congress of Canadian Daredevils thrill show on Friday (7) afternoon and professional wrestling in the arena at night, harness racing, grandstand show nightly, the Morris Hannum Shows on the midway and Saturday afternoon stock car racing.

A massed band concert was a feature on Tuesday, following parading by 19 of the units from high schools.

Gate admission is 65 cents up to 6 p.m., and 35 cents thereafter, with no charge for children to age 12. Parking is free.

joined the association in March, 1937, as a junior. He was granted a leave of absence during World War II and served in the Adjutant General's Branch, National Defense Headquarters of the Canadian Army in Ottawa.

He rejoined the association in 1946 and the following year was named assistant general manager and secretary.

Clarke held down the top executive post during this year's event which concluded August 24. Despite rain on the two most important days, attendance hit 423,154, only 8,000 short of the all-time mark set last year.

Hamburg Scores New Mark With 312,361

HAMBURG, N. Y.—The Erie County Fair chalked up an attendance record of 312,361 as it ended here Saturday (25). The figure was 1,004 more than the mark established in 1953 but this year's event had the benefit of two extra days. Last year, running Monday thru Saturday, the attendance was 291,467.

Rain belted attendance on Thursday but a strong recovery was made and the new mark was established on the closing Saturday. The crowds on opening Saturday and Sunday gave the fair a healthy start and, as things worked out, provided a measure of rain insurance.

Grandstand attractions, including Jack Kochman's Hell Drivers and Bill McGaw's Motor Olympics, drew well. GAC-Hamid attractions, including TV Discoveries, Kiddie Kapers and a program of acts at night, also did well, officials said.

The firemen's parade and veterans' parade on Friday and closing Saturday continue as important crowd lures. Other important interest builders this year were two contests, one for a beauty queen and the other for a "farm maid," sponsored by two Buffalo television stations.

The James E. Strates Shows again reported a good week on the midway. The added days benefited the Strates organization, although full midway activity on Sunday was delayed until 5 p.m.

All Records Broken at Norwich, N. Y.

NORWICH, N. Y.—New records in all departments were chalked up by the 109th Chenango County Fair which concluded August 11. Len Tyler, secretary, announced last week.

The weather was favorable throughout the run. Coleman Bros. Shows reported earnings approximately double the pre-opening estimate.

Important factors were a big kiddies' day and a firemen's muster. Some 20 fire companies participated in the demonstration. The crowd on hand necessitated the staging of two performances by Gene Holter's Wild Animal Show, a grandstand feature.

Cedar Rapids To Run 8 Days

CEDAR RAPIDS, Ia. — The All-Iowa Fair voted to return to an eight-day exposition in 1957, setting the dates for August 11-18.

The fair had been an eight-day event for a number of years prior to this but it was felt that the six-day event as held this year was not sufficient for the many features of the exposition.

Midway Activity

Continued from page 1

ended Saturday (8), would exceed \$570,000.

The Conklin operation grossed \$70,000.30, a new one-day high, on the CNE's first Saturday (25), and topped that with a \$76,684.75 take on the second Saturday (1). These totals contrast with the previous one-day record, \$66,925, set last year.

At the Michigan State Fair, Detroit, a record gross loomed for the W. G. Wade Shows, which last year grossed \$286,542 for a new high to that point. The Wade operation rolled up a peak single day's gross of \$58,168 Sunday (2) to top the old mark of \$54,048 set last year.

Among other major fairs to get record midway business was the recent Ohio State Fair Columbus, where the record-breaking show was the Gooding Amusement Company.

Good Week in Prospect as Weather Favors Lehighton

LEHIGHTON, Pa.—A pleasing turn in the weather and generally good conditions got the Lehighton Fair off to a promising start on Labor Day, Monday (3). Forecasts were favorable, and indications were that the event would at least approximate its 1955 attendance result, if not exceed it. It was the fair's biggest first-day turnout.

Expansion has been accomplished in the farm machinery display and the poultry division, for which emergency wooden crates

had to be constructed to handle the overflow of entries.

Drawing attention was the display of live and stuffed animals native to the Carbon County area, presented under canvas by the Lehighton Sportsmen's Association.

TV Discoveries Click
TV Discoveries of the GAC-Hamid organization drew good crowds early in the week to the grandstand, and Amusements of America was enjoying one of its better weeks on the midway.

Wednesday (5) was children's day, with a free gate and giveaway of two bicycles. Also on the day's program were the tractor pulling contest and 4-H Club pig scramble. There were 10 contestants and five pigs in each of two scrambles, for boys and girls aged 10-15.

Banner Week Scored by Troy Hills

TROY HILLS, N. J.—Excellent weather provided the annual Morris County Fair with a good finish on Saturday (25). The six-day event, which draws around 100,000 reported admissions in its good seasons, had one of the good ones this time.

Last year's fair was handicapped by hurricane weather on its closing days. This time the rainfall came early in the week and it was clear sailing from there.

Only major permanent structure is the Grange Building, and all other exhibit space is either outdoors, under canvas or in the corrugated metal shed erected last year.

Trenton, Mo., Run Misses '55 Mark By Slight Margin

TRENTON, Mo.—A final summing up of results of the North Central Missouri Fair indicates that attendancewise the event was only slightly below last year's record in spite of bad weather.

Afternoon attendance was off, but the night turnouts made up the deficit during the seven-day run which ended Friday (17). Temperatures were close to 100 degrees in many instances and light rain and threatening weather also discouraged some patrons.

U. S., Canada Fairs Set Records

Continued from page 1

the area for two years. Rain lashed the fair one night and part of another, and the mercury dipped to 40 degrees—the lowest for the day since 1873—on one of the days.

Extreme hot weather on the other hand did drop the Pacific National Exhibition's gate to 737,745, a dip of some 13,000. A contributing factor was that the fair this year had discontinued its strong advance ticket sale which had been tied up with prize giveaways.

Michigan State Fair, Detroit, which last year had a highly successful run, was running strong going into the stretch of its 10-day run, tho it was trailing behind last year. Bad weather, coupled with high unemployment in Detroit and the fact that the areas still feels the effect of the steel strike, were factors in the lowered attendance.

Even with lower attendance, however, spending on the midway

was at a record pace, with per capita outlays for rides and shows higher than last year.

Rides, Shows Up

Generally, ride and show business has been higher than attendance at fairs, demonstrating the increasing appeal of the rides, participating activities and shows.

Exhibits generally at fairs have been up. Record entries in the various classes, both junior and open classes, has been the rule, with the 4-H and FFA classifications showing the greatest increase.

Sale of exhibit space, too, has been good and better in practically all instances.

Of the grandstand attractions, auto races, thrill shows and ice shows have shown the greatest strength. Names have been potent lures at some fairs, while at others which have operated with the traditional fair revue without names have clicked. On the whole, particularly in the case of the regional and county fairs, a continued weakness in the traditional grandstand revues has been noted.

Names Pull Hefty Grosses at Annuals

Continued from page 1

bus to Des Moines, where he lifted the Iowa State Fair out of the mud. In five performances, Rogers, featured on top of the usual revue, piled up a gross of \$113,201.90 to give the Iowa Fair a tremendous hypo.

Lloyd Cunningham, the Des Moines secretary, gave full credit to Rogers for pulling the fair out of the mud and enabling it to wind up with a greater financial surplus than last year, even tho the fair's attendance was down from '55.

At the Indiana State Fair, Indianapolis, Tennessee Ernie Ford crammed the huge coliseum at two performances and ran up a gross of \$54,479. This compared with his '55 gross of \$47,973, a gross so satisfactory that it had induced the Hoosier annual to bring him back.

Pat Boone ran up a \$47,972 gross in two shows at the Indianapolis Coliseum that had the fair executives beaming from ear to ear. On the bill with Boone and Ford were the McGuire Sisters and the Mills Brothers. The Boone \$47,972 compared with a \$18,237 gross accounted for by Frankie Laine and Nat (King) Cole at the Hoosier fair last year.

Ford and Boone also registered whopping business at the Du Quoin (Ill.) Fair. Ford packed the grandstand and bleachers on Labor Day night, one which traditionally gets capacity grandstand crowds. In the first three nights at Du Quoin, Boone shattered all existing records for those nights at the fair.

Many fairs hold to a no-name policy. Of these, the big Minnesota State Fair at St. Paul with a traditional revue, augmented by acts, garnered higher grandstand receipts than last year, with the increase credited to a generally 50-cent higher price scale.

The huge grandstand show at the

Canadian National Exhibition, Toronto, this year for the first time did not offer a top name, whereas in the past it has offered Danny Kaye, Victor Borge, Olsen and Johnson, etc.

The advance ticket sale for the king-sized spec was down about \$35,000 but the huge show romped toward a finish of the 14-day exhibition Saturday (8) with sell-outs assured for the stretch run after capacity and near-capacity at virtually all other performances.

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CONKLINS NEAR 600G CNE ALL-TIME RECORD GROSS

Old 501G Peak Take Is Eclipsed; New High \$76,684 One-Day Mark Set

TORONTO — The 1955 all-time record \$501,334 midway gross for the 16-day Canadian National Exhibition was tossed into the discard by the Conklins' operation before the big exposition went into its final day here Saturday (8).

Indications were that ride and show receipts would hit close to the \$600,000 goal set by J. W. (Patty) Conklin on the eve of the CNE's opening. Thru Thursday night (6) the ride and show takes were racing some \$65,000 ahead of last year's pace, and Friday (7) added still more to the increase over last year's receipts.

Sets Record in Rain

In its race to a new all-time high for the full 16 days, the Conklin aggregation of rides and shows set first one record, then an even bigger peak gross for one day's business.

On the first Saturday it notched up a total of \$70,000.30 to eclipse the old mark of \$66,926.80 set last year.

It came back the following Saturday with a whopping \$76,684.75 take for a new record, despite rain that hit at about 10 p.m. and cut the night's potential by \$10,000 to \$15,000. Moreover, early morning patronage also had been hit by light rain.

The Kiddieland on the record-breaking Saturday grossed \$9,880,

the German Carousel carrying 8,185 riders that day to pace the Kiddieland rides. Other kid rides and the loads they carried include Schiff Roller Coaster, 7,280; two boats, 6,640 and 4,995; Turnpike, 5,760; Kiddie Rodeo, 4,760, and Helicopter, 4,785.

The Conklin Flyer (Roller Coaster), with its huge capacity, high speed of loading and 33-cent price, accounted for a gross of \$7,467 on the record day.

Other major rides and their grosses for the day included: Auto Scooter, \$3,125; two Ferris Wheels, \$2,883; Rotor, \$2,630; Whiz Bang, \$1,938; Laff in the

Dark, \$2,483; two Scramblers, \$2,194 and \$1,208; Twister, \$1,527; old-style Caterpillar, \$1,885; Merry-Go-Round, \$1,321; Round-Up, \$1,311; Fly-O-Plane, \$1,826; Spinaroo, \$1,086; Octopus, \$987; Looper, \$836; Rolloplane, \$797, and Hi-Ball, \$785.

On the record day Harry Seber's "Striporama" grossed \$5,700 to pace the shows. Other show grosses for the day included: Alfie Phillips' Water Show, \$3,957; Archie McAskill's Illusion Show, \$3,400; Harry Swank's "Rock 'n' Roll, \$3,264; Pete Kortess' Side Show, \$2,779, and Glenn Porter's Monkey Speedway, \$2,255.

RAS Bags \$309,230 To Establish New Record at St. Paul

Shatters Previous \$306,967 High Despite Weather; Has 47G Peak Day

ST. PAUL — A new record \$309,230.26 midway gross was established by Royal American Shows at the 10-day Minnesota State Fair stand which closed Labor Day. Previous RAS high was \$306,967.89 set last year.

Carl Sedlmayr's RAS sped to the new record take with the able assistance of the second over-a-million general attendance at the Minnesota Fair in as many years.

The 1,036,736 attendance figure racked up this year bettered the first more-than-a million mark of 1,007,101 chalked up last year.

In setting a new record for the full run, the Royal also awarded the biggest single day's record, piling up ride and show receipts of more than \$47,000 on Sunday (2). The day's total bettered the Royal's previous high of over \$42,000 established early this year at the Florida State Fair, Tampa.

Dick Best's Circus Side Show, was the top money-getter. The fair always is the best stand of the season for Side Show, which year after year takes top-money honors.

Leon Claxton's Harlem in Havana accounted for the second highest take, followed by the office-owned Watercade, managed by Leon Miller.

The Funhouse enjoyed a surprising show of strength, drawing patronage that left show executives pleasantly perplexed.

The first half of the stand here rides were doing better business on the midway than the shows, based on their 1955 performances. This increase in ride income in the face of show drop-off helped maintain a slight edge over the 1955 peak pace thru Thursday.

Overcome Bad Weather

During the last four days of the Minnesota run, the shows perked up somewhat and the rides continued to hold their earlier pace to enable the entire lot to set a combined gross take new record.

Show and ride operators explained that they were hurt by late windups of grandstand performances on at least two occasions due to the fact that bad weather slowed up the race track and caused delay of the races.

The new gross record is even the more remarkable because of several days of bad weather, including rain, high humidity, extreme heat and, on Labor Day, 55-degree strong wind climatic conditions.

RUMORS FLY

Model Shows' New Quarters Stirs Jackpot

SAINT JOHN, N. B.—Model Shows of Canada will spend the coming winter in Saint John. In the past, owner Joe Harris has always packed it away in Montreal.

The show had come into Northern New Brunswick from Eastern Quebec and played Campbellton, Bathurst and Newcastle. It then ferried to Prince Edward Island for a date just prior to the Charlottetown Exhibition. Returning to the mainland, the show went into Saint John in early August and played a week on each of two locations, the first on the west side, the second on the East End Grounds. The plan allegedly was to go into Nova Scotia, end the season in Halifax and winter there. Instead, the end came in Saint John.

The Model Show loaded on its own wagons and traveled the railroads on system flats. The loaded wagons were still drawn up on the East End Grounds on Sunday (2). Original plan was to winter the equipment in buildings on the grounds of the revived Saint John Exhibition, but negotiations failed on the matter of rent.

In local circles the jackpot is boiling merrily. One forecast is that the spring of 1957 will see the show move thru Nova Scotia toward Cape Breton with the object of going to Newfoundland. A change of title is also being rumored. Meanwhile, owner Joe Harris left Saint John and was unavailable for comment.

Panacek Wins At Shawano

WEYAUWEGA, Wis. — Belle City Amusements went into the next to the final fair of its season here this week after racking up a winner at the Shawano, Wis., Fair. Takes at the latter annual were sharply ahead of last year, when polio cut into the fair.

Final fair of the season will be at Reedsburg, Wis. Show will then move to the Jefferson, Wis., fairgrounds for the winter. Already signed for next year are the Sheboygan, Wis., Bratwurst Festival, and the National Band Tournament at South Milwaukee, Charles G. Panacek, owner - manager, announced.

Syracuse Gate Drop Takes Cut In Strates Biz

Gate Off 20 Per Cent; Rains, Fair Power Failure Also Hurt

SYRACUSE—Attendance at the New York State Fair was cut back about 20% from last year during the first seven days of its eight-day run because of rain and other factors, and the James E. Strates Shows, as a result, went into Saturday (8), closing days, with receipts down from last year.

Rains not only cut attendance but drove many of those on the grounds home. It killed opening night's business and flooded the midway to a depth of 10 inches. It also mired the grounds and thus tended to hurt business the following day. Rain also hit Thursday afternoon (5).

A power failure, stemming from a high tension line, darkened the Coliseum, near the midway, and many of the other near-by buildings Wednesday (4) and also dented midway play, as the power failure lasted several hours. The midway itself, however, was well lighted, as the show drew power from its own diesel plants.

Gooding No. 1 Scores Solidly At Dayton, O.

DAYTON, O.—Gooding Amusement Company No. 1 Unit, managed by veteran John Enright, scored 1955-topping ride and show takes at the Montgomery County Fair, which closed its five-day run here Wednesday (5).

Fair attendance was up sharply over last year and as a result ride and show takes were sizable. For the first time, Floyd E. Gooding put a 15-cent ride tab on Tuesday's Kid Day and profited from the move.

Seven rides and six shows on the midway in addition to Lipp's Pony Ride. On the backend were Milo Anthony's pinheads and Snakes; Mrs. Roses' Midgets, Harvey Wilson's Maze, Tom and Doc Blackwell's Fat Show, Mr. and Mrs. R. Davis' Big Steer.

The Enright-managed unit left here for Carthage Fair, Cincinnati, to be followed in order by fairs or shows at Delaware, Hamilton, Loudonville, Lancaster and Circleville.

Joe Gaskill managed the office wagon here.

Olson Shows Enjoined By 'Dancing Waters'

CHICAGO — A temporary injunction handed down by the Cook County Superior Court Wednesday (5) prohibits the Olson Shows from using a fountain display other than "Dancing Waters" for the remainder of the season.

The action was brought by "Dancing Waters," whose officials claimed that a contract signed by the Olson Shows, formerly the Amusement Corporation of America, provided that no competitive fountain display would be used by the show for exhibition purposes for a period of five years.

Penn Premier \$1,800 Benefit For Fla. Clubs

INDIANA, Pa.—A sum of \$1,800 was raised for the Miami and Tampa Showmen's clubs at a benefit jamboree staged by the Penn Premier Shows August 30 before the grandstand at the Indiana Fair. The event was one of the most profitable ones staged here by Penn Premier in recent years, with show personnel and independent concessionaires attending in large numbers.

On hand for the event was Shep Blumberg, chairman of the ways and means committee of the Miami club; Mrs. Blumberg and Irving Sherman. A plaque in recognition of their co-operation and donation of grandstand facilities was awarded officials of the local fair association, represented by President Lou Stephens, Secretary Lou Feloni and Mike Wida and John Auld, directors.

World of Pleasure Jumps 800 Miles To Tennessee Fair

JAMESTOWN, Tenn. — The World of Pleasure Shows jumped 800 miles here from Alpena, Mich., opened on Labor Day and racked up good early week business.

This is the first of seven Southern fairs booked for the fall weeks and marks the first time the World of Pleasure title has played in the South.

Cash Wiltse, agent, reported closing to play the Meridian (Miss.) Fair and Dairy Show, October 1-6.

Wade Hits 58G One-Day High, Record-Breaking Detroit Pace

DETROIT—The W. C. Wade Shows, with a total of 73 attractions (30 major rides, 17 kiddie rides and 26 shows), appeared well on its way Wednesday night (5), sixth night of the 10-day Michigan State Fair, to shatter its own \$286,542 ride and show record gross set at the fair last year.

At the end of the first six days, the Wade receipts totaled \$206,862.14, an increase of \$7,594.92 over the take to the corresponding point of its record run last year.

This increase was registered in the face of the fair's lower attendance, which was down 13 per cent from last year.

A new all-time high, one-day gross of \$58,168.21 was set Sunday (2) by the Wade operation. The day's total eclipsed the previous \$54,048 record set on the corresponding day last year, and is believed to be the largest single day's receipts ever piled up at any fair by any touring carnival.

Labor Day's gross also topped

the \$50,000 mark, hitting \$52,770 to surpass last year's take for the same day by about \$2,000.

Doug. Wade cited new rides, such as the German Hot Rods and Roto Jet; new shows, which displaced attractions which had been presented here for several years, and the hard-surfacing of the midway as major reasons for the increased receipts.

Marshall L. Green, in charge of the Wade office, noted that kiddie

(Continued on page 86)

MIDWAY CONFAB

Jo-Ann Rendelle was guest of honor at a recent birthday party on the Art B. Thomas No. 1 Shows. Guests included Bernard Thomas, Kay and Rocco Jr. and daughter, Sharon; Pat and Herb McElrod, and most of the ride personnel. . . . Bud Tilton, former Gooding ride man, recently visited the Gooding No. 7 unit managed by Delmar Groves in Mansfield and Girard, O. . . . R. Lewiston reports the Des Moines fair was a red one. Spotted on the island were Shies' grab stand, Wallace's basketball, Lewiston's break-a-record, Red's Roman targets, Hayes' auction, Bloms' bulls, Richard's archery, Slim's stainless steel, and Opie's sit-down grab.

Harry Newsfield is out of the hospital and visited the clubrooms in Miami recently. C. Guy Dodson is seriously ill. Bill Tucker has been confined to bed again, but is coming along okay. Tubba Heiman is in Retreat Hospital, Richmond, Va. Al Weinberg and Jack Rose are feeling better, it is reported from Miami. News has been received of the death of Arthur Bakofsen in Veterans' Hospital, Coral Gables, Fla.

Lucille Dolman is recuperating in her Monterey Park, Calif., home following surgery.

Herbert W. Case, who recently retired as head of the Detroit Police Censorship Bureau, in charge of carnivals and other show activities, was on a busman's holiday at the Michigan State Fair. He was in charge of fair guards.

Bob Buffington, concessionaire, shuttered his gift shop at Virginia Beach, Va., Labor Day and will play spots in North Carolina before heading for his Tampa home. Just before he wrapped up his shop he had a farewell fish fry for several friends, including Bertie Norwalk and Mr. and Mrs. Leo Lane. . . . Jimmy Willis, organist, has joined Captain Franklinhart's backend unit on the Coleman midway.

Bill Bejarano writes from Frame's Greater that Fishbowl Billy recently closed as concessions manager and was replaced by Frank Sims, who'll be assisted by Loui Stevens. Al Zellers remains in the office. Harry Frame was away from

the show for a while booking spots for the No. 2 unit. . . . Marcia Warren Fletcher, a veteran in the business, is recuperating from a heart operation and would appreciate mail. Her address is care of Social Service, Vanderbilt Hospital, Nashville.

Drago Shows No. 2 was hit by a twister at the Mazon, Ill., fair losing its Merry-Go-Round top and sidewalls. The wind picked up Freddy Wright's color game and dropped it on top of Arnold Miller's Coke bottle game. Also damaged were Sammy Stein's shooting gallery and Arnold Miller's ball game. . . . Mr. and Mrs. Joe Bennett, cookhouse ops, report that their son, who has been stationed in Paris with the U. S. Army, recently muddled ailed it and is now residing at Fort Meade, Md.

Jimmie Stabile checked into New York last week on a buying trip after having traveled 22,000 miles and visited 28 shows. He heads now for the wind-up weeks in the South where he plans to visit at least as many more shows. In addition to his jewelry business, Jimmie is authorized to collect dues and issue membership cards to members of the Miami Showmen's Association, of which he is a member of the board of directors. Jimmie signed up 11 new members during his travels.

Hilda H. Roman and Helen E. Stabile, both active in the Miami Showmen's Association Ladies' Auxiliary, have opened the Alcazar Beauty Salon in Coral Gables, Fla. Mrs. Stabile is secretary of the Miami Hair Stylists Association and treasurer of the State hair stylists' group. She was recently a delegate to the national convention in Texas.

Dancer June Carter has returned from a tour of Alaskan night spots and is now appearing in the Los Angeles clubs and theaters. She plans to work fairs on the Coast before returning home to Chicago.

Harry Wilson has been touring with the back end of his trailer somewhat corrugated as the result of a crash occasioned by a driver who failed to put his breaks on in time. Mrs. Wilson, shaken up in the accident, is reported getting along okay.

NOW UNDER CONSTRUCTION 25 MINUTES FROM CENTER OF DOWNTOWN MIAMI, FLA.

20 MILES OF SAND BEACHES
WHITE SWAN LAKE DEVELOPMENT
LAGOONS AND PROPOSED STUDIOS

—YEAR ROUND OPERATION—

WANTED

LARGE MAJOR RIDES

20 miles of man-made lagoons and lake and beaches for all types of Waterway Rides and Sports. Scenic Railroads and Concessions. All types of clean Side Shows. All types of clean Amusement Concessions. All types of Food Concessions.

WRITE IN REFERENCE TO RENTING SPACE

FLORIDA-CARIB Ltd.

P. O. Box 4122, Normandy Branch, Miami Beach, Fla.

Bank References Exchanged

VICTORY EXPOSITION SHOWS

CAN PLACE FOR THE FOLLOWING DATES:

SOUTHERN OKLAHOMA FAIR, ARDMORE, OKLA., SEPT. 18-22

TEXAS-OKLAHOMA FAIR, IOWA PARK, TEXAS, SEPT. 24-29

FORT HOOD (ON THE PARADE GROUNDS), KILLEEN, TEXAS

CONCESSIONS

Photos, Long and Short Range, Hanky Panks of all kinds.

SHOWS

Monkey, Athletic, Motordrome, Side Show and any other worthwhile Shows.

RIDE HELP

Can place a few Ride Men who drive.

All address **ALVIN VANDIKE, Mgr., Lockney, Tex., this week**

CRAFTS 20 BIG SHOWS

Now 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.

CRAFTS 20 BIG SHOWS

7283 Bellaire Avenue, North Hollywood, California.
Phone: Poplar 50909 or Poplar 50320

ANCHOR TENTS



The Showman's Choice

Finest Materials—40 Years' 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

BURKHART SHOWS

WANT FOR CLARKSVILLE, ARK., FAIR, SEPT. 18-22; AND PERRYVILLE, ARK., FAIR, SEPT. 26-29; THEN TO LOUISIANA.

Concessions of all kinds except Floss, Sno Cone, Popcorn and Photos. We are staying out until November. Also want Shows. Call or wire

Kenneth Ritchie, Mgr., Burkhardt Shows
Pawnee, Okla., Fairgrounds, Sept. 10-14.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

WANT FOR

SALISBURY, N. C., FAIR, Sept. 17-22—and all Fairs to follow
Eating and Drinking Stands, Age & Weight, Photo, Hanky Panks, Merchandise Concessions.

Want for GREAT FREDERICK FAIR, Oct. 1-6

SHOWS: Side Show, Minstrel Show, Motordrome, Geek Show, Snake Show or any Show with merit.

RIDES: Dark Ride, Spitfire, Octopus, Scrambler, Glass House, Fun House for all Fairs.

HELP: Ride Help in all departments. Semi Drivers preferred.

George Valstead and Joe Scortino, get in touch. Carl Ferris, answer.

All Answer: PRELL'S BROADWAY SHOWS, Goldshoro, N. C.

FOR SALE

COMPLETE CARNIVAL

Consisting of 4 Rides, 4 Trucks, 10 Concessions, 2 new Show Tops. Can be seen in operation at Shamrock, Texas, week Sept. 10-15. Contact **JOE SEABOLT** at Shamrock, Texas, or P. O. Box 2237, Abilene, Texas, permanent address.

Jack Bernard Wants

Girls for Girl Shows, Colored and White, two Girl Shows.

WRESTLERS

For Athletic Show, work all winter; House Matches Nov. 1. Also three Girl Wrestlers for House Shows Nov. 1. Smokey Jones, come on or contact. c/o Buff Hattie Shows #1 Unit, Jackson, Tenn., Sept. 10-15 or as per RI.

GRATZ, PA., FAIR, SEPT. 17-22

Space available for Independent Shows and Rides. Want Hanky Panks of all kinds, Wheels, Grind Stores. Just a few miles from Bloomsburg. Telephone

MORRIS HANNUM

Fairgrounds, Hughesville, Penn.

BLUE GRASS SHOWS

WANT for COLUMBUS, MISS., FAIR and DAIRY SHOW, week of Sept. 17-22; followed by SOUTH MISSISSIPPI FAIR, Laurel, Miss., Sept. 24-29; then MISSISSIPPI-LOUISIANA FAIR, Vicksburg, Miss., week of Oct. 1-6.

CONCESSIONS	Hanky Panks and Prize-Every-Time Games of all kinds, Basketball, Hi-Striker, African Dip, Custard, Ice Cream-On-A-Stick, Auction Sales, etc.	SHOWS	
RIDES	Will book for Laurel, Miss., one or two non-conflicting Major Rides. Liberal percentage. Frank Rupp, please phone us collect.	Due to disappointment will book Colored Revue for committee money for Laurel, Miss. Must have complete outfit. Can also use any good Grind or Bally Shows with own equipment.	HELP
All wires to C. C. GROSCURTH, BLUE GRASS SHOWS CAPE GIRARDEAU, MISS., ALL THIS WEEK; THEN COLUMBUS, MISS.		Foremen and Second Men in all departments. Best of pay and treatment.	

MSA Jamboree Slated for Vivona Show

LEHIGHTON, Pa.—Tickets for the annual banquet and ball of the Miami Showmen's Association are being distributed on the business journey of Martin M. Weiss, MSA executive secretary.

Weiss this week visited the Amusements of America here and other shows, collecting dues and doing other fund-raising work. A jamboree on the Vivona midway was held Wednesday night (5) with the assistance of Shep Blumberg, who also aided in the jamboree in Indiana, Pa., on the Pen Premier Shows.

The annual banquet will be held at the Seville Hotel in Miami Beach, with tickets at \$2 apiece. Bob Parker is in charge of the affair.

JACK'S UNITED SHOWS

WANT FOR TRI-STATE FAIR, CAIRO, ILLINOIS, SEPT. 24-29
1/4 MILLION PEOPLE EXPECTED

CONCESSIONS	Hanky Panks only, no exclusives. Bumper, Photos, Custard, Floss, Apples, Ball Games, Long & Short Range, Age and Weight, Eats and Drinks. Need one Cookhouse, Basketball, Novelties, Records, Roman Targets, Hats, Hoop-La, American Palmistry, no gypsies.
RIDES	Scrambler, Twister, Round-Up and Wheel to dual with ours, or any other non-conflicting Rides. Can use a few Punk Rides.
SHOWS	Grind and Bally Shows, Motordrome; outstanding Girl Revue, no strippers; Pit Show, Geek Show, good Minstrel Show or any other worthwhile Shows.
HELP	Need Second Man on Wheel, Second Man on Jenny or any other Ride Help. All ride help contact RUSSELL COOPER.

Phone: Centralia, Ill., 3941 all this week, daytime only; then Piggott, Ark., Fair, Sept. 19-22.

JACK SETTLE JACK O'HAVER

IDEAL RIDES

PAUL T. ROBERTSON

Wanted for Brown County Fair, Nashville, Ind., Sept. 19-22; also Fountain Square Woodlawn Festival, Indianapolis, Sept. 28-30; Irvington Plaza Festival, Indianapolis, 6400 E. Washington, Oct. 5-14; Beech Grove, Indianapolis, on Main St., uptown, Oct. 18-20.

These are all big ones, well sponsored get-well spots. You fellas who played Fountain Square last few years contact me.

CONCESSIONS: Jewelry, Ball Games, Basketball, Fish Pond, Cake, Hoop-La, Glass Pitch, Bear Pitch, Short Range and Long Range Galleries, any worth-while Hanky Panks except Popcorn, Floss and Snow. No rackets, gypsies or shows. RIDE HELP: Merry-Go-Round Foreman, Second Men on Octopus and Wheel. No women or cars. No phone calls, please; wires only.

PAUL T. ROBERTSON, Ellettsville, Indiana, this week.

HETH SHOWS

THE NATION'S MOST FUN-PAKED MIDWAY

WANT FOR BALANCE OF BEST GEORGIA FAIRS, STARTING AT MARIETTA, GEORGIA, WEEK SEPT. 17 THRU 22

RIDES—Spitfire, Flyoplane, Dark Ride and Ferris Wheel to replace ours, wrecked in tornado.	CONCESSIONS—Good opening for Penny Arcade and Short Range. All Hanky Panks open. Agents for Blower.
SHOWS—Side Show, Motordrome and Grind Shows with their own equipment and transportation. Must be in keeping with our midway.	HELP—Sober, reliable Mechanic with tools to join at once; Foreman for Caterpillar who knows the ride.

All replies to L. J. HETH SHOWS

Floyd R. Heth, Owner-Manager Al Kunz, Asst. Mgr.
CARROLLTON, GA., FAIR THIS WEEK.

AMUSEMENTS OF AMERICA

A STAR SPANGLED MIDWAY

Sampson County Fair, Clinton, N. C., Sept. 17-22; Leo County Fair, Sanford, N. C., Sept. 24-29, and all fairs; closing Charleston, S. C., Nov. 10

CAN PLACE

RIDES: Rock-a-Plane, Dark Ride or any Rides not conflicting.

SHOWS: Acts for Side Show, Musicians, Performers and Chorus Girls for Jig Show, Dancing Girls and Grind Shows.

CONCESSIONS: Hats, Hi-Striker, Short Range, Eats and Drinks, Popcorn, Basketball, Hankies of all kinds.

HELP: Second Men on all Rides, Ticket Sellers.

Address John Vivona, Leaksville, N. C., this week

MIGHTY INTERSTATE SHOWS

Want for Tipton County Fair, Covington, Tenn., Sept. 17-22; Mitchell County Fair, Camilla, Ga., Sept. 24-29; Laurens County Fair, Dublin, Ga., Oct. 1-6; Coffee County Fair, Douglas, Ga., Oct. 8-13, with five more Fairs to follow.

SHOWS: Girl Shows with own equipment. Will book any Grind Shows catering to women and children. Good opening for Penny Arcade, Fun House, Jimmy Beach wants Acts for Side Show. CONCESSIONS: All Hanky Panks open. Also Short Range wants Acts for Side Show. CONCESSIONS: All Hanky Panks open. Also Short Range wants Acts for Side Show. CONCESSIONS: All Hanky Panks open. Also Short Range wants Acts for Side Show.

RIDE HELP—Foremen for Wheel, Merry-Go-Round, Chairplane; Second Men on all Rides, top wages; Tractor-Trailer Drivers preferred. Jimmy Beach wants Ride Help. Will book any Flat Ride not conflicting, such as Octopus, Roll-a-Plane, Spitfire, Roller Coaster, Sander, etc. Have good opening for Live Pony Ride.

Replies H. B. ROSEN, Fairgrounds, Payne, Ala.

C. A. STEPHENS SHOWS

WANTED

FOR GAINESVILLE, GA., FAIR. CONCESSIONS WORKING FOR STOCK. NO EX HERE

Eat and Drink Concessions, Ball Games, Pond, etc. SHOWS: Place any worthwhile Show, such as Sideshow, Monkey Show, Wildlife and Girl Show with own equipment. Can place Rides not conflicting. Need Wheel and Chairplane Foremen.

Wire C. A. STEPHENS, West Jefferson, N. C., this week

PENN PREMIER SHOWS

worlds * cleanest * midway

The Great High Point Agri. Fair, High Point, N. C., Sept. 17 to 22 inclusive, followed by Surry County Agri. Fair, Mt. Airy, N. C., Sept. 24 to 29, in the heart of the tobacco center of the world with the greatest crop in the history of the South. Two outstanding Fairs.

CONCESSIONS: Can place all types of Eating and Drinking Stands, Novelties, Hats, Jewelry, Photos, Fish Ponds, Pitches, Auction Truck and other legitimate Concessions.

AGENTS: Murray Levitt can use two Six-Cat Agents, also Hanky Pank Help.

SHOWS: Can place any good worthwhile Shows that are in keeping with this Show's policy. Must be money-getting Shows and not just take up space. Especially want Animal Circus (R. E. Leonard, call me), Mechanical City, or what have you? Tony Barass, call me.

RIDE HELP: Can place sober, reliable Foremen for Twin Ferris Wheel, Chairplane and Rolloplane, also Second Men on Wheels, Tilt, Octopus, Spitfire and Kiddie Rides who drive semis. Positively no drunks or chasers. Mack, come on, can place you.

RIDES: Sorry, we carry 24 office-owned Rides; none needed.

WANTED—Free Act for High Point, N. C. Call collect.

Address all mail, wires and phone calls to

Lloyd D. Serfass, Gen. Mgr., or Harry (Buster) Westbrook, Bus. Mgr.
FREDERICKSBURG, VA., THIS WEEK. PHONE: Essex 3-2255

WANT FOR COOSA VALLEY FAIR

OCTOBER 8-13, ROME, GA.—INDEPENDENT MIDWAY

CUSTARD, POPCORN, JEWELRY, NOVELTIES, PHOTOS.

Call or wire: GLENN CHAFIN

PHONE: 5346, ROME, GEORGIA.

PEPPERS ALL STATE SHOWS

FRANK W. PEPPERS, Mgr.

Want Ride Help: J. R. Couch, Robert Britton, get in touch with me. Concessions wanted: Age and Scale, Coke Bottle, Short Range, Dart Stores, Bumper, Grab or small Cook House. Agents wanted for office-owned Concessions: Glass Pitch, Bear Pitch, Milk Can, Ball Games, Pea Pool. Vernon E. Brown, call in at #109, Union Springs, Ala. Can use Stock Man who can up and down Concessions.

Bibb County Fair, Centerville, Ala., Sept. 17-22; Marion, Ala., Sept. 24-29; Pell City, Ala., Oct. 1-4. We close Xmas week.

5 CADILLACS 5

Help the Worthiest Cause in Outdoor Show Business

You Can Participate in the Award—and at the Same Time Build

THE WELFARE FUND of SHOWMEN'S LEAGUE OF AMERICA

It helps Showmen in their time of need.

Remit to—
BERNIE MENDELSON
Treasurer of The Showmen's League of America
54 W. Randolph St. Chicago 1, Illinois

5 CADILLACS 5

KEN-PENN SHOWS

Booking Shows, Rides and Concessions for a continuous route of Celebrations and Fairs in the South. These are all bona fide Fairs in the Heart of the Tobacco, Cotton and Industrial areas where conditions are very good.

Mullens, S. C.
Fall Festival
Sept. 10-15

Dillon County Colored Fair
Skillette Fairgrounds
Sept. 17-22

Chesterfield County Fair
Pageland, S. C.
Sept. 24-29

Pender County Fair
Burgaw, N. C.
Oct. 3-6

Williamsburg County Colored Fair, Kingstree, S. C.
Oct. 8-13

Chester County Colored Fair
Chester, S. C.
Oct. 15-20

The Big One to Be Announced
Oct. 22-27

Colored Fair
Manning, S. C.
Oct. 29-Nov. 3

VETERANS' ANNUAL CELEBRATION & HOMECOMING WARSAW, N. C., NOV. 5-12

All Concessions open, absolutely no gypsies or flat stores. Can place Bird Pitch, American Palmistry, Custard, Diggers, Jewelry, Six Cats, Buckets, Swingers, Direct Sales, etc. Can also place Agents for office-owned Bingo and Percentage. Can place Ride Help who drive. Best of wages and treatment. Will place clean Side Shows that cater to family trade such as Wildlife, Snake Show, etc. Will book Girl Show for Pageland, S. C., Fair and Burgaw, N. C., Fair. Will also book large deluxe Cookhouse and Grind Stores that will listen to orders.

REPLIES TO

RALPH D. SANDERS
Owner-Manager
Mullens, S. C.

OR
F. E. SPAIN
Business Manager
Mullens, S. C.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

WANT FOR OUTSTANDING SOUTHERN FAIRS STARTING SEPTEMBER 17

CORINTH, MISS. | PULASKI, TENN.
LAWRENCEBURG, TENN. | BOAZ, ALA.
AND MERIDIAN, MISS. (ONLY FAIR TO BE HELD THIS YEAR)

SHOWS

Want organized Minstrel Show, Glass House, Arcade or any non-conflicting Show.

CONCESSIONS

Snow Cones, Custard, Derby and any Hanky Panks. Want Agents for Buckets, Swinger, Short Range, Cigarette Block and Hanky Panks.

All replies to EP. GLOSSER, per route

JAMES H. DREW SHOWS

CHEROKEE COUNTY FAIR, MURPHY, N. C., Sept. 17 to 22;
FRANKLIN COUNTY FAIR, LAVONIA, GA., Sept. 24 to 29

With Circuit of Georgia and Florida Fairs to Follow.

Shows—Will place Grind and Bally Shows. Need Snake, Illusion, Fat, Mechanical, Girl, Animal, etc. Wire what you have. Concessions—Legitimate prize every time and outright sale stands. Good opening for Photos, Jewelry, African Dip and others. Help—Experienced Second Man on Wheel and others who drive. All replies via Western Union.

JAMES H. DREW SHOWS
ASHEVILLE, N. C., ALL THIS WEEK.

Art S. THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

WANT FOR 7 ARKANSAS FAIRS. FAIRS INCLUDE HOT SPRINGS, HARRISON, STAMPS, HAMPTON, HOPE, ARKADELPHIA, DE WITT.

RIDES

Want to book set of Rides for Harrison, Ark., Sept. 20-23 and Hampton, Ark., Sept. 26-29.

SHOWS

Want to book Shows of all kinds.

CONCESSIONS

Want Concessions of all types, Six Cats, Buckets, Pitches, Eats and Drinks, etc. Liberal Privilege.

CONTACT BY PHONE OR WIRE IMMEDIATELY

BERNARD THOMAS, MGR. (FAIR) Spencer, Iowa, this week

WALLACE BROS. SHOWS INC.

WANT FOR ARKANSAS FAIRS

SHOWS: Want Fun House, Motordrome, Monkey Show or any Grind Shows.
RIDES: Place Rock-O-Plane, Roll-O-Plane, Live Ponies.
CONCESSIONS: Glass Pitch, Custard, Bingo, Cookhouse, and any Stock Concessions.

All Replies: **E. E. FARROW, Mgr.**

Monticello, Ark., Sept. 12-15; Pine Bluff, Ark., Sept. 17-22; El Dorado, Ark., Sept. 24-30. (Call Fairgrounds)

RUMBLE RIDES

Want Stock Concessions, straight sales, also Bingo for Fall Festival, Mt. Vernon, Ind., uptown on the streets, Sept. 17-22.

Also for Breckinridge County Fair, Hardinsburg, Ky., Sept. 27, 28 and 29, Concessions, Shows and Bingo. Also can place Kiddie Rides of any type for both weeks.

All wires care Western Union, Ziegler, Ill., this week, then as per route.

D. P. RUMBLE

WANT AGENT

For new, beautifully flashed Wheel. Only one on the Show. Will place Agent, with or without crew. 10 More weeks of Georgia and Alabama Fairs.

All answers to

DOLLY YOUNG

L. J. HETH SHOWS

Carrallan, Ga., Fair this week; Marietta, Ga., Fair to follow.

FOR SALE JOLLY CATERPILLAR

Used ten months, like new. Can be seen on Fairgrounds, Enid, Okla., Sept. 10-14; Muskogee, Okla., Sept. 16-23; Tulsa, Okla., Sept. 29-Oct. 5. Reply to

G. WILLIAMS

General Delivery, per route above.

B. & H. AMUSEMENT CO.

Can place Colored Girl Show, Snake Show. All Concessions open except Eats. Parcela Free Act, come on. Mr. Price with Pan Game, can place you. Ride Help for Wheel and Merry-Go-Round.

W. E. HOBBS

c/o B & H AMUSEMENT CO., LYNCHBURG, S. C.

O.C. BUCK SHOWS

Want For The Following Fairs:

WASHINGTON, N. C., SEPT. 17-22

GREENVILLE, N. C., OCT. 8-13

ROCKY MOUNT, N. C., SEPT. 24-29

CAMDEN, S. C., OCT. 15-20

CHEROKEE, N. C., OCT. 1-6

BEAUFORT, S. C., OCT. 22-27

SHOWS

Wildlife, Mechanical, Grind Shows or any attractions not conflicting.

CONCESSIONS

Center Concessions, Hanky Panks, Age & Scales, Photos, Novelties, Grab and Drinks.

All replies to O. C. BUCK, Bedford, Va., this week.

GEM CITY SHOWS

WANT FOR J. C. FAIR, TUSCALOOSA, ALA., SEPT. 24-29

140,000 PAID ATTENDANCE LAST YEAR. ONE OF THE SOUTH'S BIGGEST GROSSES.

FOLLOWED BY ETOWAH COUNTY FAIR, GADSDEN, ALA.; COOSA VALLEY FAIR, ROME, GA.; SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.; GULF STATE FAIR, MOBILE, ALA.; OTHER FAIRS UNTIL NOVEMBER 15; THEN FLORIDA FAIRS.

SHOWS

Minstrel Show with own transportation. Two well-framed Girl Shows with big Panel Fronts. Can place Wildlife, Fat, Mechanical, Snake, Motordrome, Glass House, Fun House, Illusion, Monkey, Monkey Speedway or any Grind Shows. Also Walk-ins or well-framed Ding Shows (Doc Parker and Dick Dillon, contact us. All on very liberal percentage—10% over committee money.

RIDES

Scrambler, Octopus, Twister, Roll-a-Plane, Flying Scooter, Rock-a-Plane, Round-Up and any attractive High Rides. Will book for 10% above committee money. Bill Dwyer and Messrs. Macaltee, Cooper and Scott, get in touch with us.

KIDDIE RIDES

Will book attractive, complete set for balance of season. A good Operator will get plenty of money on our outstanding route.

CONCESSIONS

Legitimate Concessions of all kinds, such as High Striker, Scales, Darts, Photos, Ball Games, Pitch-Till-You-Win, Short Range Gallery, Shuffle Alleys, Coke Bottles, Hats, Jewelry, Roman Targets, Honky Panks, Grabs and Center Pitches of all types.

RIDE HELP

Have opening for one good Foreman, also reliable Second Men. Must drive. Top salaries and all winter's work.

ALL CONTACT THE FOLLOWING:

THOMAS D. HICKEY

Fair Grounds or Western Union, Columbia, Tenn., this week.
Fair Grounds or Western Union, Greenville, Miss., Sept. 17-22.

DON or SAM GRECO

Julian Mays Motel (Phone: Evergreen 8-6570), Columbia, Tenn., this week.
Greenville Hotel (Phone 8181) or Western Union, Greenville, Miss., Sept. 17-22.

Davis-Pryor Outlook Good

BILOXI, Miss.—Ken Davis and partner Jake Pryor opened their Gold Coast Shows route of Mississippi fall fairs at Carthage, September 4-8. Show will carry six rides including a new Tubs of Fun recently delivered. Eleanor Davis is secretary. Davis and Pryor each have three concessions with 14 others singly owned. Mrs. Schimnowski, former park operator in Winnipeg, Canada, has the bingo. Route lists fairs at Sebastopol, Newton, Lucedale, Picayune, Wiggins and both the white and colored fairs at Pascagoula. One still date at Purvis is being played because county fairs may not operate during State Fair Week. The Mrs. Hodgini aerial act has been booked as a free act for the Newton and Pascagoula fairs.

LAURELVILLE, OHIO, STREET FAIR, Sept. 18-22;

VANCEBURG, KY., FAIR, Sept. 26-29

WANT CONCESSIONS AND SHOWS

CONCESSIONS: Apples, Mitt Camp, Buckets, 6-Cats, Age & Weight, Novelties, High Striker, Ball Games, Fish Pond, Jewelry, Sales, Photo, Hoop-La, Glass Pitch, Lead Gallery, Coke Bottles and Honky Panks of all kinds.

NOLAN AMUSEMENT CO.

Mantolier, Ohio, Fairgrounds

Phone 5-3630

PAGE COMBINED SHOWS

Want for Asheboro, N. C., Fair, Sept. 17, followed by Reidsville, N. C., Fair and 7 other outstanding fairs, including Palatka, Fla.

CONCESSIONS: Place Stock Concessions of all kinds, Crab, Foot-Long Hot Dogs, Custard, Pronto Pups, Monogrammed Hats, Age & Scales, Novelties, Diggers, African Dip, Break-the-Dish. Place Bowling Alley and Blower for balance of season. Want Agents for P.C., Honky Panks and 6-Cats. SHOWS: Sideshow; Col. Lew, answer. Want Motordrome, Mechanical, Big Snake, Illusion, Crime, Fat Show, Life Show. Want well-framed Girl Show, Colored Minstrel with or without own equipment. RIDES: Rockplane, Dark Ride, Scrambler, Scooter, Coaster and Live Ponies. Want Foremen for Wheel, Merry-Go-Round, Rolloplane, Spitfire. Want Second Men who have licenses to drive. All join on wire. Good treatment, pay every Wednesday and bonus. Bob Martin, come on to Asheboro. Want Mechanic and Show Carpenter to join on wire. We have a proven route for Rides, Shows and Concessions. Those joining now will be given preference.

All replies to **BILL PAGE, Asheboro, N. C.**

P.S.: Want Free Act for Reidsville, N. C., Fair, week Sept. 24.

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. Callatin Rd., Pico, California
Phone: OXFord 9-5210

BINGO HELP WANTED

Caller and Counter Man
Wire

BILL STACY

HAPPYLAND SHOWS

c/o Western Union

Allegan, Michigan

OIL CAPITOL OF THE WORLD SHOWS

Want for Proven Route of Fairs. Concessions of all kinds—Grab Joint and flashy Bingo. Want P.C. Agent. Lonnie Harr wants Swinger Agent. High-class Grind Shows—Will book Side Show or Snake Show, also Athletic Show. Must have own transportation. Good proposition. Rides—Will book Octopus and Tilt-a-Whirl. Greenwood, Ark. (Fair) Sept. 15-15; De Queen, Ark. (Fair) Sept. 17-19. Then to Texas for the Colton until Christmas. Contact
MANAGER, GREENWOOD, ARK.

American Beauty Shows

Want for Fairs—Arkansas & Louisiana
Two spots a week from now until closing. CONCESSIONS OF ALL KINDS. Can use extra set of Kid Rides for Jeru, La.
All replies:

H. W. BARTHOLOMEW

(=1) Unit) Hamburg, Ark.

LARRY P. SCOTT

(=2) Newport, Ark.

AMERICAN MIDWAY SHOWS Want

SHOWS AND CONCESSIONS. RIDE HELP, ELECTRICIAN, MECHANIC. Navy payday, Kingsville, Tex., next; then 8 Texas fairs. Jack Turner, wire. Address: Harlingen, Tex., this week.

WANTED

Agents for Blower, Six-Cat and Buckets. Nine more good fairs to go.
All replies to

C. E. ROSS

c/o Capitol City Shows, La Fayette, Ga.

SHAMROCK SHOWS

Want efficient Wheel Foreman who drives semi. Also other sober, useful Ride Men. Want Fun House Operator who drives. Also want Honky Panks and Rides. Can use Agent for Long Range Gallery. Diamond, Okla., Sept. 10-14; Stillwater, Okla., Sept. 17-19; Chickasha, Okla., Sept. 20-22.

DUMONT SHOWS

ARAB, ALA., SEPT. 10-15; JASPER, 16-21

WANT Girl Show with or without equipment.

WANT Honky Panks of all kinds—Popcorn, Cotton Candy, French Fries.

WANT Second Men on all Rides; must drive semis. Also want Electrician; must drive.

All address **LOU RILEY, as per route**

Monarch EXPOSITION SHOWS

Now booking for Northeast Arkansas District Fair, Blytheville, Ark., next week. CAN PLACE A FEW MORE STOCK CONCESSIONS. CAN PLACE SEVERAL SHOWS OF MERIT. Can use two more capable Ride Men who drive.

Address **E. L. WINROD, Mgr.**

LONOKE, ARK. (FAIR) THIS WEEK.

WANT—SCHAFFER SHOWS—WANT

FOR FORT SMITH, ARK., SEPT. 24-29

One or two MAJOR RIDES. Also several more good Shows. HANKY PANKS OF ALL KINDS. (All Honky Panks will positively operate.)

Address **W. A. SCHAFFER, Mgr.**

QUINCY, ILL., THIS WEEK.

JACK ROYAL AMUSEMENT

Wants for Augusta, Ga.; Lincoln, Ga., Fair; Allendale, S. C., Lions Club; Orangeburg, S. C., Colored Fair

Concessions of all kinds open except Popcorn. All kinds such as Glass Pitch, Bear Pitch, Jewelry, Ball Games, Age & Scale or any Concession working for stock. Splinter Royal wants Agents for Count and Peek Stores. Also 6-Cat and Buckets. Want Girl Show, Snake Show, Monkey Show or any kind of Grind Show. Will book Tilt or Octopus. Ted Cole, contact. Important. All replies:

JACK ROYAL, Vidalia, Ga., this week

PAN AMERICAN SHOWS

Want for Coshatta, Louisiana, and 3 more continuous dates in Louisiana, Alabama and Florida follow. Out all winter.

Concessions: Will book flashy Bingo, must be well flashed. All Merchandise Concessions open. Frozen Custard open, also Short Range Gallery. Can use Up-and-Down Boys, must drive. Shows: Want Side Show Manager with sets or will book complete Side Show, Wildlife and Snake. All Grind Shows open. Talker and Candy Pitchman for Jig Show. Ride Help: Foremen and Second Men on all Rides, must drive. No cars wanted. P.S.: Want Lat Man capable of handling organized Truck Show, also Ride Superintendent; must be sober.

John Reed, Bus. Mgr., or John Ward, Gen. Mgr.

All wires and mail: Camden, Arkansas, Fair this week.

MAJESTIC GREATER SHOWS

WANT WANT WANT

For Parsons, Tenn., Sept. 17-22; Jasper, Ala., Sept. 24-29; Moulton, Ala., Oct. 1-4; Childersburg, Ala., Oct. 5-11.

CONCESSIONS: 6-Cat, Buckets, Swingers, Coke Bottle, Long and Short Range Gallery, Photo, Hankies of all kinds for above dates and all winter's work. RIDE HELP who drive semis. FOR SALE—40-foot Herschel-Spillman Merry-Go-Round, \$1,250.00; Spitfire, in good shape, \$1,500.00. All replies to

SAM GOLDSTEIN, Woodbury, Tenn., this week.

P.S.: Can place High Free Act for all Alabama dates. Send price in first wire.

A. R. BRIGGS SHOWS

Wanted: Rides, Shows and Concessions of all kinds. Help on Rides. Need Wheel and Merry-Go-Round Foremen, must drive semi. Will book any Rides not conflicting. Contact

EARL DIXON, Mgr.

A. R. BRIGGS SHOWS, SIDNEY, OHIO, SEPT. 10-15.

Doc, call Ozzie. Have Rides to place in park for 1957.

when answering ads . . .
Say You Saw It in The Billboard

KING BROS.' SHOWS

Want dependable Ride Help for Octopus and Wheel. Can use wives in ticket boxes. Want Man and Wife for office-owned Popcorn Trailer. Good deal for honest help. Will book a few non-conflicting Honky Panks. Eads, Colorado, Sept. 12-15; Clayton, New Mexico, Sept. 17-19; Boise, Oklahoma, Sept. 20-22; Elkhart, Kansas, the following week. All replies to

JOE L. KING, Manager

ATTENTION

Louisiana-Mississippi-Arkansas Committees

A good, clean Show with 12 top Rides available. Have some open time after October 13.

BERNARD THOMAS

c/o ART B. THOMAS SHOWS AS PER ROUTE.

IMPERIAL SHOWS

WANT RIDE MEN—Can use several dependable, sober, Ride Men, good pay. Join De Kalb, Illinois, this week, Rockford, Ill., follows.

BILL GULLETTE

<p>CAN PLACE FOR MEMPHIS FAIR SEPT. 21 TO SEPT. 29 INCL.</p> <p>UNUSUAL RIDES. ALSO SHOWS.</p> <p>WRITE, WIRE OR PHONE—MID-SOUTH FAIR, MEMPHIS, TENN., NOW UNTIL SEPT. 29.</p> <p>CLIF WILSON PHONE: BROADWAY 5-8700</p>	<p>CAN PLACE FOR DALLAS FAIR OCT. 5 TO OCT. 21 INCL.</p> <p>ANYTHING NEW IN BIG OR GRIND SHOWS.</p>
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HOARD and MULLIS

AMUSEMENTS

SHOWS RIDES CONCESSIONS

Want for GREAT AMERICAN LEGION FAIR at Hartwell, Georgia, Sept. 17

Where Federal Government is spending \$50,000,000.00 building a Dam. Millions of dollars in circulation; one of Georgia's Finest Fairs, come on.

SHOWS: All kinds. We must have a real good Girl Show, also Minstrel. Need own equipment. CONCESSIONS: BINGO, must have; will give real good proposition. Hunky Panks of all kinds. Last call for Hartwell, Georgia, September 17. Get in on the money. It's here, come and get it.

Call DAN HOARD, 7296, Jackson, Ga., or ELBERT MULLIS, 5013, Jackson, Ga.

CONCESSIONS WANTED

SEPT. 19-22, PRESTONSBURG, KY.
SEPT. 24-29, MITCHELL, INDIANA
OCT. 10-13, IRONTON, OHIO

Can place all kinds of legitimate Skill Games, including Scales, Shooting Gallery, Engraved Jewelry, Pottery and Glass Pitches. Also Apples, Floss, Corn, French Fries and other Confectionery privileges. Can book BINGO at PRESTONSBURG, KENTUCKY. ALL INQUIRIES:

GOODING AMUSEMENT COMPANY, INC.
1300 NORTON AVE., COLUMBUS 8, OHIO PHONE: AX 9-1193

CONCESSIONS WANTED

SEPT. 17-22, 1956 FALL FESTIVAL, WESTERVILLE, OHIO

Can book one Popcorn and Carmel Corn, one Candy Apple and Candy Floss, one Engraved Jewelry, one Long Range Gallery, two Ball-Throwing Games. All inquiries to

GOODING AMUSEMENT CO., INC.
1300 NORTON AVE. Phone: Axminster 9-1193 COLUMBUS, OHIO

WOLFE AMUSEMENT CO.

WANTS

For Lee County Fair, Bishopville, S. C., Sept. 17-22. Two big Kid Days here—with bicycles and other valuable prizes given away. Followed by the Pickens County Fair; easily one of the best in the South with 3 mammoth Kid Days; 2 automobiles given away.

CONCESSIONS—Open Midway, no Ex. Place Eat and Drink Stands, Long and Short Range, Bumpers, Pitch-Till-Win, Ball Games, Hoop-La, Novelties, Darts, Hunky Panks of all kinds.

RIDES—Will book any Flat Ride not conflicting with what we have.

SHOWS—Monkey Show, Side Show, Wildlife, Mechanical City, any good Grind or Bally Show.

Book now for eight of the best Fairs in the South; closing in November. All replies

BEN WOLFE
Florence, S. C., all this week; then Bishopville.

VIRGINIA

GREATER SHOWS

The Show With The Proud Reputation

Want all Once—Bingo (Jones, answer; also Paul Bottman), Custard, Mug Joint, French Fries, Bottles and Punk Racks open. Novelties, Hi-Striker, Long and Short Range Gallery, Hunky Pank Agents wanted; also Griddle Man, Cigarette Shooting Gallery, Pitch-Till-Win; Dave Linebarrier, answer. Cotton Candy open. Want Pony Ride, Side Show Manager with acts (Dean, answer or come on in), any good Half & Half, Monkey, Wildlife or Unborn Shows.

Ahoskie, North Carolina, this week; Hertford, North Carolina, Sept. 17 to 22. Mail and Wires to

Wm. G. (Bill) MURRAY

MOTOR STATE SHOWS

13—RIDES—12

Want for Mississippi Fairs—Pontotoc, Sept. 17-22; Aberdeen, Sept. 24-29; West Point, New Albany, others following.

Want all types Hunky Panks, Scales, etc. SHOWS—Monkey, Animal, Snake, Fun House or any family-type Show. Want HIDE HELP—Octopus, Merry-Go-Round, Second Men who drive. No drunks or chasers wanted.

All replies: Fairgrounds, Water Valley, Miss., this week; Pontotoc follows.

JOE FREDERICK, MGR.

HAROLD WETHERBEE WANTS

FOR "SPICES OF '56" GIRL SHOW

Sober, reliable Candy Men. Also Girls to work on Bally. No experience necessary. Good salary. Wardrobe furnished. Call, write or come on.

HAROLD WETHERBEE, c/o Olson Shows, Kentucky State Fair, Louisville, Ky.

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

FOR SALE

1 1951 Allan Herschell Little Dipper (Roller Coaster) in A-1 shape, \$4,500.00. 1 1948 Caterpillar, needs new tunnel, \$4,000.00. Want Scooter Building in good condition, will pay cash or will trade either of the above rides for same.

THAD F. WORK
Box 445 Elizabethtown, N. C.
Phone 3265

Dyer's Greater Shows

Want Foremen for Octopus, Eli Wheel, Autos, Space Chaser; must stay sober. Second Men who drive. Concession Agents, come on or contact Jim White. For Sale—Bingo, Stock, Trailer and Tractor to transport same; cheap. Tiptonville, Tenn., this week, or per route.

GIRLS

For large Dancing and Posing Shows, with or without experience and wardrobe; salary no object if young and attractive. AIR CONDITIONED dressing rooms. Can also place Men Ticket Sellers, Candy Helpers, Canvas Men. Call or wire (no collect).

MIKE MILLER
c/o Bill Hames Shows, Abilene, Texas, Sept. 10 to 15; Amarillo, Texas, Sept. 17 to 22.

FOR SALE—A MONEYMAKER

Hussan Photo Booth, double size, 11x2-2 1/2x3 1/2 F.3.5 lenses, extra shutter, A-1 condition, complete 10x12 top, frame; reasonable. See it in operation at Saginaw Fair. Available September 22 at Centerville, Mich., Fair.

BILL MEYERS
Permanent Address: 4840 W. Fort St., Detroit 9, Mich.

THANK YOU

ROBERT NEGUS
Jones Bingo Operator, Amusements of America, for your new Imperial Mobile Home purchase.

"Save Money With Johnny"
JOHNNY CANOLE
3008 Third Ave., Altoona, Pa.
Phones 9347 or 3-0693

Space Available

In Toledo Gift, Music & Home Festival, Nov. 3-11, for suitable Displays. Write

Successful Enterprises
3115 Lewis Ave. Toledo, O.

FOR SALE

POPCORN TRAILER

Good condition, fully equipped. Crestora Giant Popper, Floss Machine, Stainless Steel Furnace, Copper Kettles. Can be seen in operation on A. J. Carl Shows as per route in Billboard. W. M. KEMPER, permanent address: 229 Michigan Ave., Marysville, Mich.

MARVEL SHOW

Want for East Peoria, Ill., Fall Festival, Sept. 14-15-16.

Balloon Dart, Pitch Till U Win, Duck Pile, Long Range, Duck Pond, Mug, Parakeets, Age and Weight, Cola Bottle.

Edw. (Jake) Merriman

Greater JACKSONVILLE AGRICULTURAL and INDUSTRIAL FAIR

GATOR BOWL

OCT. 25-NOV. 3

ON THE MIDWAY CETLIN & WILSON SHOWS

DUVAL COUNTY'S ONLY ANNUAL AGRICULTURAL FAIR AND LIVESTOCK EXPOSITION

Can place Eating and Drinking Stands, Kitchen Gadgets and Direct Sales. Write or wire:

GREATER JACKSONVILLE FAIR ASSOCIATION
Room 24, Buckman Bldg. Jacksonville, Fla.
ELgin 3-0535

TARBORO, N. C., FAIR

WEEK SEPTEMBER 17

WANTED—Ball Games, Six Cats, Pitch-Till-You-Win, Duck and Fish Pond, Photos, Hoop-La, Glass Pitch, Cork Gallery, Balloon Darts, Swinger, Spot the Spot, Custard, Candy Floss, Snow Cones, Bear Pitch, Basketball, High Striker, Penny Arcade. WANTED—Side Show, Monkey Show, Wildlife, Girl Show. WANTED—Pony Ride, Tilt, Octopus, General Ride Help, Truck and Tractor Drivers, Agents for office Hunky Panks. Paul Botwin wants Counter Men for Bingo! All replies:

GEORGE CLYDE SMITH SHOWS
Oxford, N. C., Fair this week; Tarboro, N. C., Fair next week.

SOUTHERN STATES SHOWS

Want to join at once for long, pleasant season. Ride Men in all departments; those who drive semis and have license given preference. Want Operators for office-owned Concessions, especially Penny Pitch Operator; also Man and Wife for Concession Trailer handling Peanuts, Popcorn, Snow Balls and Candied Apples; salary or percentage. Have room for a few more Stock Concessions. All answers to

John B. Davis, Mgr., Southern States Shows
Perry, Florida, this week; Monticello next.

WADLEY, GA., KOTTON KARNIVAL

SEPTEMBER 17-22, SPARTA, GA.; MILLEN, GA., FOLLOWS

WANT BINGO

All Hunky Panks, American Palmistry, Six Cats, Buckets, African Dip, Arcade, Jewelry, Hats, Mug, Custard. Colored and White Girl Shows for Wadley. Any worthwhile Shows, Low percentage. Ride Help, must drive semi. Help for Grab, also Help for Snake Show, must drive. All answer:

ROY TIBBS
c/o WESTERN UNION OR GENERAL DELIVERY, CRAWFORDSVILLE, GA.

DAWSON COUNTY FAIR, Dawsonville, Ga., this week;

FORYSTH COUNTY FAIR, Cumming, Ga., Sept. 17-22

Will book legitimate Concessions of all kind, \$26.00. Sell Ex on Custard, Scale & Age, Bear Pitch, Glass Pitch, Pop Corn and Apples, Shows—What have you? Have for sale two home-constructed Kiddie Rides, Swing and Auto, \$600.00.

H. H. SCOTT
DAWSONVILLE, GA. (Wire Gainesville, Ga.)

GRIGGS BROTHERS SHOWS

WANT FOR MILLINGTON, TENN., SEPT. 17-22

Navy pay day, seventy thousand servicemen and families will attend this date. Followed by Fairs in Arkansas and Louisiana. Close the last of December.

Concessions: Bingo, Floss, Snow, Pop Corn, Apples, Six Cats, Buckets, Swinger, Pitches of all kinds, Rat Game; Paul Critzer, come on in. Millington is one week ahead of the Mid-South Fair at Memphis. Rides: Will book Spitfire, Octopus, Tilt and nice set of Kid Rides for balance of season; 10 per cent over committee. Shows: Need Grind Shows, organized Side Show. Will book nice Girl Revue with own equipment for Millington; this is big for shows. Help: Agents for Grind Stores, Skills; Hanky Park Agents, come on in, will place you. Can always use good Ride Men. All wires to Dresden, Tenn. No phone calls, please.

CHARLES GRIGGS, Owner-Gen. Mgr.

THOMAS JOYLAND SHOWS

WANT FOR HUNTINGTON, WEST VIRGINIA
DOWNTOWN, 14TH STREET LOT, WEST END.

CONCESSIONS: Long and Short Range, Scales, Novelties, Eats and Drinks, Grab, Merchandise Concessions (all legitimate). SHOWS: Penny Arcade, Matordrome, Grind Shows of all kinds. RIDES: Any Ride not conflicting, Scrambler, Spinnero, Twister, Round-Up and Scooter. RIDE HELP: Place Help on all Rides, must drive.

COMMITTEES IN OHIO, KENTUCKY AND WEST VIRGINIA
WANT CELEBRATION. HAVE WEEK OF OCTOBER 8 OPEN.

Wire only, don't write: **L. I. THOMAS, Mgr.**
SUTTON, W. VA. (No Collect Wires or Phone Calls, Please.)

ROSS MANNING SHOWS

ROCK HILL, S. C., FAIR
SEPT. 17-22

STATESVILLE, N. C., FAIR
SEPT. 24-29

PETERSBURG, VA., FAIR
OCT. 1-6

NEWBERRY, S. C.
OCT. 8-13

ATHENS, GA.
OCT. 15-20

CARTHAGE, N. C.
OCT. 22-27

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, any Flat Ride; Kid Rides that don't conflict; Roundup, Scrambler. SHOWS: Leola can place for Side Show—Fire Eater, Tattoo Artist and Working Acts. Want Wildlife, any Grind Show. Can use Popcorn and Grab Help. Tammie Carson wants P.C. and Cat Rack Operators. Want Colored Performers and Musicians. All people contact Packetbook Harris, Toofs, James and Rose Evans, Jack Johnson, Frank Fisher, Pardina, Ellen, Drummer, Mary Chatham. Payday two times weekly. Out until Nov. 15; then Florida.

Write or wire **ROSS MANNING**, Lumberton, N. C.

BEAM'S ATTRACTIONS

HALIFAX-NORTHAMPTON THREE-COUNTY FAIR,
ROANOKE RAPIDS, N. C., NEXT WEEK, SEPT. 17-22

With the best crops in 10 years and full employment in the mills, this fair promises a big week. Can book all kinds of legitimate Concessions and Shows. HELP—EXPERIENCED CATERPILLAR and FLY-O-PLANE FOREMAN can be placed at top WAGES. Can use men on all other rides. Preference if you can drive.

All Replies To—**STEVE DECKER**

c/o BEAM'S ATTRACTIONS, PETERSBURG, VA.

JIMMIE CHANOS SHOWS

WANT FOR MUNCIE, IND., SEPT. 17-22

Legitimate Concessions of all kinds, Popcorn, Candy Apples, Candy Floss, Cookhouse, Balloon Darts, all kinds of Ball Games, Shooting Gallery, Long and Short Range.

Also want Shows with own outfits.

All replies to **JIMMIE CHANOS**, Greenville, Ohio. Phone 954.

DUE TO DISAPPOINTMENT

Will Book for Laurel, Miss., Fair Week of Sept. 24-29

COLORED REVUE

Must have outfit complete with transportation for committee money. Or we will furnish top and front for organized outfit. Not interested in financing or sending money . . . must come on your own.

All replies to

C. C. Grosecruth, BLUE GRASS SHOWS
Cape Girardeau, Miss., all this week; then Columbus, Miss.

REWARD \$50.00—REWARD—\$50.00 REWARD

For location of each following person:

OTTO FRANZ (wife, Veronica) JAMES B. BLACKMAN
JOE MOSS (wife, Kathryn) JOE SAVANO (wife, Jane)

Phone 5758-3 collect to
Dempsey Allen
Warren, Ohio, for rewards.

West Coast Expects Sacramento Record

Fair's Fun Zone Share Estimated To Surpass the \$150,000 Mark

SACRAMENTO—West Coast Show stand to pay what is at least a Pacific Coast record of \$150,000 for the privilege of playing the midway at the California State Fair and Exposition, which closed its 12-day run here Sunday (9).

The shows played the contract on the basis of its winning bid of 72.2656 per cent of all grosses, including those from rides, concessions and shows.

Of the 25 major and 18 kid rides, all except six from the Foley & Burk Combined Shows, were owned by the WC organization. Among the seven shows, two were from F.&B. There were 160 game concessions and 29 selling food, soft drinks or confections. Concessionaires from the F.&B. show were also on the midway.

91G From Space

Space sales for the run accounted for \$91,650 in revenue with the contractor paying approximately 72¼ per cent to the fair. Revenues from rides and shows are yet to be compiled. Concession space averaged \$24.41 per foot. Largest single concession buyer was Cecchini & Levaggi, of Sun Valley, Calif., with 37 stands. Al Cecchini, representing the firm, declared that the footage, however, was equal to that of 43 stands. Blash & Hilligoss had 17 game concessions.

Bobby Cohn, West Coast's representative, explained that the bid offering what he termed "tremendous percentage" was done for two reasons. He explained that the show wanted to offset rumors that it had lost the 1955 contract to play the fair because of "bad performance." The show was virtually set for a three-year contract, which was rescinded, and then given a one-year contract which was also rescinded. The 1955 fair was played by Crafts Shows, the highest bidder. Cohn, regarding the second reason, added, "We wanted to point out the fallacies that are existing in the awarding of carnivals contracts."

Another fact that permitted the percentage was that additional space for 15 to 18 kiddie rides was available, increasing the potential. Cohn said that in arriving at the 72¼ per cent figure, he computed on the basis of the 1954 date here, when the fair ran only 11 days. It cost the show \$54,478.80 to play the date two years ago. The gross at the time was \$167,000. With an estimated potential of \$200,000, including an additional \$15,000 revenue from the larger Kiddieland, West Coast made its offer.

Foley & Burk Combined Shows were associated with West Coast when the date was played two years ago. At the time, the arrangement was 50-50. What arrangement was made this year is not known. Cohn told The Billboard that the show "leased" F.&B. equipment.

Business thru Wednesday (8), eighth day of the fair, was running almost up to expectations. The fair, to get in 12 days, opened a day earlier on Wednesday (29) with its first Kids Day. Altho children to 12 years old are ordinarily admitted free, the maximum age was changed to 16. Out of the 85,441 attending, about 42,000 were kids. Along with the free admissions, 5-cent coupons, distributed with each \$1 grocery purchase thru any of the 34 Cardinal Stores, were honored. Used as money, the show is reported to have handled over 250,000. Rides were cut to a dime from 10 a.m. until 8 p.m., two hours after the scheduled 6 p.m. closing.

Cardinal stores paid 2½ cents on 5 cent value.

A Roll-a-Plane boom gave way Sunday night (2) while the ride was loading. Six people were released after examination and three were not treated. Cohn said the collapse of the brace was due to metal fatigue. He added that the ride was in its second season of use. The accident broke a 7-year accident-free record for the organization.

Allen Attends Dominican Fair, Planning Talks

NEW YORK—Bernard (Bucky) Allen, general manager of the amusement zone at the Dominican Republic's Worlds Fair, flew to Ciudad Trujillo to meet with fair officials recently. Believed under discussion were plans for the continuance of the event during the winter on the same lavish plane as the inaugural last December.

A huge painted board in the heart of Times Square bearing a likeness of Generalissimo Trujillo and a personal invitation to all to attend the exhibition was completed recently.

Allen, who is also concession manager of the World of Mirth Shows, flew to Ciudad Trujillo from Essex Junction, Vt., after starting show operations at the Champlain Valley Exposition there. He was scheduled to return there in time to supervise the windup on Saturday (1).

Allen made one other trip to the Dominican Republic early in the summer to supervise the arrival and installation of several new and major ride units, including a Dodgem, at the fair's fun zone, Coney Island.

Spending Up At Topsfield

TOPSFIELD, MASS.—Money appears to be more plentiful here this season, according to Gene Dean, of Salisbury Beach, who again is handling the midway with his partner, Jack Flynn, at the Topsfield Fair September 2-8.

Dean and Flynn have come up with some 60 concessions, some of which were lagging in the first four days of the seven-day event, which ends Saturday (8). This was mainly on account of a heavy shower Sunday night (2), the only flaw in an otherwise perfect four days of weather.

E. W. Burr, of Playtime Amusement Company of Quincy, has furnished eight major rides.

Also here are Kelly the Candy Man; Ries' pitch for puppies; John Downing, hoopla; Danny Lynch, shooting gallery and duck pond; Louis Childs, cigarette game and parakeet pitch; Billie Cooper with her floss, apples and popcorn; Gus Bowe, hats, jewelry and floss, and Whitey Johnson with several grind stores.

Local carnival folks were saddened by the death of George E. McBarron of Boston, who dropped dead in Augusta, Me., Friday (30). He was buried in West Roxbury, September 3.

Wm. T. Collins' Lincoln Gross Takes 10% Dip

Show Is Repacted For 1957; Benefit Nets SLA \$1,000

LINCOLN, Neb.—Rain, cold drought conditions cut attendance at the eight-day Nebraska State Fair, which closed Friday (7), by about 12%, and the William T. Collins Shows, as a result, turned in a ride and show gross down about 10% from last year. Concessions were off about 15%, Ed Schultz, fair secretary, said.

"Miracle Fountains," spotted in the Collins' line-up, accounted for a gross of about \$4,500. Other leading money-getters among the shows were Bill Chalkias' Circus Side Show and the office-owned "Revue of 1956."

The Dodgem, Scrambler and Tilt-a-Whirl were the top rides.

Following its custom of recent years, the fair board met the day before the fair's wind-up, and it again awarded the midway contract for the next fair to the Collins Shows. The award gives the Collins aggregation the contract for the fifth straight year.

A benefit show held in the Girl Show top during the fair's run netted about \$1,000 for the Showmen's League of America.

Rides, Shows Sharply Ahead At Vancouver

VANCOUVER, B. C.—Midway business at this year's Pacific National Exhibition, which closed here Monday (3), was sharply ahead of '55, Dave Dauphinee, veteran midway superintendent, disclosed.

Of the rides, Bob Bollinger's Looper, Big Wheel and Royal Canadian's Tilt-a-Whirl and Merry-Go-Round doubled last year's takes. In the kiddie line-up, Hayworth's Boats, Dipper and Bulgy the Whale led in over-all grosses with the entire Kiddieland up 15 per cent.

On the backend Issy Walter's two shows, Four Aces and Ricki Covette, were away out in front ending up close to 25 per cent ahead of the leading shows a year ago. Royal Canadian's Funhouse was in the third spot.

"Dancing Waters," while not on the midway, was down five per cent with the location given as the reason for the decline.

The 167 concessions in operation showed varied returns according to location and type. The majority of the stock concessions were up 25 to 30 per cent. Some of the money games showed a 20 per cent hike while others trailed last year. Most food stands were about even with '55. Competition from various exhibits in the Pure Foods Building, where refreshments were served, hurt the eat-and-drink operators.

Gerry Mackey, who has had concessions here since 1929, reported his total business was up 15 per cent. He left here for fairs in Memphis and Dallas.

Happyland rides and concessions showed a 15 per cent increase.

C. & W. Matches 1955 At Indiana State

INDIANAPOLIS—Paced by a new one-day ride and show gross, Cetlin & Wilson Shows wound up its 10-day stand at the Indiana State Fair here Friday (9), with total takes about even with those of last year. Business started slow, hit its peak Sunday (2), when the record was set, and then held its own during the post-Labor Day period.

The new one-day record, reported as \$31,000, was racked up on Sunday and surpassed the show's mark of \$29,000 set last year on the same day.

Show's 30 major and kid rides were getting a big play, altho the back-end was sharing well. The Scrambler and Roller Coaster led the pack. And the two Ferris Wheels, which were set up on either side of the Rocket, also did well.

In line with recent years, the Raynell shows, the revue and horror units, were well up on the list. Other major back-end units sharing in the business include

Nat Mercey's snakes and monkey circus, the Charles Hodges Side Show, Earl Purtle's Lion Motor-drome, Johnny Wix with a bull fight and Mexican rodeo, Ted Lewis' whale, the Tom Bush Fun-house and Jerry Jack's Negro revue.

Among the visitors at the fair were Ted Chapeau from Jacksonville, Fla.; board members from Indiana fairs in Anderson, La Porte, Crown Point and Logansport; representatives of the Ohio State Fair, Columbus, and from the Western Canadian A loop of annuals.

Detroit Fair Concessions

DETROIT—Concessionaires at the Michigan State Fair here included:

Food Stands—Michael M. Adler, American Indian Amvets, Barsch Catering, Charles E. Boots, Phillip J. Boots, John P. Buback (2), John R. Buckshaw, Elsie Canfield, L. W. Carpenter and McBride, Donald R. Conrad, Eugene Danescu, Mrs. J. Daskaloff, Charles Dawson, Gwendolyn Dombrowski, Genevieve Dutkiewicz, Mr. and Mrs. R. Frenth, Jack C. Giroux, Pete Hansen, William Hovey, Julia Hovey and O. Clary, Jennings Johnson, Casper Kalleh, Kappa Sigma Kappa, Harold Kaufman, Mrs. Lawrence Herrington, Billy Jones, Walter S. Korak, Robert Kutsen, F. Ira Labadie, Letter Day Salts, Raymond Lindsay, Lunch Time, Lutheran Charities, Howard N. Miller, Ernest V. Moody, W. S. Myers, Amvets Post 10, John L. Norman, John Obielecki, Optimist Club, Order of the Eastern Star, Jerry Pappas (2), Phi Phi Alpha (2), Phi Kappa Upsilon, Iris Platinik, Polish United National Choir, June Porter, W. C. Rettlich, Byron Riddell, Serv-Best Frozen Foods, Royzell Catering Company, Tillie Silverman, Helen Skowronski, St. Joe's Dads Club, Clark R. and Richard L. Swain, G. H. Tucker, Jimmy Tucker, Harvey J. Tushman, Veterans of Foreign Wars, Warren Methodist Church, Wanda Ziellinski, Schweig and Locke, Lewis S. Adams, Billy Jones, Brown & Williams Catering, Lillian A. Little.

Popcorn—Albert Goodballan, Joe Johnson, Mike Johnson, Dorothy G. Lutz, Albert Mahlebashian, John Mahlebashian, Mrs. Galust May, Dajad Dan Nalbandian, Albert Ohaneshian, Charles H. Ohaneshian, Leo Oumedian, Morrison Smith, Edward Vartanian, Glen Wade, H. A. Yavruian, S. A. Yavruian, H. Zakarian.

Hat Stands—Joseph Conway, Diamond and Lavetter, Dick Dillon, Jack Durand, Leonard Luxenberg (2), Ray Schaffan (3), William Hayes, Horoscopes—Edward G. Edwards, Randolph Mathura, Jewelry—Nick Gonte, Harry Kibel, Gerald Levine, Marge Russell, Michael L. Sauro, Jack Zatechek, Sam Caldwell (2), Charles Richards.

Kitchen Gadgets—Carl Linenfelser.

Novelties—Allied Veterans Council, Edward Bennett, Edmund R. Burdick, Andy Day, Paul Delaney (3), Harry Lefkowitz, Joe Levine, Leonard Luxenberg, Photos—Gerald Levine, Will Stein (2), W. A. McLaughlin, Salt Water Taffy—William J. Coffelt (2), Jay Hotchkiss, Stanley E. Powell.

Shooting Galleries—Neal Carlin, Ralph Hunt, W. O. King (5), Thomas Sutton, Vitamin Stands—William E. Boyce, J. Arthur McCool, Chester Nairne, Candy Apples—Clement Adams, Maurice G. Layne (2), James J. McNeal, Arthur Mahlebashian.

Miscellaneous—Earl Laich and Nick Parkhurst, specialty; Joe Trocay, chameleons; William J. Hayes, emblems; Irvin Rogers and Richard Jaffa, hand tools; Mrs. L. Herrington, root beer; Edward March, pop-it beads; E. Sawinson & Sons, specialty; Sidney Ayles, snow cones (2); Paul Barton, gifts; M. Beatty, herbs; Phil Bennett, toy sax; Phil Derner, toys; Samuel S. Field, portrait booth; Murray Fein, chameleons; Robert Henderson, strollers; George Kehoe, hand writing; Mackinac Island Fudge; Edward March, toys; Thomas J. Norton, pens; Jerry Samet, dolls and stuffed animals; Harold J. Slater, root beer; Albert Sarkees, balloons; Robert Stein, gifts; Paul H. Swain, orange drink; Village Vender, snow cones; Robert Weight, archery range; Norman R. Zemer, root beer; Grosse Pointe Junior Chamber of Commerce, dairy bar; Lane's Record Rack, records; Sam Pannica, Italian dessert; Henry L. Biggs, shoeshine.

Olson Biz Up Tho Gate's Off At Des Moines

Early Rains Keep Show From Hitting All-Time Peak High

DES MOINES — The Olson Shows registered an amazing take at the 10-day Iowa State Fair, which ended Sunday (2), with a gross surpassing the 1955 total despite rain and the second-lowest attendance mark at the exposition since 1946.

The fair's attendance dropped nearly 50,000 below 1955. The fair had one kids' day as against two last year, but the grandstand appearance of Roy Rogers during the last four days pulled in a whopping number of youngsters to compensate for the lack of a regular second kids' day.

Only rain on three straight days earlier in the fair's run prevented the midway take from hitting an all-time high. Early morning rains held down the crowds. Eleven pieces of show equipment were pressed into use one day to aid in ironing out the race track for auto races. Paul Olson, the show's manager and co-owner, joined in this driving one of the heavy units.

The Skooter finished top among the rides, while the Rock 'n' Roll show was the money winner among the shows, with Paris Nights and Spice of '56 running second and third.

NSA BUYS HOME, AIMS AT \$65,000

Building Price Tops \$115,000; Rutland, Quebec Jamborees Held

NEW YORK—The National Showmen's Association took title to its new home as scheduled on Tuesday (4), and immediately set its sights on a \$65,000 target, which must be hit before it moves into the structure, planned for early next spring.

Selling price of the Friars Club building at 123 West 56th Street was in excess of \$115,000 and the initial payment was \$40,000. Attending the signing in the Friars Club, for the NSA, were George A. Hamid Sr., president emeritus; John S. Weisman, past president; Morris Batalsky, first vice-president, and Sidney Levine, attorney. Representing the Friars were Carl Timin, Harry Delf and Harold Goldblatt.

Moving of the NSA furnishings will be into a clubhouse fully equipped and ready for operation. Decorations, complete kitchen equipment, air conditioning, bar and built-in wall seats are included in the price.

Two jamborees were held during the week to kick off the fair season's fund-raising efforts, Hamid reported. A Showmen's League of America affair in Quebec City on Wednesday (5) was held with a

reported promise by Frank Conklin and Jimmy Sullivan that they would contribute a "substantial" sum to the NSA if Hamid would provide Dorothy Lamour, Coliseum attraction, for the Jamboree. Hamid obliged, and so did Miss Lamour.

On Friday (7) the first all-NSA function was slated at the fair in Rutland, Vt., by King Reid, Bucky Allen, Harry Eddels and Bill Jones.

Hamid's statement on the occasion went, in part, as follows:

"By this transaction the NSA is acquiring one of the nation's most elaborate club buildings, a place anyone will be proud to use for entertaining friends and enjoying good food. Every fine tradition of our club will be lived up to in maintaining our own building as showplace to be envied by everyone in the amusement business.

"In working toward our goal of \$65,000, to be reached before next spring, we appeal for the help of show people in all parts of the country so that this effort will be a success."

The home was bought after 19 years of club existence. It was in 1950 that the building fund was established with the issuance of debenture bonds in denominations of \$100, \$250, \$500 and \$1,000. Weisman, in 1953, originated the five-year plan which had a building as its goal.

Crafts Expo Hits Good Winning Pace

SAN RAFAEL, Calif. — Crafts Exposition Shows has been getting its share of good business and for six weeks running chalked up big grosses at that many towns.

One of the biggest winners was a still date at Santa Clara, where the canneries and fruit pickers were working at full blast. San Mateo, usually cold and foggy, came up with warm, balmy weather during the nine-day fair and Manager Roger Warren reported ride and show grosses were up 30 per cent.

Both the Woodland and Merced, Calif., fairs were slightly ahead of last year due to big giveaways at both spots.

Manager Warren is sporting a special semi to haul his house trailer. George Sides, cookhouse op, purchased a 40-foot house trailer from James Lantz, show's assistant manager.

Recent visitors were Mrs. Catherine Warren, Linda Warren, Roger Warren Jr., O. N. Crafts, Frank and Charlotte Warren, Rose Marie, Jimmy, Louis and George (Harms) Lantz, and Rachel Kotorakos and daughter, Denise. Millie Williard worked the Merced fair in the candy wagon, filling in for Kitty Scearce, who was ailing. Babe Miller rejoined the show after a lengthy illness.

HELP WANTED

JACK COOK WANTS AGENTS AND SIDE SHOW HELP. Tip-Up Coke, 1 Ball, Couple for Pitches, Skillo and Half-and-Half to feature. Write, wire or come on.

STAR CITY AMUSEMENT CO.

Star City, Ark. (Fair), Sept. 10-15.

CHELSEA, OKLA., FAIR, Sept. 14-15; BRISTOW, OKLA., FAIR, Sept. 17-21;

CLAREMORE, OKLA., FAIR, Sept. 22-24; PARSONS, KAN., FAIR, Sept. 25-29

Want Stock Concessions, Shows with own equipment and Kiddie Rides. Will book Ferris Wheel, Ride Men, come on. Grind Store Agents, contact Bobbie Decker, Hanky Pank, Alibi and P.C. Agents, contact Pat Patterson.

F. C. BOGLE SHOWS

Wewoka, Okla., Fair thru Wednesday, Sept. 12.

WANT

For my Tobacco Festivals. Don't let size of towns fool you. Week Sept. 17, Birchland Park, Va. Come and get your winter bank roll here, then into North Carolina. Want Grab, Fitch-Till-You-Win, Slum and Jewelry Spindle, Fish and Duck Ponds, Short Range and Long Range Galleries, Balloon Darts, Ball Games, Cat Rack, String Game, Coke Bottles, Glass Pitch, French Fries, Scales and Age and any other Hankies. Only one of a kind.

BARNEY TASSELL SHOWS

WESTERN UNION PORTSMOUTH, VA.

GOLD MEDAL shows

WANT FOR THE GREAT CONCORD, N. C., FAIR, FOLLOWED BY HENDERSON, N. C.

CONCESSIONS: Eating and Drinking Stands of all kinds, Popcorn, Apples, Floss, Snow Balls, Ice Cream Dip, Foot Long, French Fries, Grab. Will book one Cookhouse for the fairs. All Hanky Panks open. PC if you have Hanky Panks.

SHOWS: Will book Fun House or Glass House, or will buy same. Need one more Girl Show. Johnny Ryan, contact. Want Motordrome or any Show not conflicting. Ten more solid fairs to go.

RIDES: Will book or buy Round-Up and Scrambler. Will book Rock-o-Plane, Roll-o-Plane or any Ride not conflicting for these dates.

HELP: Need Twin Wheel Foreman, Tilt Foreman and Second Men on all Rides. All winter's work to right people. Want A #1 Lot Man.

Want to buy Popcorn Trailer. Must be framed to get money. Al Hatch, contact Bobby Cooper. Want Help for Drop on Coke, Cigarette Blocks and inside Cat Rack Help.

Contact by wire or call JOHNNY J. DENTON, Mgr., Rutherfordton, N. C., Fairgrounds, this week.

Now beginning their solid route of Alabama Fairs with Limestone County Fair at Athens; Morgan County Fair, Decatur, followed with Cullman County Fair, Cullman; Jackson County Fair, Scottsboro; Calhoun County Fair, Anniston; Dothan National Peanut Festival and Fair combined. Join the show that has the route in the State that allows only Fairs.

CONCESSIONS—Want Hanky Panks not conflicting.

SHOWS—Excellent opening for shows such as Monkey, Snake, Grind Shows that do not conflict. Want Operator for office-owned panel front girl review type. Must have at least three girls.

HELP—Need Wheel Foreman—will get top salary, bonus and hospital insurance. Joe Saladino wants Agents for Hanky Panks. Glenn Gattis wants Charles Severence to join at Athens. Dan Harbolt wants a fast Griddleman.

WILL BOOK THE FOLLOWING RIDES FOR DOTHAN—Rockplane, Scrambler, Roundup, Wheel to Twin and Spinaroo. Harold Lucas, Dyer, Sems, C. S. Peck, please contact.

SHOWS WANTED FOR DOTHAN—Minstrel and Girl Review. Joe Scortino, contact.

All replies to JOHN PORTEMONT, Athens, Ala.

GREAT HAGERSTOWN FAIR

SEPT. 17-22

FREE GRANDSTAND—HELL DRIVERS—100,000 ATTENDANCE

Can use all types of Honky Punks, Jewelry and Eating Stands. A few choice Concessions still open, such as Razzle, Pin Store, Blower, Spot-the-Spot, Add-Em-Up-Darts, Tip-Up Cake, Buckets and Cat Rack. Can use Girls for Girl Show for Honesdale, Pa.; Hagerstown, Md., and Southern route, or will use Girl Show with nice front for Hagerstown. TONY PARADISE, CONTACT IMMEDIATELY.

All replies to AL HAMID, Honesdale, Pa., Fairgrounds, all this week, or MERLE BEARD, Fair Secretary, Hagerstown, Md.

P.S.: Will be at Hagerstown Fairgrounds all day Sunday, Sept. 16.

RALEY BROS.' EXPO

CLEANEST SHOW ON EARTH

Alexander County Fair, Taylorsville, N. C., next week with King, N. C., to follow

Can place Grab and French Fries, Honky Punks of all kinds. Rides not conflicting. Need White Girl Show at once. Work every week. Place family-type Shows except Monkey; place Motordrama. Will give guarantee if needed. Place organized Minstrel Show, I have outfit. Need Wildlife. Marty Ashton needs Agents. This Show carries 2 Free Acts and 2 Sound Cars. Wire or write, no phone calls answered.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agt. PITTSBORO, N. C., THIS WEEK.

SOUTHERN FAIR SHOWS

NOW BOOKING FOR SIX FAIRS IN ALABAMA AND GEORGIA, STARTING AT LA FOLLETTE, TENN., SEPT. 10-15, AND OUT ALL WINTER IN FLORIDA

CONCESSIONS: Six Cats, Scales, Water Games or any Honky Punks. RIDES: One or two major Rides not conflicting. Also Kiddie Rides. "Dice" Hawkins, get in touch. HELP: Agents for Grind Stores; Nello and Elden, come on. Will book Girl Show Operator with or without equipment. SHOWS: Will also book Funhouse, Ten-in-One or Cook Show, RIDE HELP for Merry-Go-Round and Ferris Wheel. High salary paid to reliable help. Johnny Wilson, take notice.

Call Chief of Police at La Follette, Tenn., or wire Jimmy Ackley, La Follette, Tenn., Sept. 10-15

P.S.: This Show has just been recently organized by reputable people with strong financial backing. Jimmy Ackley has complete charge.

T. J. TIDWELL SHOWS

WANT—WANT

Ferris Wheel and Octopus Operators; must drive. Skills and Grind Store Agents. Watermelon, come on. Can use Elephant Man. Year's work. Call or wire or come on, will place you. Five Fairs to follow.

CLINTON, OKLA., THIS WEEK.

STODDARD COUNTY FREE FAIR

DEXTER, MO., SEPT. 17 TO 22

Can place all Pitches, Photos, Age and Weight, Long and Short Hanger, Honky Punks and Ball Games. Want Girl Shows with own equipment. Opening for Independent Shows. Will place Ride Men with chauffeur's license. Can use Bucket and Percentage Agents.

SUNSET AMUSEMENT CO.

A-1 AMUSEMENTS

WANT FOR CHARLESTON, MO., THIS WEEK; FOLLOWED BY PARMA, MO.; GIDEON, MO.; LEFANTO, ARK.; COTTON PLANT, ARK., AND A LONG ROUTE OF FAIRS AND CELEBRATIONS.

Can place Mug, Fish Ponds, Duck Pond, Pitch-Till-U-Win, Scales, Age, Long Range, Short Range, Bear Pitch, Coke Bottles, Cigarette, Jewelry or any non-conflicting Shows working for stock.

Can place Agents for Six Cats and Buckets. Need Foremen for Ferris Wheel, Merry-Go-Round and Kid Rides; must drive semi and have license. Good wages and long season. No drift or zypies.

Contact: JOHN HANSEN, Mgr., per route.

EXOTIC DANCERS WANTED

Experienced or inexperienced. We will pay you \$100 a week while you learn. Year 'round work in finest night club in Chicago area. Contact

AL HOLZMAN

105 State St. Calumet City, Ill. Phone Torrence 2-9628 after 7:30 P.M.

WANTED

Collar for Cigarette Block and Bucket Agents. If you drink, stay where you are. Write or wire:

GEORGE W. GORDON

c/o O. C. Buck Shows Bedford, Va.

WANTED

Bingo, Cookhouse, High Striker, Milk Bottles, Stock Concessions of all kinds.

Midway Of Mirth Shows

Batesville, Ark., this week; Marvel, Ark., week Sept. 17; McCrory, week Sept. 26. All Arkansas Fairs.

WANT

Concessions and Shows for Sebastopol, Mississippi, this week; Newton, Ploxyung, Purvis, Wiggins and Pascagnola following; all FAIRS. No Flat Stores or P.C. Plenty of money and cotton is good.

KEH DAVIS or JAKE PRYOR

GOLD COAST SHOWS Phone, don't wire.

FOR SALE

1947 Spitfire, A-1 condition, with transportation.

WM. L. STIPE

1939 E. Co. Rd. F. White Bear Lake 10, Minn.

Wade Hits 58G One-Day High

Continued from page 78

rides held to about the same business but that receipts for the major rides were up. Children's attendance at the fair was proportionately higher than adult attendance, and Green said that he observed more kids riding major devices than heretofore.

Sky Wheels in Lead

Of the rides, the Don Dowis Sky Wheels proved the top-grosser. It amassed \$15,075 in five days, operating with a 50-cent price. On the record Sunday it grossed \$4,521 to better its own one-day record of \$4,350 here.

During the same five-day period, the other leading money-getting rides and their grosses were: Rotor, \$9,173.25; Dodgem, \$7,333.20; Scrambler, \$6,067.90; Round-Up, \$5,136.35; Twister, \$4,139.50.

Archie McAskill's Hells Belles, illusion show, paced the shows during the same period, with a gross of \$7,948.25. Other top shows and their grosses were: Joe Sciortino's Club Holiday (Negro show), \$6,660.54; Arnold Raybuck's Two-Headed Bull, \$6,366.44; Lash La Rue, \$5,483.75; Roland Porter's French Casino, \$5,106.50 and Chuck Renton's Eeka, \$4,890.50.

Midway layout followed much the same pattern as last year. Triangular in shape, with rear areas fenced in, it had wide walkways. The rear areas were fenced in, thus funnelling and circulating traffic effectively.

Separate Midway

In addition to the major midway, a smaller one, with 5 major and 4 kiddie rides, was set up on a parking lot, close to the Coliseum, which gets heavy traffic. Additionally, two shows were also spotted near the Coliseum close to the main midway.

The engagement was the fifth straight for the Wade Shows at the fair, adding to its record of being the only show to play the fair for more than three years. The operation was under the management

of Doug. Wade and marked the first at the fair since the death of the show's founder, W. G. Wade.

Besides Doug. Wade and Marshall Green, other Wade staffers included Mrs. Marshall Green, office assistant; W. G. Wade, managing his own Wade Exposition Shows units, and Cameron D. Wade, manager of the Wade Greater Shows.

Shows booked in included: Arnold Raybuck's Two-Headed Bull; Roland Porter's French Casino; Joe Sciortino's Club Holiday (Negro show); Lash LaRue's Western Movie Stars with Fizzy St. John; Colonel Lew Alter's Circus Side Show; Tito Marino's Wild Life Exhibit; Bud Humphrey's Fun House; Hy Stein's Snow White and the Seven Dwarfs; Frank Bombino's Two-Headed Baby; John Mapus' Penny Arcade; Joe Sciortino's Gayatense; Bud Humphrey's Glass House; Archie McAskill's Hell Belles; Chuck Renton's Eeka; Bud Humphrey's Alligator Illusion; George Sharp's Little Cow and Big Dog, and Monkeydrome; Frank Bombino's Reptile Show; G. N. Burns' Torture Show; Joe Botham's Fun House; Harold Henry's Giant Redwood Log; W. O. King's Ghost Town; Colonel Lew Alter's Monkey Girl; Archie McAskill's Illusion, and Dick Dillon's Mechanical Swiss Village.

Rides booked in to supplement Wade units included: Major rides—Dop Dowis, Sky Wheels; Velare Brothers, Rotor; W. O. King's Dodgem, Spinaroo, and three kiddie rides; Harry Stahl's German Hot Rods, German Roto Jet and Looper; Eddie Ingalls' Twister and Ridee-O; Clark McCuen's Whirl-O-Plane; John Reid's Caterpillar and Round-Up; Fred Thumberg's Roll-O-Plane; Gerald Rupp's Octopus; Roger Haney, Scrambler; H. L. Anderson's Rock-O-Plane and Spinaroo; Fred Thumberg's four kiddie rides; Clark McCuen's Airplane; Earl Lipp's Live Ponies, and J. B. Taylor's Donkeys.

Minnesota Again Tops Million

Continued from page 67

ated in the black instead of with an expected budget deficit. In advance of opening day the board listed operating expenses at \$1,134,922 and anticipated receipts of \$1,039,875.

The board extended its regrets to would-be patrons unable to enter the grounds on three occasions. The first Sunday all gates had to shut down for one hour. The following Sunday the gates were closed first for one hour and later for 45 minutes.

"The miracle to me," said Baldwin, "was that the grandstand shows, the midway and general attendance held up so well despite the weather."

Immediately after the '55 fair, Baldwin said, there was a great demand for concessions and fair space for this year. More livestock, space, for example, was sought and the fair had its largest sheep show on record.

"With interest by exhibitors in all departments accelerated as it was this past year," Baldwin said, "interest in the State Fair generally took on a broader aspect thruout the entire State."

Sets '57 Aims

The fair board, which set its '57 dates as August 27-September 2, now is training its sights on a 1,250,000 attendance figure and Baldwin doesn't think this is impossible.

"Our problem now is two-fold," he explained. "First we must work up some method of stimulating attendance on days when we can handle large crowds more advantageously and thereby spread the load thruout the week. Next we

must have more parking facilities. Our minimum need is for 5,000 more cars. And we believe we can get this perhaps by 1957, just south and north of the fairgrounds."

He said the board two years ago acquired a gravel pit south of the grounds and that the 20-acre site is being developed for parking. In addition, the fair already has 14 acres outside its actual grounds limits for parking.

WANT AGENTS

FOR FOLLOWING FAIRS: ADRIAN, MICH.; HUNTSVILLE AND BIRMINGHAM, ALA.; WINSTON-SALEM, N. C.; ANDERSON AND COLUMBIA, S. C.; AUGUSTA, GA.

Need Bucket and Swinger Help and Agents for Honky Punks, Charlie and Dot, come on.

BILL McCOY

Saginaw, Mich., this week; then as per route.

WANT WANT WANT CONCESSIONS CONCESSIONS

For Leonardtown, Md., Fair, week of Sept. 17; La Plata, Md., Fair, week of Sept. 24.

Pop Corn, Floss, Apples ex., small Crab ex., Scales, Age, Glass Pitch, Fish Pond, Honky Punks only. Space is limited.

CLAUDE GRUBB, Owner & Mgr.

Branchville, Maryland, this week. P.S.: Two 60 KVA GM Light Plants for rent or lease after Oct. 7.

WANT AGENTS

Pond, Pitch-Till-You-Win, Coke Bottles, Pop-Them-In or others. Man to take Block or Cigarette Concession with crew if possible, Six Cat and Bucket Agents.

GEO. BEARDSLEY

Care Ross Manning Shows Lumberton, N. C., Fair this week.

WANTED

GIRLS

- Dancers
- Show Girls
- Waitresses
- Novelty
- Exotics
- Musicians

Good pay—winter's work

TOMMY THOMAS

Club Mardi Gras, 93 Duval St. Key West, Florida. Phone 4-9147 after 9 P.M.

\$75.00 WEEKLY—\$75.00 WEEKLY

GIRLS

BEN LAIL WANTS GIRLS

For eight weeks' work, then all winter in Miami night club. Looks and youth essential. Experience unnecessary. People having worked for me before, please contact. Can also place Girl Show Manager with two or more girls. Contact c/o VIRGINIA GREATER SHOWS, Asheville, N. C., this week; Hartford, N. C., Sept. 17-22. P.S.: Robt Robeson, call me, urgent.

WANT

DROME RIDER

Must do race.

Also Candy Floss Operator and Ticket Sellers.

EARL PURTLE

c/o Catlin & Wilson Shows, Reading, Pa., Sept. 9-16; Richmond, Va., 20-29.

FITZSIMMONS SHOWS

WANT AT ONCE

Foremen for Ferris Wheel and Roll-o-Plane. Can place a few Honky Punks. Address: Stone County Fair, Mountain View, Ark., Sept. 12-15; Izard County Fair, Melbourne, Ark., 18-22.

AGENTS WANTED

For Six Cats, Lame Pitch and other Honky Punks.

JOHN ERNEST

c/o Victory Exposition Shows, Lockney, Texas, this week; Ardmore, Okla.; Iowa Park, Texas, and four Army Bases to follow.

WANTED

FERRIS WHEEL FOREMAN. Also other RIDE HELP.

FIDLER UNITED SHOWS

Clinton, Ark., this week; Morrilton, Ark., next week.

JIMMY BEACH

WANTS AGENTS

For two Snow Cone and Floss Concessions. Also Ride Help. Major O'Saturday, get in touch. Also Acts for Sideshow. Replies to Fairgrounds, Ft. Payne, Ala.

Want To Rent Or Lease

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FOR ALL WINTER WORK

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AGENTS

Wanted for Razzle, Pin Store, Buckets, Pan Game, Cigarette Block.

GENE CAIN

c/o Wallace Bros.' Shows Mantoloking, Ark.

WANTED

RIDES AND CONCESSIONS OR CARNIVAL FOR AUTUMN FESTIVAL, Sept. 21-22-23. Also Oct. 5-7. Excellent opportunity. Contact

BOWLER HATCHERY

Bowler, Wis. (Phone: 184)

AL BARKER SHOWS

Want Concessions—Pitch Till U Win, Coke Bottle, Age & Weight, Hi-Striker, Basket Ball, Photos, Lead Gallery or any that do not conflict. Want Ride Help—Wheel Foreman, must be rope man, no drunks.

Contact Al Barker

Marehous, Missouri, Sept. 19-21

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.
HAVENNA, 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 1850
240-42 SOUTH MERIDIAN ST.
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LITTLE ATOM
World's Smallest Pistol

COMPLETE WITH RANGING AND YOUR CHOICE OF LEATHER HOLSTER OR COPS

ACTUAL SIZE



Dealer's Cost... \$12.00 DOZ.
List... \$1.95 ea.
Actually shoots caps with terrific report... will be in 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

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant
48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 36, Ohio

MERCHANDISE TOPICS

The Little Maverick is a hand-tooled, hand-laced, solid leather coin purse which the manufacturer, Rodeo Leather Goods Company, 229 North First Street, Minneapolis 1, says is the fastest selling item of its type on the market. It comes complete with self-selling display card and is shipped prepaid with moneyback guarantee. Prices to the trade are \$1.25 each or \$6.75 per dozen.

Eastern Metal Products Corporation, 18 East 41st Street, New York, is making available to distributors two new electrical appliances. Their Alcamatic fry pan-skillet-griddle combination fries, stews, braises, chafes, casseroles, bakes and even pops corn. This combination fry pan-skillet-griddle is made of heavy-gauge, non-porous aluminum with a luxurious finish. It has a specially designed, extra high dome cover for double capacity which also seals in flavor. It is the large 12-inch size featuring an easy-to-see automatic signal light indicator for correct temperature and an imbedded, cast-in X-rod heating element for consistent, even heat distribution. This appliance retails for \$49.95. Eastern's DeLuxe cooker and fryer is another popular item with housewives. It, too, contains the X-rod heating element for consistent heat distribution. The cooker and fryer has a six-quart capacity, is fully automatic (single knob temperature control), and a new type, perforated colander to hold generous quantities of food and is easy to keep clean. The cooker and fryer also retails for \$49.95. For complete information jobbers and wholesalers are requested to write to Eastern Metal Products Corporation.

A firm established in 1886, the Levin Bros., of Terre Haute, Ind., has its new 32-page carnival catalog ready. Specials are eight-pointed pinwheels at \$9.30 a gross; bird's nest hats, full size, at \$18 a gross; friction autos in three-

dozen lots at \$2.40, and 10 gross of good new slum (no larrys) for \$8.50. Shipments are f.o.b. Terre Haute. Postage is extra, with a 25 per cent deposit required on c.o.d. orders. Firm requests that you act fast on these specials, as it will be a case of first come, first served.

Genuine cowhide leather soles, with pre-punched needle holes that permit stitching to a pair of heavy wool or cotton socks, easily make Slipper Sox. Claiming that it is an entirely new item, Tandy Leather Company, 300 Throckmorton, Fort Worth, says you can easily make your own Slipper Sox. An instruction sheet and a free pair of quality foam-rubber insoles is provided with each pair. Sizes are 4 to 9 and will fit either men or women. Offered at \$1.35 per pair, postpaid, or \$13.50 per dozen pairs.

The Providence Ring Company, 49 Westminster Street, Providence, which has been supplying rings to the trade for years, has come up with two specials. The first is their No. 509, which they call an eye-catcher. This is a man's ring at \$2.75 per dozen or \$30 per gross, and is of gold finish with white brilliant center and red side stones or three sparkling rhinestones. The second, No. 877, is said to be a real money-maker at \$2.50 per dozen or \$27 per gross. This ring has a large center stone, creating a big flash. Providence Ring invites rated wholesalers to write for samples.

Los Feliz Products, 5151 West Washington Boulevard, Los Angeles 16, is offering a new novelty ball point pen made in the shape of a movie star's million-dollar legs. Pen is flash colored, with dainty pink toes. Made of plastic, with retractable ball point, the Leg Pen is practical as well as novel. The pen, said to have bankers' approval, is packed a dozen to an attractive counter card. Item retails at \$1. Also available in transparent gift boxes.

PIPES FOR PITCHMEN

By BILL BAKER

LETTERING FROM . . . Kutztown, Pa., our old friend Ray C. Herbers infos: "In the past month Ethel Beam, Chief Thunder Cloud, Mr. and Mrs. Doc Frazier, Hank Fredericks, Henry and Lil Tumini, Chief Half Moon, Herman Highlander and Chief Lone Fox have been seen in these hills. Hope that by now, Jack Joyce and his wife are on the road to recovery. When Mills Bros. Circus played Lebanon, Pa., Madaline E. Ragan, Mr. and Mrs. Herman Keller and little Madaline Rae Keller, Libby Keller, Mimmie Miller, manager of the Hummelstown, Pa., and Red Lion, Pa. Farmers' Market and Auctions, and yours truly were guests of Jack Mills at the circus. Jack has a well-presented show and some real acts. Who said the tented circus was dead? I will be around these parts for a few more months and then head for Florida. Would like to see a pipe from Tex Williams, of cookhouse fame. I understand that Tom Kennedy, the creator of Doc Lushwell and Count Seldom Scoff, is working on a new story."

WE RECENTLY . . . came across a clipping from The Winston-Salem, N. C., Journal which detailed the shennanigans and general hell-raising that went on in Galax, Va., incident to that city's recent centennial celebration. Along with the clipping we were

also favored with a picture of Sam Cook holding forth at one of the street corners with a big bag full of whistles hung around his neck. In describing the general din that prevailed during most of one of the days, the gent from the Journal made this observation: "At times during the day, the noise in the downtown area was ear-shattering. Credit for this went to colorful Sammy Cook, an old circus hand turned whistle maker. When Ringling's big top collapsed for good this summer, 68-year-old Sammy, the circus balloon man, decided he was too young to collapse too. He manufactured a whistle. Everywhere Sammy went today he sold whistles by the dozens. All the kids were tooting on them at once. Sammy himself was making the most noise of all, drumming up trade by whistling 'Oh, Susannah' and the other old favorites."

JACK (BOTTLES) STOVER . . . cards that he and his old sidekick, Clyde Forkner, recently made the payday at the Lehigh Cement Works in Fordwick, Va. Bottles notes: "We worked here in temperatures that soared over the 90-degree mark. It was hot enough for a big umbrella but we kept our shoelaces pressed and picked up a cold beer at regular 15 and 20-minute intervals." Bottles also infos that Fred Layman and Blackie Shefflett are keeping 'em cool in Harrisonburg, Va.



Another CEL-MAX Smash! Boxed Jewelry Sets

- 3 and 4 pc. Pearl Sets
- Sparkling Pendants and Earrings
- Hand-set brilliant Stones in Bracelet, Necklace and Earrings Sets
- Assorted styles and colors.

\$10.80
DOZEN

Sample Set, \$1.00

THIS IS IT! An amazing money-making assortment at a sensational bargain price! High style sets for every taste. Retail priced for phenomenal profit! Minimum order 1 dozen sets assorted. Wholesale only, 25% with order, balance C.O.D. Order a Sample Set today!

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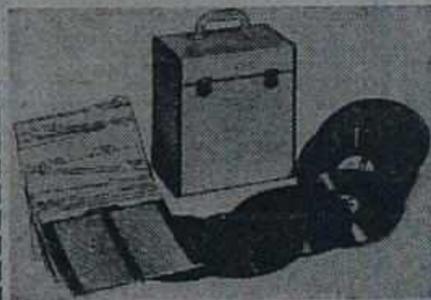
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Sample, \$6.45

the most powerful seller of all! A stunning set—beautifully boxed—HIGH style at a LOW price for terrific profit! Order a sample today!

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Sensational offer. We have purchased assortments of 10" 78 RPM & 7" 45 RPM records from Decca, RCA Victor, Columbia, Mercury, etc. Packaged in non-duplicating units 25 records to a package. All current or recent popular titles featuring famous vocalists, bands, 50 popular songs; two-tone green record carrying case, record index.

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CUFF LINK SETS MONEY CLIPS

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Necklaces Round, Clover-leaf or Octagon Necklaces on a 14-inch chain. Nickel or Gold Plated.

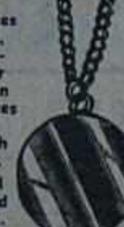


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YOUR PROFIT \$400.00

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Wholesale Only—We Carry a Complete Line of Nationally Advertised Merchandise

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Special, Bingo Merchandise.

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FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

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(unless credit has been established)

ACTS, SONGS & PARODIES

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining. Black Light Novelties. Send 10¢ for catalog. Balda Art Service, Oakbrook, Wis. ac22

MAMMOTH COMEDY COLLECTION! AMAZING low price! Over 1,000 riotously funny "Clever Remarks" only \$1. Edmund Orrin, Box 1366, San Francisco 1, Calif. oc2

AGENTS & DISTRIBUTORS

A BEST BUY GENUINE WORLD'S FAMOUS French type Perfumes for Christmas. Lowest priced. Highest markup. Free details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. ac29

A MANUFACTURER'S REPRESENTATIVE closeout 22-piece set chinaware, 24-piece set tableware, 7-piece set aluminumware, all for \$10 in lots of six. Sample \$12. 25% deposit, balance C.O.D. Dayton General Distributing, 506 E. 9th St., Dayton 2, Ohio. ac15

ASSORTED FILIGREE, PEARL, TAILORED and stoned Earrings, gross \$18; 3 dozen different samples, \$5 postpaid. Jacobl Manufacturers, 1713 E. Mercer, Seattle 2, Wash. ac22

ASSORTED STYLE CASES, MEN'S SHOCK-proof Watches, \$24 dozen; sample, \$2.50. Globe Gem Co., 176 Federal St., Boston, Massachusetts. ac22

BEAUTIFUL HAND-MADE PONY SADDLES, finest made, flower decorated, genuine Western style; bridle and martingale to match; \$25 each or \$260 dozen. Made strong for any hard treatment. National Products Co., Laredo, Tex. ac22

HIGHEST CHRISTMAS CARD PROFITS—Sensational "Super-38" assortment pays \$1.25 profit on every box; \$50 on 40 boxes easy. 300 fast sellers double earnings! Tall cards, novelties, stationery, bargain specials. Assortments on approval. Color catalog, personalized album free. Midwest, 1113 Washington, Dept. 407-S, St. Louis 1, Mo. ac22

CHRISTMAS HIT—RIVA ITALIAN PERFUMES trio, attractively boxed, marked \$7.50; sample and wholesale price \$1. Your Enterprises, 4803 Toland Way, Los Angeles 32, Calif. ac22

CLIP COMBS—ASSORTED COLORS, 24 Cards, 12¢, \$4.50. Free price list. Combs, novelties, sundries, etc. Carleton House (BB), La Marque, Tex. ac22

EARRINGS—ASSORTED STONED and tailored, \$5 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ac29

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Tailored Earrings, Ass. STYLES... \$ 1.50 dz.
Charm Brace. Ass. 1.50 dz.
Pierced Earring on Display... 1.75 dz.
The Slide & C/L Set Reg. \$2.50... 3.40 dz.
Enamel on Copper Pins... 2.50 dz.
Charm Brace. Ass. 2.50 dz.
Rhinstone Earrings, Ass. 2.50 dz.

EXTRA SPECIAL!!!!

BOXED SETS, ASS. STYLES... \$ 4.50 dz.
Ornamental Star Combs... 1.00 dz.
Gen. Cultured Pearl Pins & Neck... 2.50 dz.
Large Stone Earrings... 4.00 dz.
Ropes, Ass. 3.00 dz.
Lord's Jewelry, boxed, ass. 3.00 dz.
Children's Jewelry, boxed, ass. 2.95 dz.
Shorty Tie Slides, carded... 1.00 dz.
Cufflinks, carded... 1.25 dz.
Stoned Bracelets, boxed... 4.00 dz.
Cameo Sets, boxed... 7.20 dz.
The Slide Sets, ass., boxed... 4.00 dz.
Summer Earrings, ass. 7.00 dz.
Pearl Necklaces (domestic)... 1.45 dz.
Pin & Earrings, boxed... 4.50 dz.
3 Pr. Rhinstone Sets, boxed... 9.00 dz.

20% Deposit with Order, Balance C.O.D. FREE BOOKLET DESCRIPTIVE LITERATURE KAREN ORIGINALS 48 No. Main St., Bristol, Connecticut ac15

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Assorted Stoned Brooches... \$1.75 dz.
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Pierced Earrings on Display... 1.25 dz.
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Charm Bracelets, ass. 1.50 dz.
Lord's Jewelry Necklaces, boxed... 3.00 dz.
Children's Jewelry, boxed, ass. 2.95 dz.
Shorty Tie Slides, carded... 1.00 dz.
Cufflinks, carded... 1.25 dz.
Stoned Bracelets, boxed... 4.00 dz.
Cameo Sets, boxed... 7.20 dz.
The Slide Sets, ass., boxed... 4.00 dz.
Summer Earrings, ass. 7.00 dz.
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Send for descriptive literature on other terrific values on jewelry of all descriptions 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St., Providence, R. I. ac22

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MOUNTED LONG HORNS, VERY BEAUTIFUL sets, mounted with hand tooled leather, horns very highly hand polished. 6-foot spread, \$40; 7-foot spread, \$50; guarantee satisfaction. National Products Co., Laredo, Texas. ac22

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-ac13

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DUE TO FIRE AUG. 9 LOST MY LIBERTY Horses, Ballerina Horse, cancelling indoor dates. Little John, 337 Swan, Buffalo, N. Y. ac22

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. ac15

FERRETS, \$6; GREY RACCOONS, \$7 EACH, \$12 pair; White Fox, \$35 pair. All young stock. Express collect. L. C. Ruby, New Sharon, Iowa. ac22

HARMLESS SNAKE DENS, \$10 TO \$50; Giant Box Turtles, \$7.50 dozen; assorted Turtles, \$2.50 dozen; Raccoons, \$5; Monkeys, Alligators, Boas, Anconada, Iguanas, Tegu Lizards, Ray Singleton, Rattlesnake, Fla. ac22

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 2, Mo. ac22

OUTSTANDING, FAST, BACK SOMER- sault Dog, male Fox Terrier, 18 months old, \$150. R. E. Leonard, 233 South Jefferson, Junction City, Kan.

PAIR BUFFALOES, \$200 EACH; FILIPINO Water Buffalo Cow, \$250, very tame; pair EM, \$150 each; Sealion, \$100; pair White Fallow Deer, \$125 pair; 2 pair White Tail Deer, \$175 pair; tame White Tail 5 months old fawn buck, \$100; large yellow Brahma Cow, also very large tame Brahma Bull, show cattle, \$500 pair. All healthy No. 1 show stock. Drum's Lakeside Zoo, Rt. 2, Cortland, Ohio. Phone NE 74213.

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SURPLUS ANIMALS, BIRDS, REPTILES for sale. Write. Visit Ross Allen's Reptile Institute at Florida's Silver Springs. oc2

TOTE-EM IN ZOO HAS DEER, BEARS, Vultures, Wild Cats, Opossum, Coons, Foxes, Ferret, Coyote, Alligators, Snakes, Turkeys. Will sell or trade. Rt. 2, Box 368, Wilmington, N. C. ac15

YOUNG, SMALL JAVA MACAQUE MON- keys, ideal pets, also adults, \$25.50 while they last. Beautiful Tame Golden Snickers, \$20 each; large South American Vultures, \$15 each. 2700 LaSalle St., New Orleans, La. Phone Tw. 5-2341. ac15

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EASY WAY TO EXTRA CHRISTMAS money. Show sparkling, beautiful Elmira Greeting Cards, distinctive gift wrappings, personalized note paper, smart gift items to friends and neighbors. Elmira's low-priced, high-value assortments sell themselves. Bring you fast cash, \$50 and more easily, with no selling experience needed. Just show them and take orders. Make extra Christmas money and build a high-profit, year-round business. Send today for free personalized samples on approval, and money-making plan. Elmira Greeting Card Co., Elmira CN-190, N. Y. ch

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SEQUINED PANEL SETS, \$7.50; PASTIES, 73¢; solid sequined gowns, G-Strings, accessories, top hats, derbies, white tux coats, tulle, clown suits, wigs, rhinestones, plumes. Free lists. Leroy Carpenter, 4018 Park Ave., Weehawken, N. J. Phone Union 3-9509. ac22

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ABOUT ALL MAKES OF POPPERS—CAR- nival Corn equipment, Press Machines, Placement Machines for all Poppers, Kriss Karn, 120 S. Halsted, Chicago, Ill. oc27

5' GLASS BAIT CASTING ROD

Separate Plastic Handle With Nylon Chuck, Stainless Steel Guides and Tip. Nylon Rainbow Windings. These rods have never been offered at so low a price.

75¢ IN 1 DOZEN LOTS ONLY

25% dep., bal. C.O.D., F.O.B. Chicago. Write for New Merchandise Listing.

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Hit Camera w/Pigskin Case, Dz. \$12.50
Hit Camera Film, 6 Rolls to Box. 4.75
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Lucky Lady Matching Calms, Per 100 6.50
1,000 Pieces of Slum—SPECIAL. Per 1,000 6.50
11-Inch Comic Buttons, Per 100 30
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14-Inch Sitting Poodle, Dz. 13.40
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Write for copy of complete price list, 25% deposit with order, balance C.O.D.

EXCEL Mfg. & Novelty Company
1001-11 S. 24th St., Omaha, Nebraska

32 Page Carnival Catalog Now Ready

8 PT. PINWHEELS—GROSS... \$ 9.30

BIRD'S NEST HATS, FULL SIZE—GROSS... 18.00

FRICION AUTOS—3 DOZ... 2.40

10 GROSS GOOD NEW SLUM (NO LARRYS) FOR... 8.50

F.O.B. Terra Haute—Postage Extra. Send 25% Dep. With C.O.D. Orders.

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Established 1886

TERRE HAUTE, INDIANA

WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO

\$1.00 Doz. (min. 3 doz.) plus postage. Or \$9 Gr.-in Gross Lots.

Aviation Metal, tarnish-proof, 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.
1972 E. Main St., Columbus, Ohio

SEND FOR NEW CATALOG

JEWELRY CLOSEOUTS

E-1—Tailored earrings, ass. gr. \$18.00
E-2—Stone earrings, ass. gr. ... 21.00
B-1—Bracelets, ass. gr. 24.00
T-1—Tailored Tie Sets, bxd., dz. 2.50
T-2—Stone Tie Slide Sets, bxd., dz. 4.50
N-1—Ropes, all-head, ass. dz. ... 2.00
N-2—Men's stone rings, ass. dz. 2.75
2100—Stone neck & ears, bxd., dz. 7.50
2104—Stone neck & ears, bxd., dz. 9.00
2226—3-piece pearl set, bxd., dz. 12.50
1202—3-pc. Rhinestone Set, dz. 18.00
W-1—6-piece Watch Set, each, 3.95 (Ladies' 38¢ more) ... 3.95
C-1—Cufflinks, carded, dz. 1.25
T-4—Tie Slides, carded, dz. 1.25
T-9—Pearl necks, Am. made, gr. 13.00

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.

HEART DISC CLOVER NECKLACES

\$16.50 Gross and up

Miller Creations

Divisions of the All-Aluminum Metals
1726 SO. WABASH AVE., CHICAGO 16, ILLINOIS
Phone: WATERLOO 9-8833
DAY AND NIGHT SERVICE

Sherman MASTER PAINTERS PRODUCTS

FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in all whites, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30 per gallon.

RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$2.30 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% dep., money order or bank check. Bal. C.O.D., F.O.B. Chicago.

COOK BROS. 818 S. Halsted St., Chicago, Ill.

HOUSE TO HOUSE MEN

PREMIUM BUYERS

WAGON JOBBERS

CARNIVAL MEN

Make That "Easy Buck" with these sensational values

Westinghouse Equipped Cooker Fryer

BRAND NEW SQUARE MODEL

Copper Clad. Large 7 Quart Capacity.

\$49.95 ea. in Sample, lots of 4 \$8.75

\$39.95 Large 12" Square or Round Electric

SKILLET with Westinghouse Thermalist

\$7.50 ea. in Sample, lots of 4 \$8.25

All Mfgs. UL approved and guaranteed by Good Housekeeping—All Orders C.O.D.—

DANAL SUPPLY
1228 Vine St., Cincinnati, Ohio
Phone MAin 1-9114

PLASTER NU-NAK NOVELTIES

Waycross, Georgia

Air Base
Phone: 2403

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personal
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Want to Buy

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.

DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in..... issue.

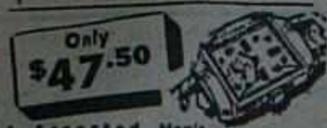
I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

\$149.00 VALUE!



Only \$47.50

6 for \$47.50

3 for \$21.50

3 for \$27.50

FREE GIFT! 4-Piece Simulated Pearl Set.

Write for FREE 1956 Catalog 'M'

MIDWEST WATCH CO.

1 S. WABASH AVE., CHICAGO 3, ILL.

Costume Jewelry Manufacturer

OFFERS REGULAR MERCHANDISE at CLOSEOUT PRICES!

Fashionable Earrings, \$1.50 doz.

3 NEW FALL SPECIALS: 4-PC. NECKLACE, BRACELET & EARRING SETS.

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. \$11.00

PACKARD JEWELRY CO.

HAWAIIAN 'TI' PLANT LOG

Shipped Day Order Received

LOWEST PRICES ANYWHERE

Buy for 7c, sell for 49c to 67c each!

'Ti' logs grow - by themselves - into beautiful tropical plants.

Buy for 7c, sell for 49c to 67c each!

SHERREY'S LTD.

2126 BOYER SEATTLE, WASH.

EARRINGS Over 500 designs. Handset drop and button type. \$2.50

CHARM BRACELETS Teenagers' Delight. Moveable charms. Carousel-Bells-Telephone and 100 more. \$2.50

PIERCED EARRINGS The trend of the season! More pierced earrings are sold than ever. Over 400 styles. \$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!

DUCHESS JEWELRY CO.

19 W. 34th St., New York 3, N. Y.

40 YEARS OF VALUES

PEN SETS. 3-Piece. Three different colors retractable pens, writes red, green and blue in pocket saver. A \$3.00 value to sell fast for a dollar. Dozen sets complete, \$4.50. (Refills \$35.00 per thousand.)

GROSS SETS, COMPLETE... \$48.00

MILLS SALES CO.

FOR SALE - SECONDHAND SHOW PROPERTY

AMUSEMENT RIDES - MANUFACTURER closes out factory display models. Proven money-makers. Literature free. Murdock Kiddie Rides, Venice 2, Calif. se15

BOXING KANGAROO, BOXING RING, thirty by forty-five Top, Front, Sound Equipment, Truck. Fifteen hundred dollars. Kangaroo, 725 W. Sheridan Rd., Chicago, Illinois.

EXHIBIT BOOTHS - ALUMINUM PIPE Frames, Drapes, Electric Wire, Scissor Gate, Cash sales. B. Guertin, 509 Cooks, Elgin, Ill.

FOR QUICK SALE-THREE TWO-YEAR-old Rides. Ferris Wheel, Rocket, Tank Ride. A. J. Packard, Somerville, N. J. se22

FOR SALE 13 Antique slot machines from the Gay Nineties, 1870-1910. The Old Single Dial Jobs.

BOBBY OF WEST PRINCETON P. O. BOX 102 PRINCETON, ILLINOIS

FOR SALE-NO. 5 ELI WHEEL WITH OR without transportation; in operation. Available now. Box C-485, c/o Billboard, Cincinnati 22, Ohio.

FORD AXLES, TENT STAKES, 1500 STOCK \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2d Ave., Dallas, Tex. se22

POPCORN WAGON MOUNTED ON MOVING van, 15 ft. x 18 ft.; three pound popper, Cotton Candy Machine, Peanut Warmer; Carmel Corn Kettle and Stove. Can be used as a grab or custard. Big and flashy. Sacrifice for \$600, picture on request. George Mohr Jr., 2010 Superior St., Racine, Wis.

PORTABLE BLEACHERS, FOLDING Chairs, Tents, Tables, Lockers, Theater Chairs, Sidewalk, Folding Benches, Lone Star Seating Company, Box 1734, Dallas 1, Texas.

WILL BOOK ON GOOD FAIRS OR SELL, \$1,000 cash. 8 midget Mexican Burros, new saddles, steel fence, large front, lights. School Bus, \$600. Phone 53779. Ben Corbin, 5505 Dutton Ave., Baton Rouge, La.

WINCHESTER MODEL 62 GALLERY GUNS, used but in good operating condition. Price, \$10 each. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. se22

25 CREOLE MARES, 1 SPOTTED STUD, all for \$1,875. No time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

YOUR ADVERTISEMENT Displayed in a Space This Size Will Cost Only \$14 an insertion

MAGICAL APPARATUS

NEW 152-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiohone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 338 South High, Columbus, Ohio. oc8

GORGEOUS MODELS IN FASCINATING poses. 6 different photos. \$1. D. Davis, 131 Collier St., Toronto, Canada.

PERSONAL ANYONE KNOWING THE WHEREABOUTS of Harold Robinson, who played in Jimmy Lunceford's band overseas during World War II, write Adam E. Wolf, 161 W. Wisconsin Ave., Milwaukee 3, Wis. \$25 reward.

MUSICAL INSTRUMENTS, ACCESSORIES

CALLOPE HEADQUARTERS - NATIONAL, Tangley. Spare parts, whistles, sales, rentals, restoration, consultation, literature. No list. Lee Co., 934 N. Lancaster, Dallas, Texas.

HAMMOND ORGANS, SKATING RINKS, attention! Six A-20, two B-40 Tone Cabinets for sale. This is real clean merchandise priced right for cash. Also have Consoles, Solovoxes, Novachords, accessories available. Write, wire, phone. Ken Thompson Organ, RFD #2, Waterbury 12, Conn.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES - Household Goods - GLASSWARE - CLOCKS - LAMPS - Assorted Novelties - BABY DOLLS - Boule de Bill - FLUSH 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

WATCH SPECIALISTS FOR 66 YEARS

Ad in LIFE, 9 Piece Watch Sets, \$5.95

Catalog Available of Smallest Low Cost Women's & Men's 17 1/2, 7 1/2, Watches & Watch Sets

Ultra Thin Model Men's Watches

RESULT SALES Dept. 51 360 FIFTH AVE., NEW YORK 36, N. Y.

SUPPLIES and EQUIPMENT

7 and 10 color specials 4-5-6 and 7 ups

Midgets, 3,000 series-7 colors Paper and Plastic Markets

Wire and Rubberized Cages Pencils-Crayons-Clips

5x7 Heavyweight Cards Electric Blowers & Flashboards

Lapboards Made to Order Free Catalog Available

JOHN A. ROBERTS CO. INC. 817 Broadway, Newark, N. J.

BINGO

SUPPLIES and EQUIPMENT

8x5 7 and 10-Color Specials 6x5 7 and 10-Color Specials

5x7 Heavyweight Cards 7x8 Automatic Finger-Tip Cards

Electric Blowers and Flash Boards

JAR DEALS

Push Cards Sales Boards Roll Tickets

For Complete Profit Making Information on Jar Deals and Tickets

Write Today: ACACIA PRINTING CORP. 6755 N. Clark Street Chicago 26, Illinois

REAL DIAMOND RINGS

Sell Direct - Make Big Middleman's Profit. No investment. No Experience Needed.

Most exciting new sales presentation beats competition. Without cost, you get the equivalent of a \$15,000 display.

Large stock of top value genuine diamonds - the entire output of our cutting plant - backs you up.

Amazing new sales aids - leaflets, money-back guarantee - mean many sales, big extra income. Write for free catalog, details.

GLEAMLIGHT 111 No. Columbus Ave. Dept. P, Mount Vernon, N. Y.

FOR SALE

1,000 Blackhawk Salesboards, 5c, 10c and 25c.

Make me an offer.

General Sales Company 1416 S. Calhoun St. Ft. Wayne, Ind. Phone: Eastbrook 3006

MAKE MONEY SELLING TIES Buy Direct From Manufacturer

Outstanding new Fall line Regular, Square End, Round Bottom, Invertible, Feather, Pleated, Knitted, Bow Tie, Tie & Kerchief Sets. Money-back guarantee. We pay postage.

SPECIAL INTRODUCTORY OFFER Send Only \$1.00 for 2 Sample Ties. Retail Value \$2. Write for FREE CATALOG. PHILIP'S NECKWEAR, Dept. 355, 20 W. 22nd St., New York 10, N. Y.

SALESBOARDS LOWEST PRICES ALWAYS

1000 25¢ Charley Board Prof. \$50.00 \$1.10

1000 5¢ Double Fin Prof. 24.00 1.15

1440 5¢ Barrel Board Prof. 18.00 1.55

1440 10¢ Barrel Board Prof. 36.00 1.65

1000 25¢ Charley Tk. Prof. \$52.00 \$1.75

1000 5¢ J.P. Boards Prof. 24.00 1.45

1000 3¢ J.P. Circle Boards Prof. 28.00 2.45

DELUXE SALES CO., BLUE EARTH, MINNESOTA

STORE TO STORE JOBBERS WANTED! FOR "FUN SHOPS"

Earn STEADY PROFITS supplying stores with our FAST-SELLING jokes, tricks and puzzles on self-service display racks.

Popular priced, all-year-round sellers! \$250 investment required to start. Write or wire TODAY for complete details.

D. ROBBINS & COMPANY, Dept. BB-2 127-R West 17th Street, N. Y. C. 11

SAVE MORE MONEY-MAKE MORE MONEY

Subscribe to The Billboard TODAY!

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1536 Franklin, St. Louis 8, Mo. oc6

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7 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. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-11a

PRINTING

1,000 EMBOSSED BUSINESS CARDS \$2.95 postpaid. Request free printing and embossing price list. John Peper, Box 822, Chattanooga, Tenn.

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 x 9 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 3, Mich. ec6

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS-10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-125, Chicago 32, Ill. se29

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics, nylon, dacron, orlon. Exclusive styles, top quality; big cash income now, real future equipment free. Hoover, Dept. J-109, New York 11, N. Y. se29

GOLDMINE OF 600 MONEY MAKERS-Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-11a

SALESMEN-MAKING BIG MONEY IS AS easy as falling off a log! There is no selling involved in placing Novo Humorous Greeting Card displays with all types of stores. 25 years of tremendous success. Nationally advertised, non-competitive Christmas, Valentine, every day cards. Each store can make you up to \$250 annually. Just stop and think what 100 store accounts will do for your income! Write Novo, 1166 Milwaukee, Dept. BB-1, Chicago 22, Ill. se29

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83d St., Los Angeles, Calif. oc20

NEW TYPE TATTOOING MACHINES-Money making designs, outfits, colors, concentrated Pelican #13 sharps. Write Mitt Zeis, 728 Lesley, Rockford, Ill. se29

WANTED TO BUY

INTERESTED IN BUYING 1,000 "ACORN" Chewing Gum Ball Machines, used, A-3 condition. Offers to Box 72, Billboard, 1564 Broadway, N. Y. C.

OLD MERRY-GO-ROUND WOOD HORSES, Kiddie Merry-Go-Rounds, no packing, we pick up. National, 4241 Sanson, Philadelphia, Pa.

PORTABLE ROLLER RINK, COMPLETE. Cash or trade. Kid Hides for basketball. Must be up for inspection. Box 100, c/o Billboard, Cincinnati 22, Ohio.

TANGLEY PLAYER GALLOPERS WANTED. In working condition or not. R. J. Howe, 6200 Knollwood Dr., Dayton, Ohio. se22

WANTED TO BUY - USED KIDDY BOAT Ride, also Kiddie Ferris Wheel. Reasonable radius from Grand Junction, Colo. Eugene Hansen, R. R. 1, Grand Junction, Colo.

Little Scout COOK STOVE

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 2 1/2" in diameter... so small and compact it will fit into a pocket. Yet, the instant flame heats 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.

Details at \$2.95 each Dealer's cost \$21.60 each

Minimum order or shipment: 15 lbs. to carton. Master cartons of 72 stoves, freight prepaid.

Order shipped on first-in, first-out basis

G & S Mfg. Co. Dept. B. NASHVILLE, TENNESSEE

FREE Wholesale CATALOG

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

YORKMARK SALES CO., Dept B 129 West 46th St., New York 36, 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

ASSORTMENT OF 10 FOR \$69.50

Complete with expansion band. Sample \$8.15.

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.

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.

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. 145-B West 15th Street, New York 11, N. Y.

The Best Sales and Jar Games

Write for information and prices GALENTINE COMPANY

Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

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

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.

If you are not satisfied with our selection, we will refund your money.

DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois Phone: LAWdale 2-7377

Send \$5 for sample package of 10 items

You may re-order any of the individual numbers you desire.

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 Germalinn, P. O. Box 292, Newark, N. J.

IMMEDIATELY—PIANO, ORGAN, OR ACCORDION for trio. Salary, \$100. Guitar and Tenor Men, write: Sid Shaw, General Delivery, Fort Worth, Tex.

LEAD TRUMPET AND SECTION TENOR Men for Midwest traveling band. Contact Jess Gayer, 1512 N. Broadband, Grand Island, Neb.

MAN TO HANDLE RIDING ELEPHANT, other animals off season, steady employment. Write, wire, phone, giving particulars, age, marital status, salary expected. Donald Baecher, Mayville, N. Y.

TATTOOER WANTED—HANDLE LARGE volume, remain sober. Chicago's largest arcade. Super Arcade, 500 South State St., Chicago 5, Ill. Phone: Harrison 7-2413. ac29

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

FIRST-CLASS ANIMAL ACTS INCLUDING beautiful four-pony drill with 2 all white and 2 black ponies; gorgeous pure white German Shepherd dog act; clever trained monkeys and outstanding single chimp act. All fast acts. Finest props and equipment. R. E. Leonard, 325 South Jefferson, Junction City, Kan. Phone 8-3260.

MISCELLANEOUS

AVAILABLE AT LAST—THE ONLY LIVING Marine survivor of the famous "Two Jims Flag Raising" been in movies and on television, knows the world over. Now booking for personal appearances. Veterans' Deal Promoters, grab this one, first time available. Write for brochure. P. O. Box 802, Manchester, N. H.

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Nelge E. Diehl, Post Office Box 2002, Seattle, Wash. mh3027

MANAGER—VERSATILE, CREATIVE COMEDIAN, funny, original, fresh, daring, clean, colorful. Kewpie Doll, 534 Park Ave., Omaha, Neb. Ja. 5562. ac22

MAGICIAN SOLO, 30 MINUTE ACT, AVAILABLE for bookings East, Southeast, Midwest. Address 2110 Seventh Ave., Altoona, Pennsylvania. ac22

MUSICIANS

JOHN EMERY, ORGANIST-PIANIST-VOCALIST. Will transport organ to nice locations. Union. Writer: c/o Caron, 410 Church, N Adams, Mass. ac29

I'M BILLED AS SOPHIE TUCKER OF THE Keyboard. Want job in cocktail lounge, Union, go anywhere. Good appearance, play good piano. Elsie Cooper, 5143 Douney Ave., Lakewood 11, Calif.

ORGANIST—ALL NEW EQUIPMENT, union, available for Fairs, etc. Helen Wilson, 238 E. 5th St., Bloomsburg, Pa. Phone: St. 4-9561. ac22

PIANIST, ORGAN AND SAX DUO, TRIO. All fields, music arranging & teaching, recordings made. Musician, 1441 S. Napa St., Philadelphia, Pa.

STRING BASSIST—SEEK CHANGE; NAME background, good personality; interested permanent location within 200 mile radius of New York. Available immediately. Musician, 48 Ashford St., East New York 7, New York.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shaffer, 1041 S. Dennison, Indianapolis 21, Ind. oc6

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: Eastbrook 3312.

HERE IS THE WINNER AND FAVORITE—None other than Capt. Earl McDonald, America's High Diving Sensationalist, whose thrill entertainment is loaded and packed with drawing power. Excitement and suspense run high, for here is a demonstration where one mistake may mean serious injury or sudden death. High overhead, poised and tense, stands a lone figure and far below the great crowd and that blazing tank surrounded by sharp spears. Without the aid of any safety devices whatsoever, America's leading exponent of dare-devilery will attempt to execute a complete backward revolution through space on his downward journey. This act has been featured by Fox Movietone and the New York Press and is consistently breaking old attendance records and increasing profits wherever presented. Free large illustrated poster for advertising, 456 Lamplifer Place, Warren, Ohio. Tel. 43337.

BINKS CIRCUS DOGS—ONE OF THE BEST on the road and a good clown juggling act. 6105 South Packard, Cudahy, Wis. ac20

THE KAYS CIRCUS REVUE HAVE SOME open line in 1957 with dog monkeys, hirs, clown and pony. Box #231, Fairlee, Vermont. ac29

COMING EVENTS

Arizona Buckeyes—Halloween Carnival, Oct. 21. Eloy—Mexican Independence Day, Sept. 15-16. Florence—Junior Parade, Nov. 24-25. Nogales—Mexican Independence Day Celebration, Sept. 15-16. Prescott—Quarter Horse Show, Sept. 22-23. Tucson—Mexican Independence Day Celebration, Sept. 15-16. Tombstone—Heldorada Celebration, Oct. 26-28. Williams—Labor Day Rodeo, Sept. 18-19. Winslow—Jaycees Rodeo, Sept. 15-16. Winslow—Air Fair, Nov. 11.

Arkansas Camden—Quaschite Co. Livestock Show, Sept. 10-15, M. C. Reynolds. DeWitt—Ark. Co. Livestock Show, Oct. 10-12, Harold Kendall. El Dorado—Union Co. Livestock & Poultry Show, Sept. 24-29, G. O. Dunn. England—Festival, Oct. 13-20. Fort Smith—Ark-Okl. 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. 1-8. Monticello—Drew Co. Livestock Show, Sept. 12-15, Jack Shelton. Pine Bluff—S. Ark. Livestock Show, Sept. 15-19, George Hestland.

California Lodi—Grape Festival & Natl. Wine Show, Sept. 14-16, C. S. Jackson. Los Angeles—Great Western Livestock Show, Nov. 24-29, A. M. Mathews, 2130 S. Eastern Ave. Los Alamitos—Blue Ribbon Horse Show, Oct. 11-14, Ray Stone, 5501 Hazel Ave., Fair Oaks. Oakland—California Garden Show, Sept. 20-30, E. E. Schreiber, 929 Fallon St. Pittsburg—National Home Show, Nov. 6-11, Patrick J. O'Toole. San Francisco—Grand National Livestock Expo., Nov. 2-11, Nye Wilson.

Colorado Kit Carson—Kit Carson Day, Sept. 22. Paul Beck. Littleton—Westward Ho Days, Sept. 21-22. Wayne E. Michel.

Connecticut Bridgeport—Fairfield Co. Home Show & Industrial Fair, Oct. 9-14, John W. Daly. Waterbury—National Home Show, Sept. 22-29, John W. Daly.

Florida Bartow—Polk Co. Youth Show, Nov. 29-Dec. 1, W. P. Hayman. Deland—National Home Show, Nov. 6-11, Dorothy Godfrey. Bonifay—Holmes Co. Livestock Show, Oct. 13, D. P. Grant. Ocala—Jr. Livestock & Poultry Show, Oct. 15-18, Louis Gilbreath. Palatka—All Fla. Breeder Show, Nov. 7-10, H. E. Malby. Wauchula—Tri-Co. Fat Stock Show, Nov. 9-10, J. F. Barro. Wauchula—Hardee Co. Cucumber Expo. & Fat Stock Show, Nov. 12-17, Addison Whitman.

Georgia Gainesville—VFW Celebration, Oct. 8-13. Dr. F. D. McCoy.

Illinois Cerro Gordo—Buffalo Barbecue, Sept. 27-29. Essex—Homecoming, Sept. 13-16. Forreston—Sauerkraut Day, Sept. 13. Le Roy M. Grande, American Legion. Juliet—Festival, Sept. 19-23. Peoria—National Home Show, Oct. 3-7, E. J. Smith. Peoria—National Home Show, Oct. 3-7, E. J. Smith.

Indiana Center Point—Centennial, Sept. 21-23. Ellettsville—Monroe Co. Festival, Sept. 13-15. Hartford City—Merchants' Fall Festival, Sept. 11-15, Tom L. Parker, 2257 Madison Ave., Indianapolis. Lagrange—Lagrange Co. Corn School, Sept. 12-15, Walter Emmert. Veederburg—Fall Festival, Sept. 26-29.

Iowa Greenfield—Centennial, Sept. 22-24. Red Oak—Firemen's Convention, Sept. 17-19. Waterloo—Dairy Cattle Congress, Sept. 29-Oct. 6, E. S. Estel.

Kansas Baxter Springs—Celebration, Sept. 13-15. Wichita—Sedgwick Co.-Kan. Nat'l Jr. Livestock Show, Oct. 3-5, Conlee Smith.

Louisiana Baton Rouge—L.S.U. Fall Livestock Show & Horse Show, Nov. 1-4, Mrs. Helen F. Cobb, Box 9837, University Station. Crowley—Infl. Rice Festival, Oct. 17-18, A. L. Stoessel. Marksville—La. Livestock Festival, Oct. 3-7, Kermit Ducote. Natchitoches—La. Broiler Festival, Sept. 23, I. J. Pleasant. New Orleans—Mid-Winter Fair, Oct. 13-14, J. A. Smith, 6449 Vicksburg St. Opelousas—La. Yambilee Festival, Oct. 2-4, Billy M. Smith. Ville Platte—La. Cotton Festival, Sept. 25-30, Dallas Deville.

Maryland Baltimore—National Home Week Exposition, Sept. 16-23, Patrick J. O'Toole, 1010 St. Paul St. Princess Anne—Princess Anne Livestock Show, Sept. 28-29, Howard H. Anderson. Timonium—Eastern Nat'l Livestock Show, Nov. 10-16, Dr. John E. Foster, University of Maryland, College Park, Md.

Massachusetts Boston—National Home Show, Oct. 14-21, John D. Daly. New Bedford—National Home Show, Sept. 11-16, Dorothy H. Godfrey.

Michigan Charlotte—Mich. Swine Breeder Show, Oct. 8, H. G. Maxley. Goodells—Thumb Dist. Plowing Match, Oct. 4, Irving R. Wyeth. Ionia—Ionia Fat Stock Fair, Nov. 5-7, Abram P. Snyder. Jackson—Southern Mich. Fat Stock Show, Nov. 5-6, Fred Savage.

Minnesota Duluth—National Home Show, Sept. 13-23, Dorothy H. Godfrey.

Mississippi Cleveland—Bossier Co. Rodeo, Oct. 11-13, Leroy Finley.

New York Newton—Newton State Dairy Show, Sept. 17-22, W. P. McMillan Jr. Missouri Maryville—4-H Baby Beef & Pig Club Show, Sept. 24, Kenneth Walkup. Neosho—Celebration, Sept. 17-22. Queen City—Schuyler Co. Corn & Stock Show, Sept. 13-15, Geo. McCluskey. St. Louis—Mid-America Jubilee, Sept. 1-30. City-County Cavalade, Inc., 1501 Locust St.

New York Elmira—Antique Show, Sept. 17-20. New York—International Antiques Exhibition and Sale, Oct. 17-21.

North Carolina Scotland Neck—Firemen's Peanut Fair, Oct. 1-8.

Ohio Laurelville—Street Fair, Sept. 17-22. Seaman—Street Fair, Sept. 19-23. St. Paris—Fall Festival, Sept. 22. Ulica—Homecoming, Oct. 4-8.

Oklahoma Oklahoma City—Modern Living Home Furnishing & Sports Car Show, Oct. 4-11, Jack Wright.

Oregon Portland—Pacific Intl. Livestock Expo. Oct. 20-27, Walter A. Holt.

Pennsylvania Pittsburgh—Jr. Beef & Lamb Show, Nov. 6-8, N. L. Claiborne.

South Carolina Greer—Centennial, Oct. 13-20.

South Dakota Huron—Pow Wow Day, Sept. 29. Lemmon—Jr. Livestock Show, Sept. 24. Mitchell—Central S. D. Calf Show, Oct. 8. Mitchell—Corn Palace Festival, Sept. 23-29. Mitchell—S. D. Market Hog Show, Sept. 25. Sioux Falls—Tepee Days, Oct. 1-7. Sioux Falls—Auto Show, Nov. 20-22. Yankton—Pancake Days, Oct. 13-15.

Tennessee McKentze—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. Nashville—Flower Show, Oct. 24-27. Nashville—Davidson Co. PFA Rally, Nov. 17, John T. Tucker.

Texas Alice—Coastal Bend Livestock Show, Oct. 25-27, Mrs. Mary Herbert. Corsicana—Corsicana Livestock Show, Sept. 24-29, R. W. Knight. San Antonio—Exposition Americas, Oct. 2-7, Ralph W. Stevens. Tyler—Tex Rose Festival, Oct. 19-21, Frank Brough, Chamber of Commerce.

Utah Ogden—National Home Show, Sept. 22-29. Ogden—Ogden Livestock Show, Nov. 18-21.

Washington Seattle—Wash. Jr. Poultry Show, Oct. 2-3, John G. Wilson, 814 Ave. Bldg.

West Virginia Elkins—Mountain State Forest Festival, Oct. 4-6, James A. Hartman, U. S. Forestry Bldg. Kingwood—Preston Co. Buckwheat Festival, Sept. 27-29, Mary Stemple.

Wisconsin Baraboo—Harvest Festival, Oct. 5-7. Montello—Harvest Festival, Sept. 19-23. Reedsburg—Dairy Days Festival, Sept. 11-15, Lions Club. Reedsburg—Lions Club Dairy Days, Sept. 13-15, James Garn.

Wyoming Devils Tower—50th Anniversary Celebration, Sept. 23-24.

CANADA

British Columbia Victoria—National Home Show, Sept. 23-29, Arthur Gilbert.

Ontario Brooklin—Intl. Plowing Match, Oct. 9-12. St. Catharines—Niagara Grapes & Vintage Festival, Sept. 23.

Saskatchewan Saskatoon—Daily Cattle and Swine Show and Sale, Oct. 11-12.

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- Bain, Jean
- Baker, Walter Elmer (Buddy)
- Balswick, Peter
- Barrows, A. A. (Tony)
- Beckwith, Gerald
- Beckle, Raymond W.
- Bellen, L. E.
- Bender, Greta Mae
- Bernstein, Harry
- Beroufack, Harry & Agnes
- Berosin, Josephine
- Berostuk, Mrs. Mike
- Berry, Arthur
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- Borvoid, Art
- Bordman, Ernie (Russian)
- Boswa, Geo. (Jura)
- Bradley, Henry & Jess
- Brantley, Joseph
- Bromell, Frank L.
- Brenner, John (Works Canvas)
- Brockman, Thad L.
- Brown, Wheeler
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- Bullock, Kenneth
- Bullock, Mrs. Kenneth
- Bunts, Walter (Crystal Hides)
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- St. George, John
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- Sanders, Atrilee
- Saunders, Jean Terrell
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- Scott, Toni
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- Seldman, Chas.
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- McGee, Pat
- Middleton, Odell
- Miller, W. M.
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- Morris, Dorothy
- Negovan, Dan Mrs.
- Nolan, Jim
- Oakleaf, O. G.
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- O'Dea, Jimmie
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- Parshall, Dale
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- Tubbs, Ed
- Webbs, Meldred
- West, Mrs. Edna
- West, Evelyn
- West, Ralph
- White, Mrs. Elaine
- Wildman, Ed
- Williams, John H.
- Winn, C. L.
- Wilson, George
- Yarrow, Jack
- Yehle, Frank X.

Two Factors Cut Detroit Biz

Continued from page 76

entertainment director, and booked thru the Mike Falk office.

After a three-day hiatus, a second unit of record artists moved into the Coliseum for the three days. Scheduled to appear were the McGuire Sisters, Julius La Rosa and the Four Lads. Between the two shows a Farm Fun Frolic took over the building and drew an estimated 6,000 per night for the three evenings. The building was used for livestock judging in the afternoons.

The grandstand, which featured the Texas All-State Rodeo booked in the first nine days thru Val Campbell, was off 27 per cent the first six days. A total of 21,757 paid \$23,071.58 to see the show compared with 33,356 and \$31,576.60 last year. The Labor Day turnout was 6,338, slightly under last year's 6,428. Sunday brought out the top crowd of 6,999.

The rodeo was augmented by Buffalo Bill Jr., of TV note, had Don Williams as announcer and Chief White Cloud in a gun suicide act.

Probably the brightest spot on the entire fairgrounds was the W. G. Wade Shows' midway, where 72 pieces of entertainment equipment was pushing its way to a new all-time gross figure.

Space Sales Up

Income from the sale of concession space was \$94,000, about \$2,000 ahead of last year, Gerard C. Lacey, director of space sales, announced. Commercial exhibit space sales totaled \$102,000, about \$2,000 less than a year ago. This was due to the withdrawal of Studebaker, Packard and Lincoln in the auto exhibit area.

Free entertainment was avail-

able in profusion thruout the grounds. Included were the U. S. Air Force Band, Johnny Long Orchestra, Johnny Matson, comedy musical; Francis Brunn, juggler; Dorothy Love, dancer; Warner Ruhl Orchestra with Pattie Brown, vocalist, and Mel Snyder emcee. Most of these were in commercial exhibits.

Also available were the Frances Wadsworth Dance Revue, Raymond Young and his horn, Dutch dancers, Tom Montgomery, organist; number dance and musical programs and a Navy talent contest, plus horse shows of several varieties.

Agricultural exhibits showed an estimated increase of 15 per cent, according to Wilma Lundberg, secretary of that department. The parking concession drew 56,030 cars in the six days, compared with 61,150 last year.

Indiana State

Continued from page 76

off sharply from a year ago. Weather was given as one reason for the decline, but the fair's English Horse Show, featuring Arthur Godfrey, was another reason for less patronage at the night grandstand. Godfrey was in for four nights, coming in at no charge to the fair, showing his own horses and commenting during a portion of the program. Jan Garber's ork cut the horse show, which showed a sharp increase in patronage over other years.

Horse Show Wins

The fair's Western Horse Show, a new feature the first three days, grossed \$6,868, which pleased fair officials. Aut Swenson's Thrillcade, in for four shows over the weekend, was \$2,000 below last year. Grand Ole Opry, in two shows, dipped \$500, while the tractor-pulling contest, operated with admission, was up \$200.

Harness racing in general held up. The program of trotters scheduled for Saturday (1) was called off and doubled into the Tuesday program. Grand Circuit races drew their usual fair crowds.

Entries of livestock were well up and special events played a bigger part in this year's fair, helping with publicity and drawing sizable crowds.

Four performers in the Swenson thrill show were hurt during performances here. Included were Tex Densmore, Buzz McBee, Larry O'Brien and Charlene Marlo. None of the injuries were critical.

St. John Okay

Continued from page 76

and he is to spend some time in Saint John in September. It is expected that one or more permanent buildings will have been added when the dates again roll around, says Secretary Doug Neal.

A modern 4,000-seat grandstand has already been in use for several years. Some frame structures were available for commercial exhibits this year. Farm machinery and livestock however, were shown in canvas pavilions.

Spotting of the large exhibit tents was a bit unfortunate, and freak animals and prize bulls got mixed up together in an area that should have been unrestricted midway. Bill Lynch Shows, which supplied the carnival, literally had some units "around the corner and under a tree." Midway business was reported fair.

Dignitaries taking part in the official opening ceremonies on Monday evening, August 27, included Milton F. Gregg, Federal Minister of Labor; D. D. Patterson, Provincial Secretary-Treasurer for New Brunswick; Dr. Usman Sastroamid Joyo, Indonesian Ambassador to Canada, and Dr. Achjadi, attache at the Indonesian Embassy. Grandstand show was a GAC-Hamid product, including the Elkins Sisters, acrobatic contortionists; Art Henry & Company, ponies, dogs and juggling; Les Oriols, aerialists; Bryant Brothers, pantomime; Tokayer Troupe, teeterboard; Roy Douglas, vent and master of ceremonies, and Bruce Holder's orchestra from Saint John. The backstage area was saddened by the sudden death of Mrs. Arthur (Marie) Henry early Friday morning, August 31.

Attendance built slowly on the Monday and Tuesday of fair week. Wednesday went for a reported 10,000 paid admissions, Thursday and Friday for 14,000 each. Saturday was spoiled by a slow drizzling rain.

Sioux Falls Hits

Continued from page 76

performances. Modified stock car races on Saturday and a Sunday 100-mile late model stock car race, the latter by Frank Winkley's Auto Racing, Inc., drew good crowds. William T. Collins' Shows were ahead of last year by a slight margin.

Other changes for '57 include moving the rodeo to the weekends as the matinee attraction. Manners disclosed that they were investigating the possibility of bringing in an ice show as the night entertainment feature.

Early indications were that the fair would net somewhere in the neighborhood of \$12,000, which was roughly the loss registered in '55, Manners reported. Support of local merchants and the Chamber of Commerce was another factor in the fair's favor this year and will be felt again next year, he said.

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N. Y. Coin Ops Fear Beer Price Boost

Increase Would Hit Local Tavern Play, But Effect Would Be Only Temporary

NEW YORK—Game and music operators have long regarded the tavern business as the bellwether of the coin machine industry, and with rightful cause.

Therefore, local coin operators weren't too happy last month when they heard that the leading brewers here had increased their prices by \$1 a half barrel on draft beer and 18 cents a case on bottled beer.

This hiked the half-barrel price from \$13.24 to \$14.24 on beer shipped by the Ruppert, Rheingold, Peil, Ballantine and Kruger breweries.

No Increase Yet

To date the taverns have not passed this increase on to their customers, and the coin operators are hoping they don't.

Any increase in the price of beer—or reduction in the size of the glass—probably wouldn't have too much effect on the downtown bistros which cater primarily to a transient trade.

But such an increase would definitely be felt in neighborhood bars, where the locals will nurse a few beers, drop a few coins in the juke box and play the shuffle alley.

Local Taverns

Most of the game locations are in the neighborhood bars, and any decline in local tavern business would cut sharply into collections.

Coin music, of course, is in nearly every tavern location in the metropolitan area. In the neighborhoods a beer price boost would hurt the operator. Downtown, it probably wouldn't make too much difference.

Even if the price of beer does go up tho, most operators here feels the results on their business would be only temporary. One explained that people will generally stay away for a week or so to express their resentment, then, when they get used to the price increase, swing back into the same pattern.

15-Cent Glass

Currently, most tavern owners are charging 15 cents for a seven-

(Continued on page 94)

PRESLEY AT TOP VIA 'HOUND DOG' AND 'CRUEL' SIDE

CHICAGO—Elvis Presley retained his stranglehold on the pop charts this week. His "Hound Dog" continued to lead the pack on the best Sellers in Stores and Most Played in Juke Boxes charts, while "Don't Be Cruel," the reverse side, received the most spins by disk jockeys.

Presley's "Hound Dog" first hit the coveted No. 1 spot on the Best Sellers in Stores chart for week ending August 8. It has remained there ever since. It climbed into the same position on the juke box chart week ending August 22.

According to this week's juke box chart, "My Prayer" and "Whatever Will Be, Will Be," in that order, round out the top three winners (see Music-Radio section).

PAINTS FOR PROFITS

Spray Gun Shoots Up Juke, Game \$\$

AURORA, Colo. — With a \$1,000 investment in spraying equipment and a never-diminishing stock of used coin machines, Jack Arnold, owner of American Amusement Company here, is literally painting his way to better profits.

The specialized paint spray system which gives precision control of high-pressure air for both painting and cleaning operations, is termed by Arnold: "One of the best investments I ever made."

On the basis that games and juke boxes that have a "fresh from the factory" appearance turn in the best location performances, Arnold worked out an idea with Lee Stevens, a veteran mechanic.

The result—a \$1,000 DeVilbiss

spray system, installed at the rear of the shop. Two spray guns can be used simultaneously thru a pressure-regulating valve, with air supplied by a 100-pound-per-square-inch tank. An automatic compressor maintains the 10-pound level continuously which is powerful enough to produce a 5.9 pound-per-square inch pressure at the spray gun nozzle—at least one-third greater than average.

The high pressure produced is more than adequate to "break up" enamel into tiny molecules and produces a glossy-smooth, plastic-like finish which exactly matches the "factory finish" on a new machine.

In installing this expensive equipment, Arnold had more in mind than the usual exterior finishing of juke boxes and pin games. An astonishingly impressive job of refinishing the play area of pin games can also be done. This, because of the dozens of colors often employed, is a difficult job.

Switches Paint

Stevens uses a combination of decals, stencil and masks to spray the playing surface of pin games alternately with one color after another and can turn out a top complete with all lettering, motifs and color trim which can hardly be differentiated from the original factory job. Naturally, such a complete refinishing job is a long-drawn-out one, but it does put a pin game back into the high-profit category.

Spray gun equipment is installed along the concrete block rear of the shop, with the pressure regulator gauge, air supply lines and other equipment out in the open for regular inspection and easy repair. Over the pressure regulator valve is a cabinet in which all standard colors of lacquer and enamel are stored ready for quick application when required.

Practically all types of coin machines have been thoroly refinished since the DeVilbiss system was installed, according to Arnold. Many location owners, he said, assume that the refinished machines

(Continued on page 94)

PENNANT FEVER

Milwaukee Ops Find Top Team Is No Asset in Collection Coffers

MILWAUKEE—With baseball pennant fever raging thru town, and local and out-of-town fans flocking by the thousands to County Stadium to watch the Braves battle their National League opponents, Beer City operators ask: "Is big league baseball boosting or cutting juke box and amusement game collections?"

Big league baseball, now in its fourth season in Milwaukee, has cut down summer coin machine action considerably, claim local operators. And drop-offs since Milwaukee invaded the league-leading spot, they added, have become even more severe.

"The only operators who benefit by the crowds at the games are those who have locations close to the stadium," stated Joe Beck, head of Mitchell Novelty Company. He went on to say: "You can't take 40,000 people a night out of circulation and expect coin machine volume to stay up. The \$8,000,000 spent out of local pocketbooks for ball games would ordinarily be spread among other forms of entertainment."

Ken Kulow, of Wisconsin Novelty Company, summed up general operator sentiment when he said: "The cost of a couple of seats at the ball park plus trans-

portation and refreshments, cuts the average family's entertainment budget to a minimum. It doesn't leave much for other types of entertainment."

What about the large number of out-of-town visitors attending the Milwaukee games? Local coinmen tend to agree with restaurateurs and movie theater men who claim that these out-of-towners usually drive straight to the game, and home again just as soon as it's over.

Theater box office and tavern attendance shows that traffic steps up noticeably when the Braves are playing away from home, particularly when on the East Coast. Broadcasts of the Eastern games conclude earlier due to the time differential.

A more generous analysis comes from Nathan Victor, of the S. L. London Music Company, Seeburg distributor: "Actually, the music business here compares favorably with most other sections of the country during the summer. If anything, baseball may be responsible for getting more people out of their homes than before."

Milwaukee operators are agreed on one point, however. They want the Braves to win the pennant and the World Series—even if it hurts collections a little.

MOA Secretary Attends 3 Op Assn. Meetings

ABUQUERQUE, N. M.—Harry Snodgrass, secretary of Music Operators of America and head of Border Sunshine Novelty Company here, returned last week from an association barn-storming tour for MOA.

Snodgrass, pinch-hitting for George A. Miller, president and general business manager of MOA, attended operator association meetings in Portland, Seattle and St. Joseph, Mo.

In Portland, Snodgrass met with operators at the offices of Western Distributors, in Seattle, at the Grovenor Hotel, and in St. Joseph at the Rubidoux Hotel.

At all three meetings, the MOA secretary discussed the importance of a national music operator association, aired copyright legislation, local ordinances and depreciation techniques.

Snodgrass said that the discussions resulted in 100 per cent membership for MOA at every meeting.

Kansas Assn. Elections Set For Oct. 20-21

EMPORIA, Kan.—The Kansas Music Association has announced that it will hold office elections October 20-21 at the Wareham Hotel in Manhattan.

The meeting will also highlight discussions on dime play, better route management and local legislation. The association is making an all-out effort to get every operator in the State to attend.

Lou Ptacek, who will be host of the Manhattan meeting, reports that tickets for the Kansas State-Missouri football game are being reserved for operators and guests.

Meanwhile, the Kansas Music Association has introduced its own monthly publication, the K.M.A. The purpose of the publication, according to association officials, is to bring local news and happenings to all operators in the State, also to announce coming events.

addressed the banquet in behalf of Music Operators of America. In a formal statement he said:

"It is indeed a great personal privilege and pleasure for me to participate in a small way on the occasion of the celebration of the 100-year birthday of Wurlitzer. Having once represented this outstanding firm as attorney, coming back here to meet the great leaders and other key men of this organization, makes me feel that I am home again."

Levine went on to say that he was making the address on behalf of George A. Miller, president of MOA, who was unable to attend.

N. Y. Music Ops Award Plaque To Wurlitzer

Denver, Levine Guest Speakers At Grand Banquet

NORTH TONAWANDA, N.Y.—One of the highlights of The Rudolph Wurlitzer Company's Centennial Celebration here August 23-25, came during the firm's grand banquet at the Statler Hotel—a plaque was presented to Wurlitzer by the Music Operators of New York, Inc.

Al Denver, president of the association, made the presentation to R. C. Roling, president of Wurlitzer. Denver said: "Mr. Roling, I have been delegated by the officers, directors and members of my association, the Music Operators of New York, to present the plaque to The Rudolph Wurlitzer Company, thru you, commemorating the Centennial Anniversary of the company."

The plaque read as follows: "Presented to The Rudolph Wurlitzer Company on the occasion of its Centennial Celebration in profound appreciation for its pioneering efforts, great leadership and continued dynamic progress in the automatic phonograph industry, and in grateful recognition of service rendered to the Music Operators of the nation and the music-loving public thruout the years. Awarded this day of August 25, 1956, at North Tonawanda, N.Y., by the Music Operators of New York, Inc."

Prior to the presentation, Sidney Levine, legal counsel of Music Operators of America and attorney for Music Operators of New York,

R. E. Williams Drops All Coin Distrib Lines

MEMPHIS—Williams Distributing Company, owned and headed by R. E. (Buster) Williams, has withdrawn entirely from the coin machine distributing business. It has relinquished all of its coin machine franchises.

Edward F. Newell, formerly general manager of the distributing company, will manage Williams juke box operating company, Ormatt Company.

Besides the juke box route, Williams also owns Music Sales Company, a record distributing firm which covers several States. Bill Fitzgerald, the firm's manager, has three salesmen covering the area.

The Ormatt Company takes up new quarters at 1269 Madison, while Music Sales takes over the distributing company's former offices.

Williams also own plastic Products Company, which presses records.

Ops, Distributions To Air Credit

DENVER—A meeting between music operators and distributors in the Denver area to standardize on credit terms and collection methods is in the offing here sometime this month.

While collection problems have not been serious to date, the sharp rise in requests for no down payment buying in both game and phonograph classifications has led to some worry on the part of distributors, all of whom feel that standardization of all phases of credit will benefit all concerned.

Leading distributors working to this end include Modern Distributors, AMI; Draco Sales Company, Wurlitzer; Modern Music Company, Rock-Ola, and R. F. Jones Company, Seeburg, all of whom serve this area.

MUSIC OPERATOR FORUM

Do More Selections Up Weekly Buying?



(Editor's Note: This is the second in a series of four Music Operator Forums covering multi-selection equipment as it affects weekly record buying, programming and dime play. The first Forum was launched last week, September 8 issue, and covered changes in programming as a result of increased selections. This week's article concerns itself primarily with trends in weekly record buying. Music operators participating in next week's MOF will discuss their views on the variety of selections now being offered by manufacturers. The final Forum will be on dime play via increased selectivity.)

The average music operator will buy 3.1 records a week for a juke box offering from 40 to 50 selections, 4.7 records a week for a machine with 80, 100, 104 or 120 selections, and 5.6 records a week for a new 200-selection model.

These figures are highlighted in this week's Music Operator Forum. As the accompanying chart shows, MOF operators—who operate an average of 72.4 machines each—reported that their record purchases per machine increased as the number of selections on a machine increased.

Operators point out, however, that the increase is slight and more than justified by increased collections resulting from the added selections offered. "What really counts," one operator said, "is the fixed percentage of collections, spent each week on records. When collections go up, record purchases should go up accordingly."

All MOF operators pointed out that the biggest difference in record expenditures between 200's and the smaller models comes when the big selection equipment is first purchased—the initial outlay required to cover the machines with records. "After that," they said, "record buying per machine usually back tracks to its former pattern."

Operators were also quick to point out that there is a limit on the number of new record releases which will make the charts each week. Most agree that three or four popular disks released each week have a chance and should be covered on the boxes. For an operator to cover more than three or four, they asserted, is folly and an unnecessary expense.

How then do operators account for the 5.6 record-buying average per week on the 200 models?

A Wyoming operator justified the additional disk buying via programming procedure: "The

200 models are designed to help operators offer more music and greater variety to more customers. If only hit tune records are changed each week, the surplus play expected from old favorite or jazz listeners is sure to be lost. These customers want changes in their musical menu the same as hit tune listeners."

Another operator said: "Location owners ask for far fewer EP changes than they do for hit tunes, but still they ask for more than I thought they would. It shows that they're listening to them and that's what is important."

The Forum also points out the declining popularity of the 78 r.p.m. disk. With every juke box manufacturer geared for 45 r.p.m. disk use, only the old machines represent a market for the 78's, and these models are disappearing fast.

MOF operators reported about 17 per cent of their record purchases still feel in the 78 category, over 77 per cent in the 45 r.p.m. single category and slightly over 5 per cent going for EP's.

Last week's Forum pointed out that old favorites—both as singles and as EP's—represented the biggest record-buying change as a result of the 200 models. Operators this week pointed out that this trend makes it possible for them to switch records from one location to another without additional expenditures. The big headache: Getting enough old favorites to go around and keeping track of them.

How They Voted

- How many juke boxes do you operate?
Average number.....72.4
- What percentage of your juke boxes are of the following types?
40 to 50 selections18.5%
80, 104, 100 or 120 selections.....71.9%
200 selections 9.6%
100.0%
- How many new records do you change per week on the average for each type of machine?
3.1 record changes on machines with 40 to 50 sel.
4.7 record changes on machines with 80, 100, 104, and 120 sel.
5.6 record changes on machines with 200 sel.
- What per cent of your total record purchases falls into the following categories?
78 r.p.m. singles17.5%
45 r.p.m. singles77.3%
EP's (singles and albums) 5.2%
100.0%

About 200 Disk Buying . . .

THOMAS D. SHERFICK, Shoals, Ind.: "The 200-selection phonograph is here to stay and I do not think we (operators) will have to buy anymore records than we have been buying. It will be necessary to keep the hit tunes on the 200's just as it was on the smaller selection machines. During months of more hit tune releases, record costs will go up. By the same manner of reasoning, the result in increased play would keep the record costs about the same percentage-wise. At least that is the way we find it works in our operation."

SIG NIEDZIGHA, East Lake, Mich.: "I began operating with 20-selection phonographs, then 48-selection, now 104-selection machines. With each step up, I have had to buy more records per week because customers demanded more. More selections means more record costs, tho not always a great amount."

LLOYD L. KIESTER, Frontenac, Minn.: "I believe operators who operate 200-selection machines tend to leave records on the machines longer. I don't believe record costs are increased."

FRANK SURAL, Saginaw, Mich.: "The 200-selection machines mean an increased number of records for operators to buy. An operator can leave a disk on a machine just so long, then it becomes obsolete and must be changed. For better programming some changes must be made in all programs, not just those containing hit tune disks. Also one or two changes on a 200-selection phonograph would be lost and customers would have to hunt all night to find the new tunes."

EARL J. BOWMAN, St. Louis: "I believe good operators are already buying the best records available. To make money with the 200, operators will not have to make any great changes—just continue buying the best records and at about the same volume."

FRED KEIDAISH, Cromwell, Ind.: "I don't believe 200-selection machines will increase my

weekly record costs, tho they will increase record investment at the time of purchase. Only one thing wrong: Our 200's don't pull more play than our 120's."

BILL WOOTIN, Attalla, Ala.: "I think locations expect to see more record changes on 200-selection machines than on the smaller machines. However, if collections climb, the added cost will be proportionately the same as on the smaller machines."

CARL M. JAYNES JR., Olive Hill, Ky.: "My record buying has held about the same thru 12, 20, 50 and 100-selection phonographs. I do not expect it to change with the addition of 200's."

JAKE FRIEDMAN, Atlanta, Ga.: "Operators will leave records on 200-selection phonographs longer than on 100's, thus cutting their record expenses. About the same amount of money will be expended on records for both types of machines."

McFADEN & ROBERTSON MUSIC COMPANY, Ada, Okla.: "We use no more new records on 200's than on 100's. The bigger machines are proving all right in fast-moving traffic areas, such as night spots, etc., but otherwise they don't help much."

J. R. BUSHNELL, Huntington, W. Va.: "Once the initial load is put on the big machines, record costs are no greater than before."

VICTOR RENNER, Collinsville, Ill.: "We have always changed an average of from five to seven records on our juke boxes and will continue to do the same on 200's. There are only three or four good records each week along with a few requests—it will be the same with the new machines."

ROSS GERARD, Grafton, W. Va.: "Proper programming of 200-selection machines will tend to increase the number of new records used each week. However, after the initial outlay for records is over, the cost increase will be very small."

JACK OF ALL TRADES

Tennessee Juke Op Combines Retailing, Politics, Music

ERIN, Tenn.—L. F. Stone is probably the busiest music operator in the country.

Stone, who operates a juke box route here, is also an amusement machine operator, the head of a thriving shop, an electrical contractor, an appliance retailer, and the mayor of Erin. During his coin machine career, which dates back to 1921, he has also served as city recorder, city alderman, Justice of the Peace, State Representative and Senator. His current post as mayor marks his third consecutive term.

He employs three routemen in his coin machine business and works on the route himself about three days a week. The other four days are divided between his other enterprises and his city duties.

His music route covers all of Stewart and Houston counties and sections of two other neighboring counties. Total area covered: About 300 miles. Type of music featured on the boxes: "Mostly hillbilly," says Stone, "tho some pop, about 20 per cent, is requested."

Record buying for the route presents a small problem because of Stone's diversified operations. However, via trade paper charts

and local deejay selections, he manages to sandwich in his ordering during the evening.

His coin machine headquarters has a service department, a parts department and an office. A loading dock is in the rear.

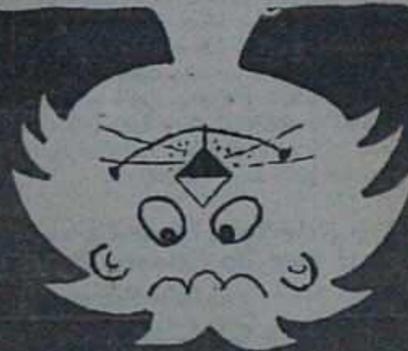
Just to make sure he keeps busy, Stone is also a member of the Houston County Chamber of Commerce and the Erin Masonic Lodge.

AMI Factory Ships First Hi-Fi Phonos

GRAND RAPIDS, Mich.—AMI, Inc.'s, first shipment of home phonographs left the factory here last week, bound for New York.

Bill FitzGerald, advertising and sales promotion manager of the firm, said that the shipments were for the G. Shermer and Carl Fischer companies, large retail outlets in New York City.

FitzGerald also announced that the firm would show its products at the Institute of High-Fidelity Manufacturers' convention in New York September 26. The convention will be held at the New York Trade Fair Building.



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Next Week: A Variety of Selections

COINMEN YOU KNOW

Chicago

By KEN KNAUF

GOLF OUTING NEARS. Record Music Service Association is working feverishly to wrap up all loose ends to its annual golf outing here September 22. Some 500 guests are expected to attend, says Phil Levin, association president. Earl Kies, Carl Green and Joe Filitti, all officers of RMSA, are helping Phil put the shindig together.

Ed Ratajack, AMI sales manager, traveling out on the West

NEWS CLIPS

from last week's issue

Operators Jam Wurlitzer Grounds for 3-Day Festival . . .

Music operators from all over the country—nearly 500 of them along with their wives—converged on the Rudolph Wurlitzer Company grounds in North Tonawanda August 23 thru 25. In this week's issue pictures show the crowd enjoying the stage shows presented. Show producers, show managers, chiefs and carnival and circus performers took charge for three solid days of carnivaling, sight-seeing, eating, entertainment and general fun-making.

Juke Box Tax Action Hot In Detroit Suburbs . . .

The United Music Operators of Michigan chalked up a legal victory on one Detroit suburb and petitioned for court action in another. Local juke box licensing ordinances, subject of a campaign waged by the operator group, were reduced in suburban Wyandotte by the group's action. Informal conferences between UMO conciliator Roy Small, assistant chief of police E. Eastman and city attorney W. Zanglin resulted in a favorable amendment to the juke box ordinance.

Top New York Music-Game Operating Firm Sets Up Finance, Brokerage Co. . . .

Sandy Moore and Gabe Foreman, executives of the Suffolk-Nassau Amusement Corporation, largest music and game operation on Long Island, organized a finance house and brokerage firm for the coin machine industry. The firm will operate on a national basis, maintaining listings of operators who want to buy or sell and attempting to bring together the buyers and sellers. To kick it off, letters will be sent to 5,000 music, game and cigarette operators.

Do Big Juke Boxes Up Operator Record Costs? . . .

The one big question raised by operators discussing the new, big 200-selection phonographs is: "How will 200-selection machines affect my record buying and expenditures?" Operators participating in last week's Forum answered with programming data: Comparisons of programming techniques used on machines offering from 40 to 50 selections, 80 to 120 selections and 200 selections. The percentage of pop records used on juke boxes decreased as the number of selections increases. Country and Western also dips slightly as more selections are added. Old favorites increase substantially as the number of selections increases.

Shuffle Bowlers in Solid: Distribs Report Sales Up . . .

The shuffle bowler games, like the juke box, have evidently become a permanent part of the American scene. For about a year now, shuffle collections have been down but not out. Now, with the stimulus of a promising fall season getting under way, the shuffles are once again solidly entrenched at locations. What brings the shuffles back? Chicago distributors say these factors are involved—the drop-off in pool game popularity in many areas; wind-up of the slow summer season, ever-increasing popularity of the sport of bowling.

Minnesota Trade Sparked By Fresh Pool Game Boom . . .

Who said pool tables are dead? Some coinmen in this area already were picking up pallbearers for the game only to see it jump from the box and really go back into action. "Our experience during the summer seemed to indicate that pool tables had hit their peak and were on the downgrade," said one leading distributor. "Then what happened?" he continued. "Wham—and we began getting orders from operators in all sections of the territory demanding earliest possible delivery. Other distributors indicated similar experiences at their headquarters.

a continuing story of:
LEADERSHIP in ACTION

Coast with Tom Sams. The pair are calling on distributors and operators thruout the territory. . . . Everyone in the Chicago area was shocked to learn of the untimely death of Carl Christiansen, sales manager for Ben Coven, Wurlitzer distributor. . . . Jim Wickman, music machine editor of The Billboard, left that paper to join UARCO, Inc., Friday (7).

Bill DeSelm, Herb Oettinger, and the boys at United Manufacturing Company, sharpening up their tees for the annual company golf tournament last week. Winds up with a banquet September 21. John Casola, United roadman, out New Orleans way.

New York

Tenth Avenue was a virtual ghost town Thursday and Friday (6-7) as coin row closed up for the Jewish New Year. All the distributors and jobbers took a long weekend, as did the music and game associations and the union.

Vacations are ending at Young Distributing, but **Henry Slavis**, service manager, and **Allie Goldberg**, salesman, are still enjoying their two weeks.

Irv Holzman, Flushing Music, has been elected vice-president of the Associated Amusement Machine Operators of New York. . . . **Lou Boorstein**, Leslie Distributors, is back with his family from an Ellenville, N. Y., vacation. Lou's golf game is improving. He shot a 59 on nine holes.

Barney Sugerman, Runyon Sales, celebrated the Jewish New Year with his family at the Concord Hotel, Kaimasha Lake, N. Y. . . . **Lily Shamlain**, of the AAMONY office staff, is vacationing in Oklahoma. . . . **Tiny Weintraub**, Cigarette Merchandisers' Association, is settling down in his new office at 250 West 57th Street.

Los Angeles

By SAM ABBOTT

OPERATOR BECOMES FATHER. Al Cohn, of Trico Music, is passing out cigars to honor the arrival of a daughter, **Mary Beth**. . . . **Vince Passaro**, local representative of the California Music Merchants' Association, reports that the decorating project at the office is now complete. Passaro, who recently accepted the local post, began immediately to re-do the office and finally, after interruptions, got it finished. . . . **Harold Sharkey**, well-known game operator from Huntington Park, dropped into **Paul A. Laymons, Inc.**, to pick up a new Exhibit Slate Pool game. . . . **Johnny Huntsman**, of LaMesa, in town and revealed plans that he may take a trip to Colorado.

Walt Hennings, of Costa Mesa, made one of his infrequent trips to Coin Row. . . . **Marshall Ames**, who has been added to the local sales force of Badger Sales Company, has moved his family here from Bakersfield. Before joining the local Badger staff, Ames handled sales in the Bakersfield and Fresno areas. . . . **Fred Gaunt**, also with Badger Sales and handling coin machine sales, is out and about following a long illness. He recently visited the show rooms. . . . **Walt Hemple**, of First National Music and Mission Products Sales in San Fernando, was in the city on a buying trip. One of his stops was at Badger. . . . **Carl Lykke**, of Santa Ana, in town for premium merchandise. . . . **Ben Chemers**, who was formerly with the California Music Merchants, Los Angeles Division, is back from his vacation. He still keeps in contact with the operators by making visits to Coin Row.

Barbara Chandler, niece of Mary and Kay Solle at Leuenhagen's Record One-Stop, soon returns to her home in Marysville and to school. During the summer, she has been helping the Solle Sisters with their platter sales. Barbara expects to return to Los Angeles following her graduation next June and will stay with the Solles while she attends the University of California, Los Angeles Campus. . . . **Bill Leuenhagen** is taking off weekends for his vacation period. . . . **Elmer Kilberg**.
(Continued on page 95)



PLAQUE PRESENTED to the Rudolph Wurlitzer Company by the Music Operators of New York, Inc. It was awarded to the company in commemoration of Wurlitzer's centennial.

AMI Operator School Opens Again in Oct.

GRAND RAPIDS, Mich.—AMI, Inc.'s operator factory service school, following a three-month summer recess, is scheduled to re-open in October, Bill FitzGerald, advertising and sales promotion manager, said Thursday (6).

The service school will concentrate on AMI's new 200-selection model, altho instruction is scheduled to be held on the 120 as well. The school, a week-long session, is held in a building adjoining the AMI factory. Instruction covers all mechanical and electrical parts in a phonograph.

FitzGerald said that operators and their servicemen wishing to attend these classes should notify their local AMI distributor.

Meanwhile, AMI was preparing to show its public relations film at a meeting of advertising executives in Grand Rapids. FitzGerald is scheduled to address the group and present the film this week.

Juke, Game \$\$

Continued from page 92

installed at their premises are brand new, when actually they may have had a year or more of steady use elsewhere.

Versatile Equipment

The application of the spray equipment is by no means limited to refinishing equipment. One of the most impressive time-savers is cleaning hard-to-reach juke box parts. Using a commercial solvent or carbon tetrachloride, Stevens can turn the pressure regulator up to the full 5.9 pounds and literally cut away packed grease, lint and other accumulations in the recesses of the mechanism.

With 100 feet of hose, American Amusement can use the gun system anywhere in or outside the shop. In fact, the firm plans to repaint the all-white station wagons with which Arnold serves his routes and the company truck as well. Smooth, even paint and varnish jobs thruout the building have already been applied via the spray gun system.

N. Y. Coin Ops

Continued from page 92

ounce glass of beer. They feel that this is just about what the traffic will bear, and they point out that tavern draft beer consumption has dropped considerably in the last 10 years.

Some tavern owners say they will cut down of the size of their glass to six ounces, but most of them are afraid of consumer resistance if this happens.

One solution which many tavern owners have found is the purchasing of beer from out-of-State breweries which have not raised their prices.

WURLITZER

OFFERS

THE WORLD'S FINEST
PHONOGRAPHS
IN

QUALITY CONSTRUCTION
EYE AND EAR APPEAL
EARNING POWER

Use The Billboard
classified
pages for

RESULTS!

COINMEN YOU KNOW

Continued from page 94

of San Fernando, shopped for premium merchandise. . . Irving Marcus, of London Dot, stopped off to visit Bill Leuenhagen and had a few new stories for the operators who were shopping there at the time. . . Jimmy Wilkins, of Paul A. Laymon, Inc., back from his two weeks' vacation, part of which was spent in Ensenada, Baja California, where he took his family. . . Russell Early, Laymon serviceman, visited the Sequoia National Park while on his vacation. . . Ed Wilkes, of the Laymon company, is planning to re-do the patio at his Long Beach home in a nautical scheme. Right now he is rounding up old ships' bells. . . Hank Tronick, manager of Minthorne Music and just back from a vacation, and Nels Nelson got together for lunch at the Nickabob. . . Also lunching there were Norm Goodwin and Paul Pepin, of Columbia Records sales force.

Detroit

By HAL REVES

BACK TO WORK. James Styles, of the Angott Distributing Company service staff, is back from a well-enjoyed vacation in Philadelphia, his old home town. . . Phil Jones, of Angott's record department, is taking the second half of his vacation in a couple of weeks to paint his house. . . Carl Angott headed a delegation of 22 coinmen from Michigan trekking to the Wurlitzer Centennial Celebration at North Tonawanda, N. Y. . . Robert Silver, son of Frank Silver, salesman for Central Coin Machine Exchange, has taken his degree as a doctor at Wayne State University Medical School, and is starting his internship with the Navy at Great Lakes Naval Station.

Sidney Katchem, of Morris Music, has been putting in his time around the city this summer, relaxing with occasional fishing, being kept close to the route by the illness of Morris Goldman. . . Scofield's, of Ann Arbor, is a third generation vending firm. The business was founded by John H. Scofield in Chicago in 1909, and carried on today by his son, John Scofield, and the latter's two sons, Warren and Gerard.

Roy Small, conciliator of the United Music Operators of Michigan (UMO), announced that the date of the regular scheduled meeting for September—the first planned meeting since late spring—has been set back a second time to Monday, September 10, at the UMO headquarters. . . Tony Siracuse, head of Circle Music Company of Dearborn, has returned from a much-enjoyed vacation on his island in the St. Mary River in the Upper Peninsula.

Columbus, O.

WAR ON FISH. Sam Solomon, head of University Coin, and Jerry Bremner, new manager of Central Ohio Coin, back with a barrel of fish from a recent angling trip. Sam's daughter, Barbara, has taken over the desk chores while Teresa (No Shoes) Burgess is vacationing in the hills of West Virginia.

Denver

Probably the most traveled juke box operator in the Denver area is Ray Ruhland, owner of Ray's Music and Amusement Company, Denver. Ray covers 110 miles of terrain up thru the Rockies and reaching over Colorado's Trailridge Highway. . . George, John, James and Deno Dikeou, Denver vending operators, have purchased two lots in the downtown shopping area, to be added to four other lots recently purchased for business construction.

Lou Shulman, head of Modern Music Company, Denver, has sent out a record number of invitations to attend the firm's showing of the new Rock-Ola phonograph. . . In town on an equipment replacement drive were Jim Hall and Sam Salardino, Pueblo. . . Other out-of-town operators shopping for new juke boxes and games in the Denver area were Neil Benedict, Trinidad; Curtis Deines, Akron; Elton Deines, Boulder, and Jack Wycaver, Greeley.

Boston

By CAMERON DEWAR

CONCENTRATES ON MUSIC. Arnold Blatt, Hub operator and son of Barney Blatt, of Atlas Distributors (AMI), has sold out his game route and will now concentrate on music. . . Anthony Grazio, of Globe Automatic Vending Company, Quincy, Mass., did well by his



REUBEN H. ROLFING (CENTER), president of the Rudolph Wurlitzer Company, receives plaque awarded by the Music Operators of New York, Inc., to the firm during a surprise ceremony preceding the Wurlitzer centennial banquet Saturday night, August 25, at the Hotel Statler, Buffalo. Making the presentation are Sidney H. Levine (left), counsel for the operator group, and Albert S. Denver (right), president.

boys. He flew off to Buffalo with six of them to the Wurlitzer centennial celebration.

There was big excitement around Redd Distributors as Si Redd and Bob Jones, sales manager, headed a group of New England operators to the Buffalo fete. Making the trip were Maurice Becker, Springfield, Mass.; Eugene Sweeney, Buzzards Bay, Mass.; Russell Gosselein, Beverly, Mass.; Russell Mitchell, Springfield; Adolph Dugas, Webster, Mass.; Raymond Shea, Worcester, Mass., and Ralph DePaulo and Paul O'Brien, of the Redd office.

From Connecticut went Abe Fish, James Tolisano and James Sisti, all of Hartford; George and Arthur Rode, of Terryville; James Naclerio and Ralph Collucci, Waterbury; James O'Connor, Danielson, and Anthony Wilkas, New Britain. Sumner Segall, Boston, took along his fiancée.

Bob Jones, of Redd's, took his mother and dad on a long weekend to Cape Cod, after which he saw them off on an extended tour of Wales, where they will visit their former home. . . Louis Blatt, of Atlas Distributors, reports excellent acceptance of the AMI on his latest trip thru the Northern territory. . . Jerry Flatto, of Boston Record Distributors, rejoicing over the fact that his wife has just been granted an automobile driver's license. Jerry can now relinquish his job as family chauffeur.

Ed Ravreby, of Associated Amusements, planning for a show of the new Rock-Ola at the end of the month. Ed is happy over the good business his Playland Arcade in Gloucester is doing. . . Dick Mitchell, of Dick's Records, says operators are hep to The Billboard's record charts and keep after the top tunes. Presence of big names in the summer spots guides operators' choices, too, he says.

Joan Beals, daughter of Edgar Beals, of Beals Music, Needham, Mass., and Sherman Rhodes, of Gonzaga University, had a big wedding recently. Joan was a member of Sam Snyder's "Water Follies." The couple is honeymooning in Bermuda. . . Joseph Smith, parts manager at Trimount Automatic Sales Corporation, is doing a spell at Grenier Field as a major in the Air National Guard.

Denver

By BOB LATIMER

COLORADO WELL REPRESENTED IN EAST. A record contingent of Colorado operators and distributors arrived by plane at the Wurlitzer Company outing at North Tonawanda, N. Y. Included were Howard Hold, Mike Savio and Doyle Harrington, partners in Draco Sales Company, Denver Wurlitzer distributors; Donald Chipp, operator of Rock Springs, Wyo.; C. E. DeGarmo, operator of Sterling, Colo.; C. C. Miller, operator of Billings, Mont.; Williard Burg, Salida, Colo.; Roy D. Samuelson, Granby, Colo.; Roy Kaiser, Durango, Colo., and Joe Salardino, of the J. C. & C. Company, Denver.

Sam Keyes, Denver, juke box operator, has departed for a 10-day vacation trip to Galveston, Tex. . . Betty Ferguson, secretary at Draco Sales Company, Denver, has returned to her job after a short illness. . . Rolland Barber, formerly of Cheyenne, Wyo., has purchased the phonograph, pin game and vending routes formerly owned by Joe Murietta in Lakewood, Colo.

FISK BLDG. N. Y. COIN CENTER

NEW YORK—The Fisk Building at 250 West 57th Street here is rapidly becoming the headquarters of the coin machine industry in New York. Newest tenant in the building is the Cigarette Merchandisers' Association, which represents cigarette operators in the metropolitan area.

Tiny Weintraub is in charge of the office. Earlier this year Arthur Du Grenier, Inc., vending machine manufacturer, moved its New York sales offices to the building. The Fisk Building also houses the headquarters for the Music Operators of New York and the Ameropa Shipping & Trading Corporation, export agent for coin machine manufacturers.

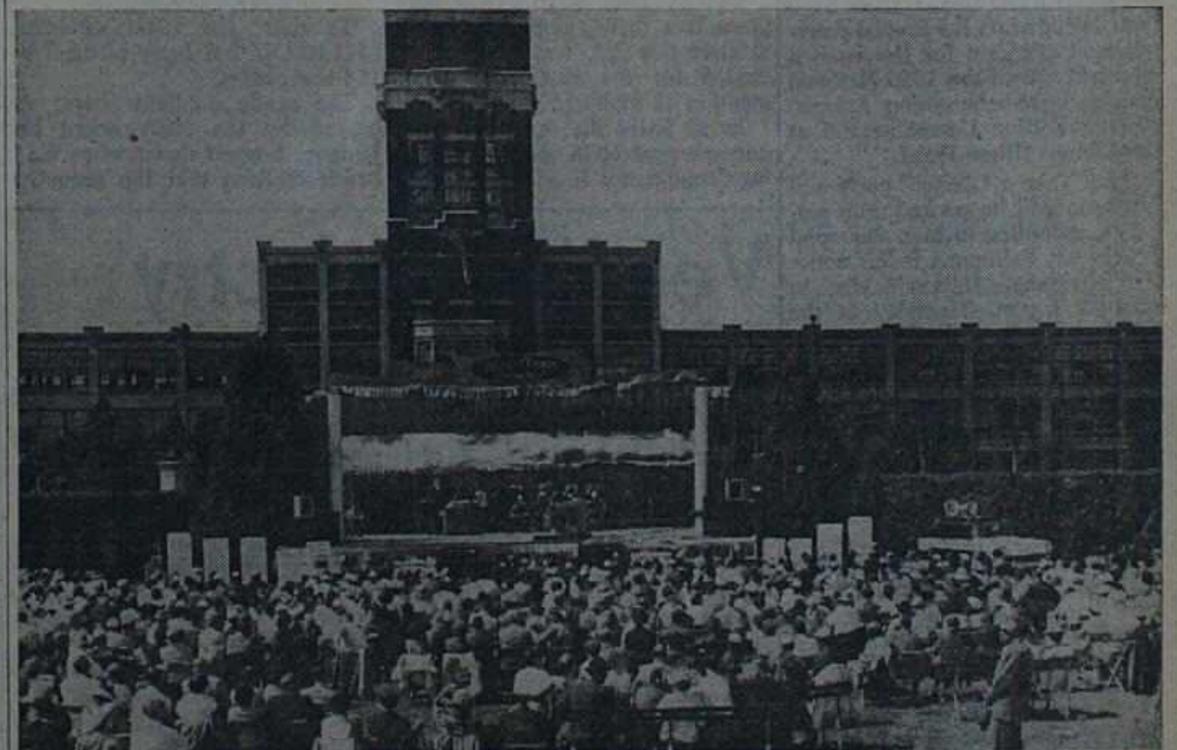
Christiansen Dies Suddenly

CHICAGO—Carl F. Christiansen, sales manager of Coven Music, Wurlitzer distributor here, died suddenly Monday (3) of a heart attack.

Christiansen was well known thruout Illinois, Northern Indiana and parts of Michigan. He had been with Coven for a little over eight years.

Ben Coven, head of the distributing firm, said: "Carl's untimely death is a terrible blow both to his fellow employees and his operator friends in the field."

He is survived by his widow, Dorothy; his sister, Carrie Christiansen, and his brother, Hurlbert. Services were held at the chapel at 4900 Irving Park. Interment was at Montrose Cemetery.



WURLITZER CENTENNIAL CLUB MEMBERS—operators, distributors and company officials—enjoy stage show at the three-day celebration held in North Tonawanda, N. Y., August 23-25. Stage show—one of two held—featured recording artists, vaudeville acts and chorus line.



CLOSE-UP OF PORTION OF CROWD ENJOYING STAGE SHOW. Show, one of two held at Wurlitzer's centennial three-day celebration last month, held on Saturday, August 25, was one of two highlights during the day. The other: Awarding of prizes.

Bally in Vending Again With New Cup Drink Machine

Hot-Cold Vender to Be First in Line Of Equipment; Set December for Output

CHICAGO — Bally Manufacturing Company announced that it will again manufacture vending machines.

Jack Nelson, general sales manager, in a statement released Thursday (6), stated the first machine in the new line of Bally vending equipment is a hot and cold cup drink vender.

Assembly line production of the unit is scheduled to begin by December, according to Herb Jones, vice-president.

Production models of the new cup drink unit will be unveiled at the 1956 convention and exhibit of the National Automatic Merchandising Association December 2-5 at the Conrad Hilton Hotel here.

Company officials declined to give any details on the machine at press time, and made no comments as to sales or distribution plans for its vending equipment.

Bally previously manufactured the Lion line of carbonated cup venders. In January, 1950, Lion Manufacturing Company, Bally affiliate, announced it had sold the manufacturing and sales rights of its 1,400-cup unit along with its other venders, to the Worthington Pump and Machinery Corporation of Holyoke, Mass.

OXYGEN VENDER PRODUCTION TO BEGIN SEPT. 15

PITTSBURGH — Production of Oxy-O-Meter oxygen vending machines is slated to begin about September 15 by Oxy-O-Meter, Inc., Louis A. Silver, sales manager, announced this week.

Several of the machines have been on location along the Pennsylvania Turnpike at the Midway Station at Bedford for the past 30 days and have been used by 2,000 persons, Silver stated. Charge for a whiff is a quarter.

The venders are equipped with a 25-cent coin chute. Cost of the oxygen is \$5 for 244 cubic feet (6,900) liter cylinder. The vender lists for \$485 f.o.b. and are 60 inches high, 24 inches wide and 12 inches deep.

Universal Acquires Rejectors Interest

Purchases Gottfried Stock; Firm to Remain Independent; Plan Expansion

ST. LOUIS — Universal Match Corporation made its second foray into the vending business this year with the announcement that it had purchased a substantial interest in National Rejectors, Inc., this week.

Universal last January (The Billboard, January 21) purchased National Vendors, Inc., a 22-year-old company specializing in the manufacture of cigarette venders.

National Rejectors, which makes coin changers and slug rejectors, expects its 1956 sales to top \$10,000,000. The firm was founded 21 years ago.

The interest Universal purchased in National Rejectors is that formerly owned by John Gottfried,

president, and his family. The number of shares and price was not disclosed. The Fry interests in National Rejectors, according to reliable sources, amounts to 50 per cent of common stock.

No Changes

A. Fischer, Universal president, and Gottfried announced National Rejectors will continue as an independent operation with no changes in management or officers.

"The investment in National Rejectors will add materially to Universal's net earnings," Fischer stated, declaring, "there will be no merger between Rejectors and National Vendors, Inc."

Last year Universal had sales in excess of \$32,000,000, a portion of which was matchbooks to the cigarette vending industry.

"National Rejectors" plans for new products and increased production will be accelerated as the result of Universal's backing," Gottfried said.

Expansion Plans

Rejectors is scheduling a broad expansion program and has already completed models of new major

(Continued on page 99)

NCA Renews Efforts to Raise Funds For National Public Relations Plan

Vending Sales Promotion Included in Drive; Urge Withdrawal of 'Conditional Pledges'

CHICAGO — Still \$100,000 short of the \$250,000 necessary to launch the industry's national public relations campaign, the executive committee of the National Confections' Association has made a new appeal to members for support.

The proposed \$319,000 product promotion drive, originally slated to start this fall, was to have included for the first time major mention of vending.

In its letter the executive committee urged NCA members making "conditional financial pledges"

to withdraw the limitations and support the program on the basis of its merits.

Pointed up was the fact that "if and when the proposed plan is undertaken, it will be of great value to every member of the candy industry."

\$118,000 Pledged

To date, the letter disclosed, \$117,998.67 has been pledged by 114 companies.

The candy publicity drive, approved by the NCA board last January, bogged down when E. J. Brach & Sons told the executive

and steering fund committees' July meeting it would not support the campaign.

Brach's action came after more than \$115,000 had been pledged along with over another \$100,000 "conditionally subscribed." Contingent upon Brach's move were the reported \$20,000 pledges each of several other candy firms.

Frank Brach, president of Brach, explaining his company's action, stated the proposed campaign could not accomplish the desired effects until the quality of chocolate products were improved.

Brach firm is reported to be pin-pointing a comprehensive advertising program on the use of "real chocolate" in candy.

Fette's Report

Stressed in the new appeal to support the program was the report of William A. Fette, Shutter Candy Company, chairman of the fund steering committee.

Fette reported that the Association of Candy and Chocolate Manufacturers of the United States indicated it will subscribe one-third of the amount raised by confec-

(Continued on page 99)

Vending Industry Boosted by Press

Milwaukee, N. Y. Newspapers Cite Growth, Predict Expansion in Mass Feeding

CHICAGO — Two of the nation's leading newspapers gave the automatic merchandising industry special boosts in recent issues, pointing up the services tendered the public.

In special reports to readers, The Milwaukee Journal and The New York World-Telegram and Sun described the great advances made by the industry.

The Milwaukee Journal reported:

"The vending machine industry has shown steady growth and appears headed for further progress, particularly in servicing industrial plants with mass feeding arrangements and in outdoor non-supervised vending."

Continuing, it pointed out that Wisconsin operators provide via venders hot foods, soups, coffee, ice cream, milk, beverages, candy, sandwiches and countless other items to the public around the clock, seven days a week.

Satisfaction

"A host of 'salesmen' are collecting \$15 million a year in Wisconsin without so much as a 'thank you,'" the paper told its readers, adding: "Most of their customers seem to be satisfied."

"These every-ready salesmen

can't be discourteous for they are voiceless automatic vending machines. Their sole purpose is to dispense consumer goods speedily and efficiently . . ."

The New York World-Telegram and Sun gave a like report, adding:

Location Fixtures

"Vending machines have risen from oddities to fixtures in plants, offices, schools and motels and most any place where people gather to relax, waste time or settle long-standing issues."

"When the era of automation is more fully developed, the experts say you'll be picking up some drug or toothpaste from the vending machine that'll be on the job at the drugstore after the proprietor has gone home. . . . Full meal will be served, steaming hot . . . adding substance to the producers' prediction of an eventual \$10 billion market."

" . . . The probability is, however, that in time food will seize the largest part of the total sales."

"What grows, attracts; after which it's likely to grow a lot slower. Right now, in any case, shrewd merchandisers and financiers are acting on the assumption that the vending machines are sure to state out still larger claims on the country's economic future."

Slate Program For Women at NAMA Conclave

CHICAGO — "Take a Chance" party and a gala fashion show have been included on the special entertainment program for the women who will attend the 1956 National Automatic Merchandising Association convention December 2-5 at the Conrad Hilton Hotel.

The "Take a Chance" party and luncheon will be packed with surprises, according to Mrs. Raymond J. Scheuer, Baltimore, ladies' activities chairman. It is scheduled to start at 1 p.m. Thursday in the Waldorf Room, and will be sponsored by National Vendors, Inc., St. Louis.

Prior to the party, a travel adventure film in full color, "Spanish Interlude," will be presented in the Waldorf Room at 10:30 a.m. under the sponsorship of Continental Coffee Company, Chicago.

The luncheon and fashion show with Maggie Daly, fashion commentator and television star, will be presented at noon December 4 in the Crystal Ballroom of the Sheraton Blackstone Hotel with the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., as host.

A Christmas gift-wrapping workshop will be held at 10 a.m., December 5, in the Astoria Room. Dean Milk Company, Franklin Park, Ill., will be the host.

On opening day, December 2, from 3 to 5 p.m., a Sunday reception and tea will be held in the Astoria Room, courtesy Mars, Inc., Chicago.

Austin Bows New Dime Twin Pack

BALTIMORE — A new dime package of cheese peanut butter sandwiches has been introduced by the Austin Packing Company, Inc., Ernest H. Fox, president, announced this week.

Known as Twin-Pack, it contains eight sandwiches wrapped in two individual packages of four each over-wrapped for double protection and equipped with a zip-tape for easy opening.

Tex. Conclave To Highlight Vending Lines

AUSTIN, Tex. — More than 50 machine and parts manufacturers and products suppliers will be among the exhibitors at the annual convention of the Texas Merchandising Vending Association September 27-30 at the Baker Hotel in Dallas, Edward L. Massman, convention chairman, announced last week.

J. B. Lanagan, president of Niko-Lock Company, Indianapolis, will be the principal speaker. The conclave is being held in conjunction with the Oklahoma and Texas Association of Tobacco Dealers.

Exhibitors include: P. Lorillard Company, Beech-Nut Packing Life Savers, Inc., Trufruit Syrup Corporation; the Diamond Match Company, United States Tobacco Company, Ohio Match Company, Coca-Cola, Welch Candy Company, Shutter Candy, E. U. Tune Company, R. J. Reynolds Tobacco Company, Southern Candy Company, Frank H. Fleer; Peter Paul, Inc.; Paul F. Beich Company; Pez Haaz, Inc.; Walter H. Johnson Candy Company; Candy Masters, Inc., and the Meyercord Company.

Hollywood Brands, Inc.; Mars, Inc.; Vendomatic, Inc.; Apco, Inc.; Bert Mills, Inc.; Dean Milk Company, Continental Vending Machine Company; Arthur H. Du Grenier, Inc.; Barvend, Inc.; Rowe Manufacturing Company, Dr. Pepper Company, Stoner Manufacturing Company; Tenco, Inc.; National Vendors, Inc.; Stewart's, Inc.; American Tobacco Company, Liggett & Myers Tobacco Company, American Chicle Company, and J. H. Swisher & Son.

Bayuk Cigars, Inc.; G. H. P. Cigar Company, Brown & Williamson Tobacco Company, Y-B Cigars-Yocum Brothers, Elmer Candy Company; Philip Morris, Inc.; Larus & Brothers Company, Inc.; R. F. D. Match Company, Tampa Cigar Company, General Cigar Company, Federal Cigar Company, and Muriel Cigars.

IF YOU HAVE MACHINES

with 5c Coin Mechanisms—we advise the following . . .

Fill a full machine with our new 8 MM BEADS, the kind you string with needle and thread—and vend from 15 to 20 beads for 5c. Takes in close to \$30.00. Beads cost under \$6.00. Profit, after commission, substantial. Fast vending action—big profits.

In 100,000 Lots—\$1.00 per 1,000
In 10,000 Lots & Up—\$1.35 per 1,000

F.O.B. Jamaica, N. Y.
Or: At Our Distributors.
Immediate Delivery.

Two more suggestions: You can pack 12 beads in a capsule for capsule vending. You can use these BEADS as fill in Ball Gum and Charm Machines. Free Advertising Stickers.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.



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



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

GIVE TO DAMON RUNYON CANCER FUND

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

September 11—Massachusetts vending operator formation meeting, Hotel Kenmore, Boston.

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 Vending Association, dinner meeting, Ambassador Hotel, Los Angeles.

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.

September 22-23—Nebraska Music Operators' Association, five-State operator meeting, hotel to be announced, Omaha.

September 23—Amusement Machine Association of Philadelphia, social banquet, Latin Casino, Philadelphia.

September 27—Texas Merchandise Vending Association, annual convention, Baker Hotel, Dallas.

October 1—Springfield Music Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

October 1—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

October 3—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

October 4—Summit County Music Operators' Association, monthly meeting, Akron.

October 4—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

October 25-27—National Association of Tobacco Distributors, western regional conference, Beverly Hilton Hotel, Beverly Hills, Calif.

November 17—New York State Operators' Guild, annual banquet, Hotel Thayer, West Point, N. Y.

National Rejectors Lauds Industry Thru Ad Series

ST. LOUIS — National Rejectors, Inc., leading manufacturer of coin-handling equipment, has launched a new advertising campaign, "Man From National," to promote various phases of the automatic coin machine industry.

Each month a different part of the industry will be featured, with the "Man From National" commenting on the rapid growth and tremendous future of the industry as a whole.

The current series includes tributes to the soft drink, record, dairy and cigarette industries; infant feeding and outdoor vending.

In each ad the "Man From National" is depicted as being synonymous with "service," and is always at the service of the industry thru National's office in five American cities as well as Toronto, and Hamburg, Germany.

Johnston Appoints 2 Divisional Mgrs.

MILWAUKEE — The appointment of Keith C. Johnston as general manager of the candy and biscuit divisions, and Fred W. Drenk as general manager of the chocolate division of the Robert A. Johnston Company was announced by Eugene Johnston Fretz, president.

Johnston is a member of the board of directors and had been assistant general plant superintendent. He joined the firm in February, 1955. Drenk, a vice-president, has been associated with the firm's sales division for the past 19 years. He is a director of the Chocolate Milk Research Foundation.

Planters to Co-Sponsor Eddie Fisher TV Show

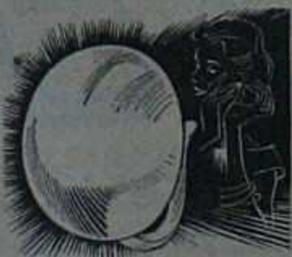
ATLANTA — The Coca-Cola Company announced that beginning October 5 its television show starring Eddie Fisher will be co-sponsored by the Planters Nut and Chocolate Company of Wilkes-Barre, Pa.

Planters will appear as sponsor every fourth show which is presented on Wednesday and Fridays at 7:30 p.m. (EDT) over the NBC-TV network.

J. SCHOENBACH

Distributor For
oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
FResident 2-2900
PHONE or WRITE FOR PRICES

NEW! SENSATIONAL!



EARRINGS

Guaranteed to sweep the country . . . will outsell the poppits. Beautifully designed in pearled plastics and available in a brilliant array of colors.

For All Types Of Vending
\$16.00 per M

Stickers available . . . contact your local distributor or:

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55 Lafayette St., N. Y. 13, N. Y. CO-1000

OAK'S "PREMIERE"

I. T. VENDING SALES CO.
2659 N. Racine Ave.
Chicago 14, Illinois



\$21.50 EACH



VICTOR'S TRADING CARD VENDOR

Vends one ball of gum and one trading card for 1c. Vendors, \$21.50 each

packed 4 to case
4 Vendors complete with ball gum and cards . . . \$149.99
Grosses approximately \$200.00.
Additional Cards (case of \$4.80) . . . \$13.48
Ball Gum (case of \$6.00) . . . \$7.50
1 case of each will gross approximately \$48.00.
Time-Payment Plan.
Complete stock Victor Machines, Ball Gum, Charms and all necessary supplies for vending operators.

FREE: 40-page catalog. Write for your copy today.

BERNARD K. BITTERMAN
Victor Vending • Sales & Service
4709 E. 27th St. Kansas City, Missouri

POPPERETTE

FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY • BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH

TERMS: 1/2 deposit with order, bal. C.O.D. **PRICE \$159.00**

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Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

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 "GOLD MINE" tab gum selector

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.



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2033 Fifth Ave., Pittsburgh, Pa.
OAK MANUFACTURING CO., INC. 1141 Knightsbridge Ave., Culver City, California

when answering ads . . . Say You Saw It in The Billboard

Pepsi Votes Dividend

NEW YORK—Pepsi-Cola Company's board of directors declared a regular quarterly dividend of 25 cents a share payable September 28 to stockholders of record September 14 last week.

Opening of the first bottling plant of the firm in the Canary Island is Las Palmas and a second plant in Abadan, Iran, was announced by Henry M. Winter, president of Pepsi-Cola International.

Hagen Elected to Am. Tobacco Board

NEW YORK—John G. Hager Jr., for the past 25 years manager of the firm's manufacturing operations in Louisville, was elected a director of the American Tobacco Company August 28.

Hager, who has been with the company for more than 32 years, fills the vacancy created by the retirement of William H. Ogsbury July 31.

The Louisville plant is one of the firm's four cigarette centers, its major products being Lucky Strike and Pall Mall cigarettes.

FOLK TALENT AND TUNES

Continued from page 66

ings that the country music fan has been neglected too long.

Pete Burrows, KDNT, Denton, Tex., in a seven-day period received over 2,000 replies when he asked his audience to write in and vote for their favorite country & western artist. Artists placing in the top 10, in order, were Sonny James, Johnny Cash, Webb Pierce, Elvis Presley, Ray Price and Faron Young (tied for fifth place). Kitty Wells, Carl Smith, Charline Arthur, Red Foley and Hank Thompson. . . . DeeJay Sheriff Tex Davis, who recently took a leave of absence from Station WCMS, Norfolk, to manage Gene Vincent, is being spelled by Lon Backman, who was recently upped to program director at the station. . . . Curley Joe Church is now spinnin' 'em from 4-6 a.m. daily over WSWA, Harrisonburg, Va. . . . Eddie Briggs, who recently completed a four-year service hitch, is back at the c.&w. mike at KCHJ, Delano, Calif. Briggs would like to be added to all country deeJay mailing lists, and asks that all releases and mail be sent to his home, 4510 North Arthur Avenue, Fresno 5, Calif.

Sgt. Red Jones, American Forces Network, Frankfurt, Germany, is heading for the U. S. to be discharged from the Army. He will be back at the turntables at KTAE, Taylor, Tex., September 24, spinning the country wax on an afternoon show. En route to Texas Jones will stop off at WSM, Nashville, to do a "Mr. DeeJay, U. S. A." guest stint. Jones infos that Eddie Nack, who also has been stationed in Germany, will return to the States soon to settle in Central Texas. Noack, who penned "These Hands," records for Starday. . . . Happy Ison, WORZ, Orlando, Fla., recently sponsored a show featuring Webb Pierce, Faron Young, the Country Deputies, Red Sovine and Jimmy and Johnny at the Municipal Auditorium in Orlando. Group drew two packed houses. . . . Zeke Clements is now doing two disk shows a day, Monday

(Continued on page 106)

Heller Votes 25c Dividend

CHICAGO—Walter E. Heller & Company declared a regular quarterly dividend of 25 cents per share on its \$1 par common stock Wednesday (5), its 143d consecutive quarterly payment.

Directors also declared a regular quarter dividends of \$1 per share on the 4 per cent cumulative preferred stock and \$1.375 per

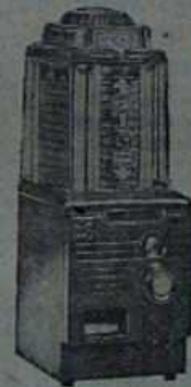
share on the 5½ per cent cumulative preferred stock. All payments will be made September 30 to stockholders of record September 20.

Heller is a leading financing firm for coin-operated machines.

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

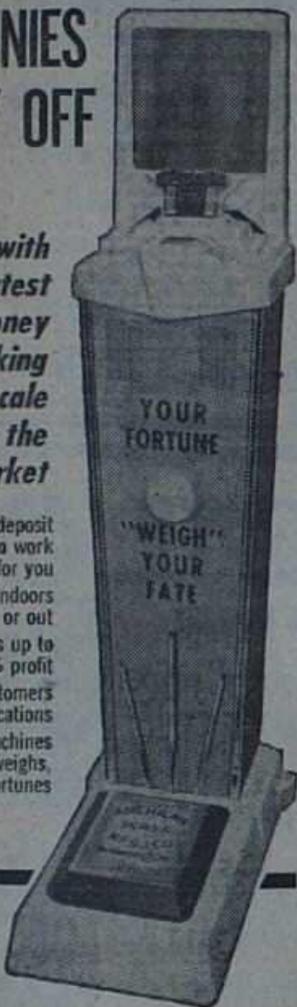
For full information on our complete line of profit-making venders write to—

THE NORTHWESTERN CORP. 29156 Armstrong St. Morris, Ill.

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



YOUR FORTUNE "WEIGH" YOUR FATE



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Write FOR FREE CIRCULARS TODAY!

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2600 W. FIFTIETH ST. - CHICAGO 32, ILL.

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(Trade Mark)



"Symbol of Progress in the Bulk Vending Field"

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AMERICAN SCALE MFG. CO. Dept. 3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale deposit enclosed

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CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, NATIONAL 930, 950 PRESIDENTS, CRUSADERS NATIONAL 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
DuGrenier 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 Mesquite Street • Brooklyn 6, N. Y. • NEgeman 3-8295



ROWE PRESIDENT

8 Cols., 340 Cap., 25¢ and 30¢ Vend.

KING AND REG.

\$125.00

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More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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Vendor and our small COFFEE Vendors.



DECKRUSS ENTERPRISES 356 W. Crawford St. Elkhart, Ind.

Ball and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	37¢ lb.
Chicle Ball Gum, 130 ct.	35¢ lb.
Clor-Vend Ball Gum	40¢ lb.
Clor-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	27¢ lb.
Tab (short stick), 100 ct.	38¢ box
S-Slick Gum, 100 packs	\$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant • Newark 4, N. J.

ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

Sample . . . \$24.35
 2 to 11 . . . 19.50
 12 to 49 . . . 18.25
 Bracket . . . 1.00
 Floor Stand . . . 5.00
 1/2 deposit, bal. C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will . . . indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery usually good for 1500 to 3000 plays.

ORDER TODAY! J. SCHOENBACH Distributors of Advance Vending Machines. 1447 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

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 13, Ohio Phone: TOver 1-6713



GIVE TO DAMON RUNYON CANCER FUND

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	13.00
N.W. 23 1¢ Parc.	7.95
N.W. 23 1¢ Parc. B.C.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mds.	7.45
ABT Guns	30.00
Acorn, 1¢ or 5¢	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.89
Pistachio Nuts, Large Tulip	.77
Pistachio Nuts, Vendor's Mix	.79
Pistachio Nuts, Shell	.57
Cashew Whole	.63
Cashew Butts	.41
Peanuts Jumbo	.45
Spanish	.21
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.58
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Hershey's	.42

Rain Blo Ball Gum, 60 ct.	.38
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	

Adams Gum, all flavors, 100 ct.	.43
Wrigley's Gum, all flavors, 100 ct.	.45
Beach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.49
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 4-8467

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
 Syd Rubenstein
 590 Albany Ave. Brooklyn 3, N. Y.
 PResident 4-5355

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 5, 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.
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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.
 1/3 Deposit, balance C.O.D.

Rake Coin Machine Exchange
 609 A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

5-STAR BABY GRAND PICTURE CARD VENDOR
 Vends beautiful, interesting Cards simultaneously with Ball of Gum. Large capacity, 1,200 Cards, 1,200 Balls of Gum. Write for prices.
 Also write for our specials on Candies—Ball Gum—Nuts—Charms.

H. B. HUTCHINSON JR.
 860 NORTH AVE., N.E. ATLANTA, GA.
 Phoner TRinity 8-4300

Vending Panel Set For Mich. Confab
 LANSING, Mich. — Warren Ayres, Vendo Cigarette Company, Detroit, will moderate the vending panel discussion at the eighth annual convention of the Michigan Tobacco & Candy Distributors' Association, September 20-22, at the Hotel Statler, Detroit.
 The session will be held Saturday, September 22, Michael R. Spaniolo, executive secretary, announced. Member of the panel include Paul Gold, Michigan Vending Company, Detroit; Benny Koss, Howes-Shoemaker Company, Detroit; Thomas Hungerford, National Vendors, Inc., St. Louis, and Paul Ghinelli, Capital Vending Company, Lansing.

Large Profits with the new 14mm. POPPIT BEAD
 SAME SIZE as 210 count ball gum
 8 Brilliant Colors
\$3.50 Per M.
 Available at Your Distributors
M. J. ABELSON
 2033 FIFTH AVENUE
 PITTSBURGH, PENNA.
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THE HOTTEST ITEM IN YEARS GUGGENHEIM'S GLO-LANTERN
 Really glows in the dark
 Plastic11.50 per thousand
 Vacuum Plated .15.00 per thousand
 at your distributor or ...
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VICTOR Standard TOPPER 1c Ball Gum VENDOR
\$13.25 Each
\$12.75 Each
 100 or More



Sold on Time Payment in lots of 8 or more—25 weeks to pay. Write for details.

ROY TORR Lansdowne, Pa.
 Giving friendly service & liberal financing since 1910

SUPPLIES IN BRIEF

Peanut Supply
 Production of peanuts is forecast by Agriculture Department at 1,479 million pounds, about 5 per cent below the amount produced last year. Acreage of peanuts to be picked and threshed this year is estimated at 1,509,000 acres, down about 11 per cent from last year.

Sugar Deliveries
 Deliveries of sugar for U. S. consumption totaled 873,000 tons (preliminary) in July, according to Agriculture Department. Total was up 11.6 per cent from June of this year and up 1.7 per cent from

New NCA Effort
 • Continued from page 98
 tion manufacturers, but not exceeding \$75,000.
 "Your executive committee," the letter continued, "is unanimous in the opinion that we should not cease our efforts to raise the funds indicated. . . . We should optimistically continue our efforts to launch the program which the board of directors endorsed at its meeting in January and recommended that the industry support."
 The proposed public relations-publicity promotion project has been drawn up by Carl Byoir & Associates, New York, nationally known public relation firm, which is prepared to launch the project as soon as it is given the approval by the NCA.

Executive Committee
 Heading the executive group is Robert B. Schnering assisted by Victor A. Bonomo, Philip M. Clark, W. C. Dickmeyer, Neal V. Diller and C. R. Kroekel.
 Announcement of the product promotion project was made at the same time that it was reported the candy manufacturers would spend \$50 million in consumer advertising in 1956 to create new sales. (The Billboard, February 18.)

With one exception at that time, none of the leading manufacturers included vending sales in their program. The single exception was the Sweets Company of America which advised of the availability of candy thru venders on their television programs.

Universal Buys
 • Continued from page 96
 products, some of which should be introduced later this year.
 Manufacturing facilities are located in a company-owned plant here where an addition is being added. When completed this fall, the firm will have a total of 150,000 square feet of plant space.
 Rejectors recently established a manufacturing and sales branch in Germany for the European market, and maintains sales and service branches in Chicago, New York, Atlanta, Los Angeles, Dallas and Toronto.

Established in 1935, Rejectors manufactured slug rejectors, and in 1947 introduced its first electrical coin changer which accepted coins up to 25 cents and gave change in nickels. In 1950 the company introduced the accumulator which accepts and accumulates coins up to \$1.25 before actuating the sale.
 The company has six basic slug rejectors with many modifications to meet individual specifications. Coin changers are both electrical and mechanical.
 Other Universal subsidiaries include International Tag & Salesbook Company, Chicago; Ferguson Machine & Tool Company, Unifonic, Inc., and Impax, Inc., all of Ferguson, Mo. It also has an extensive armanent division.

July, 1955. Deliveries of cane sugar for U. S. consumption thru July exceeded by 331,000 tons those of the same period last year. During July, raw sugar spot prices averaged 6.11 cents per pound.

Tobacco Production
 Tobacco crop this year is estimated at 1,998 million pounds, 6 per cent higher than forecast on

NEW POPPIT EARRINGS
 5 beautiful pearlized colors
 20% with metal backs—enabling one to make 3 sets of earrings.
 Fits both Capsule and Vending Machines
\$12.50 per M
 Available at Your Distributors
M. J. ABELSON
 2033 Fifth Avenue Pittsburgh, Pa.
 ATLantic 1-6478

VICTOR Standard TOPPER 1c BALL GUM VENDOR
\$13.25 Each
\$12.75 Each
 100 or more
 30 day money-back guarantee if not satisfied
 1/3 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.
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PLUG-IN BEADS
 Pearlite Colors
NEW 210 COUNT GUM SIZE BETTER? They vend 1 for a penny.
 DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.
 In 25 M lots, \$3.50 per M.
 Less than 25 M, \$4.00 per M.

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line

World's Largest Selection of Miniature Charms
PENNY KING COMPANY
 2538 MISSION STREET PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS
 MONTHLY FEATURES
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 Tobacco
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 Articles
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 Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8.
 (Foreign rate, one year \$8)

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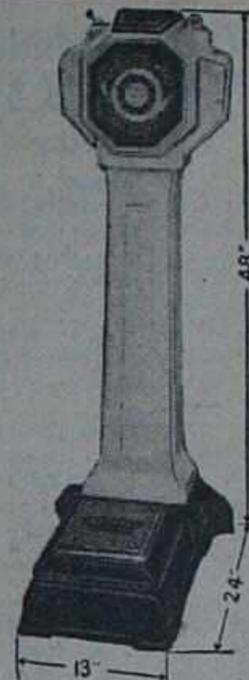
City Zone..... State.....

Occupation



July 1 but 9 per cent smaller than the 2,196 million pounds produced last year, according to Agriculture Department. Production of flue-cured, at 1,277 million pounds, is smaller than last year's crop by 14 per cent. Decrease is due primarily to smaller acreage. Burley production is forecast at 476 million pounds.

\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE. CAST IRON PORCELAIN ENAMELED. FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
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 Est. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago



Finance for Fall Buying: Rates To Rise, But Op Credit Better

Terms Standard Thru U. S.; Game Field OK'd by Banks, \$ Houses

By KEN KNAUF

CHICAGO—Money is always in demand. And especially by the game operator at the start of the fall season. Where does he get the dollars to finance his new game purchases?

Here are the facts on what the game operator can expect in the way of financial assistance in the coming season:

1. Credit is tighter than usual, with interest rates on the way up. However, the higher rates now asked by the government and the banks, has not, in general as yet been passed on to the operator. By October, operators can expect to feel some of the credit pinch in their own pocketbooks. Currently, banks and finance houses are absorbing the boost in rates.

2. The amusement game operator generally has a tougher time establishing a credit rating with a bank, finance firm or distributor, than does the juke box or vending machine operator. Reason for this is the nature of the game business: Games are novelty items on the market, stay on location a shorter period of time, and thus involve a greater risk and smaller profits for the financier.

3. Most distributors are capable of financing the individual operator. Larger distributors often have a finance system of their own. Many deal thru their banks, some thru finance houses. Standard rate of interest charged to the operator is 6 per cent, but this rate, of course,

is subject to change, depending on the circumstances. This rate is generally expected to climb to 7 or 8 per cent before year's end.

Time Payments

While credit is available to most operators thru their distributors, the average purchase of new equipment is made on a time payment or cash basis. Chicago game operators were estimated to make 90 per cent of their purchases in this manner. Most distributors in this area carry operators for 60 to 90 days, on the average, with some extended for a full year period. Down-payment ranges from 20 to 50 per cent thru the Midwestern area. Average down-payment is estimated at 33 1/3 per cent.

From the finance standpoint, the game industry has suffered from an unstable atmosphere created by

legal uncertainties. Game operations in many areas are subject to the whims of federal, State, county and, especially municipal legislators. The fact that in many cases finance firms and banks cannot be certain whether pin games, bowlers, and even Arcade equipment will be legalized or licensed from one month to the next, makes loans to game operators and distributors more of a risk, than to the comparatively secure operations of the juke box and vending machine operators.

Games Gain Recognition

Still, there does exist a number of credit firms, some nationally operated, that deal with the game business. These firms generally report that the business is a good risk, and that it has created few

(Continued on page 103)

TOURIST ROUND-UP

Korte Game Routes Aim at Crowds, \$\$

By SAM ABBOTT

GLENDALE, Calif. — "Game equipment must follow the crowds to prevent seasonal revenue slumps," declare Ben and Clem Korte, operators of general coin machine equipment over a wide area here.

The Kortes, who have been in the coin machine field nearly a quarter of a century, have found that the best way to keep takes from fluctuating is to have equipment where people are certain to congregate.

To follow this policy, the Kortes have machines located in resort areas and at truck stops. One of the locations which has proved profitable is in Gorman, about 75 miles north of here on Highway 99. The location is serviced bi-weekly but the Kortes see to it that all equipment is kept in good working order.

Appeal to Kiddies

"In operating in resort spots and truck stops, it is imperative that

the operator have machines that appeal to kids," Ben Korte sums up the policy. "If the kids go to the machines, then the parents will follow. They will play kid machines but the kids will not play machines designed for adults. We try to get both the adults and

(Continued on page 104)



CLEM KORTE

the operator have machines that appeal to kids," Ben Korte sums up the policy. "If the kids go to the machines, then the parents will follow. They will play kid machines but the kids will not play machines designed for adults. We try to get both the adults and

Boston Pin Operators Meet a Roadblock

BOSTON — Pinball operators here were denied the continued use of the devices on an amusement-only basis in a second meeting this week with local authorities. Previously, it had been agreed that the games would be allowed to operate on condition the free-play buttons were eliminated.

Lawyer Paul Smith, representing the Massachusetts Game Association and currently defense counsel for the defendants in the Brink's robbery case, said that all buttons on machines had been covered since police brought complaints to the licensing board.

John T. McBride, chief of the Bureau of Standards, said he would not be satisfied with having the buttons covered. Neither his office nor the licensing board, he said, would approve any machine which had installed a button, meter or any contrivance not necessary for the use of the machine as an amusement game.

Revoke Licenses

Joel Miller, representing the licensing board, said the board would revoke the license of any machine that does not meet the approval of the Bureau of Standards. It was pointed out that the Police Department strongly urged enforcement of this ruling. City and State officials also agreed that legislation should be proposed which would put a penalty in the law for op-

SMITHSONIAN GETS 3 BIOGS FROM MUNVES

NEW YORK — The coin machine industry is now represented in that shrine of Americana—the Smithsonian Institute in Washington.

Three Biograph Mutoscopes, circa 1900, are now on permanent exhibition in the museum.

The machines are three of the first such units built. They were shipped to Washington by Mike Munves, Inc., local coin machine distributor.

Idaho Moves Against Pins, Called 'Illegal'

BOISE, Idaho — Idaho law enforcement officers are moving against all types of pinball games thruout the State on the theory that they are "gambling devices."

Basis for the action is a new ruling by Attorney General Graydon Smith that the pins are illegal if they are capable of yielding a payoff in cash, merchandise or free games.

Action against the machines has already begun in scattered areas of the State. Said Earle E. Koehler, commissioner of law enforcement, "Up to now we have said we wouldn't seize machines that were operated for amusement only. Now we find that there just aren't any such machines." He said enforcement action against the machines would be handled in co-operation with city and county officials.

Chi Coin Ships New Five-Ball Model, Capri

CHICAGO—Capri, a new five ball pin game with replay scoring, was shipped to distributors last week by Chicago Coin Machine Company.

Capri is the second pin game model to be introduced by the firm this year. Chicago re-entered the pin game field last month with the introduction of Blondie, match play model. (The Billboard, August 18.)

The player shoots to put out five numbered lights near the top of the playfield. If he succeeds he can rack up a score of 500,000 by landing a ball in a center hole.

Hitting and putting out five ball bumpers near the bottom of the playfield runs the center hole scoring value up to 1,000,000. In addition the center hole then scores up to five replays for balls landing in it.

Capri can be set for either three or five-ball play. It has the larger de luxe-type backglass, 29 inches wide, 25 inches high. The game is four feet, eight inches long.

Button-operated flipper buttons act to shoot balls back up playfield for added action. A roll-over button at bottom of playfield awards 100,000 points when lighted. The game is equipped with a National slug rejector chute. Cigarette holders are on both side rails. Backglass has a "pirate girl" motif.

Bremner, Jay Solomon Head Central O. Coin

COLUMBUS, O.—Jerry Bremner, manager, and Jay Solomon, assistant manager, have taken over the reins of Central Ohio Coin Machine Company. Woolf Solomon formerly headed the firm.

Bremner most recently was with the sales staff of Empire Coin Machine Exchange, Chicago. He and his family have moved to Columbus, where he has already begun his new duties.

Central Ohio Coin are distributors for United Manufacturing Company and D. Gottlieb & Company.

Bally Enters Vending Field

CHICAGO—Bally Manufacturing Company will enter the vending machine field with a new hot and cold drink machine. (See separate story in Vending Machines section.)

Bally will henceforth be active in both the amusement games and vending fields, as well as the music record business, which it entered last year.

The new drink vender will be introduced at the National Automatic Merchandising Association convention in Chicago December 2-5.

Freeport Firm Is Suff.-Nassau Sales

NEW YORK—A story in last week's issue of The Billboard referred to the Freeport, N. Y., distributorship headed by Sandy Moore as Young Distributing of Long Island.

While the firm still retains Young Distributing of Long Island as its corporate name, it conducts its jobbing business as the Suffolk-Nassau Sales Company.

Suffolk-Nassau is the Long Island Gottlieb distributor and is also an agent on new and used juke boxes for New York distributors.

Young Distributing, Inc., is the Wurlitzer agency in New York.

Holtzman Quits AAMONY Post; Warner Named

NEW YORK—The board of directors of the Associated Amusement Machine Operators of New York Tuesday (4) accepted the resignation of George Holtzman as president of the organization.

Named by the board to succeed Holtzman was Sandy Warner, who will hold office until March, 1957, when Holtzman's term expires. The board also named Irving Holtzman, Flushing Music, to succeed Warner as vice-president. Harold Prager, Dublin Music was named the new board member.

Other association officers remain: Sid Wulfson, Booster Amusement Corporation, recording secretary; Jack Semel, treasurer; Dave Lowy, M-J-L Operating, financial secretary, and Morris Wurtzel, C&S Amusement, sergeant-at-arms.

Capitol Set on Drive-In, Auto Test Coin Games

NEW YORK—Capitol Projectors is currently in production on three new games, all of which will be distributed by the Mike Munves organization. They are the sound Drive-In Movie, the silent Drive-In Movie and the new Auto Test.

The sound Drive-In Movie, which lists for \$575, has a stationary automobile and offers a one-minute black-and-white movie, with music and sound, for 10 cents.

The silent version will list for \$495. Leo Willens, Capitol executive, said that a 32-film catalog is

available and more films will be added. He said that both games had been field-tested in department stores for seven months.

Auto Test

The Auto Test, which lists for \$850, incorporates a movie film showing actual road conditions, with a car and steering wheel which tests the driver's ability.

Capitol is also producing a Drive-In Movie conversion which may be attached to existing auto, boat and rocket rides. Willens said deliveries on all new equipment will be in about two weeks.

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German Coin Business Expects Steady Gains

BONN, Germany — "The coin games business is booming. I expect to double my business this year." That's the report of Fritz Bergheim, who has an amusement hall just off the Theaterplatz in Bad Godesberg.

Bergheim's optimism is shared by the entire German coin machine industry. The industry doesn't expect to double sales in the next quarter or in the quarter after, but continued gains in all fields are forecast.

Gerdes & Son, Cologne, is one of West Germany's biggest distributors of coin machines—games, jukes and vending machines. A company official estimated, "Second quarter sales results should see an increase of 20 per cent in our juke sales, at least 15 per cent in games, and over 10 per cent in vending machines."

"We have just begun to develop the German market. It wasn't until after the war and the American occupation that coin machines really caught on in Germany. Until now the trouble has been supply and import quota restrictions."

"Now that is no problem. Our domestic production is big enough to begin to meet demand. We can begin to push demand. The German market, compared with the Ameri-

can market, is still in its infancy."

Bergmaier & Company, Hamburg, producer of coin-operated games, is pushing development of new games of chance. But company officials are alarmed by opposition developing to the machines from various quarters. The chief complaint is lack of regulation. Some seek an outright ban on the machines except in clubs and casinos. This agitation is expected to grow. It is forcing many producers of the machines to revise production plans.

No such obstacle confronts coin-operated amusement games, and producers intend to concentrate in the future on the introduction of new games.

The juke box market will remain the main target of producers and distributors. At present there are well over 12,000 juke boxes in West Germany.

Gerdes believes that the vending machine business may outstrip juke box sales within the next few years. But he believes that technical development of new-type machines will take time.

Juke box and vending machine producers expect to step up exports, some of them even at the expense of domestic sales.

NEW MODEL

PENNY DISPENSERS

- ★ 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.

Price
\$11.95



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2 1/4" size Phenolic Resin for All Pool Table Games.
Rotation Balls, Nos. 1 & 3 Red & Nos. 1 to 5 White, Per Set \$18.00
5-oz. Balls, Red & White, 10 to Set 14.00
4-oz. Balls, Red & White, 10 to Set 11.00
New Rotation Balls, Nos. 1 to 10, Per Set 18.50
2 1/4" Size Cue Balls, Each 2.00
Tally Balls, Nos. 1-10, Red or Black or 1-5 Red and 1-5 Black, Set48

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Phone: Albany 2-3273



KEYNOTE MESSAGE

for The BILLBOARD'S October 6

"CONVENTION-IN-PRINT" ISSUE

IN THIS convention-conscious nation, we constantly hear echoes of one or the other of the two keynote speeches. Republicans praise one phase, Democrats another; yet both accomplished their purpose . . . they provoked public reaction.

Inasmuch as the primary purpose of the "CONVENTION-IN-PRINT" is to provoke sales, the keynote of this important October 6 issue, naturally, will be **SELLING**—every aspect will be attuned to this vital theme.

Aggressive manufacturers, distributors, jobbers and suppliers will feature both new and used equipment in the convention-styled columns. The "CONVENTION-IN-PRINT" ISSUE will be timed and edited to stimulate fall sales among the 25,000 Operator-Readers who depend on The Billboard for challenging leadership.

Like the Democratic and Republican Conventions which preceded it, the "CONVENTION-IN-PRINT" also will predict victory to "conventioners" . . . in this case, acceptance by a market that prefers **THE BILLBOARD AS AN ADVERTISING MEDIUM BY A 7-TO-1 RATIO** . . . as proved by a direct comparison in all publications of Coin Machine Distributor advertising lineage during the first half of 1956! Let your "delegate" to the "CONVENTION-IN-PRINT" be a "hard-sell" advertisement that will do justice to your product offerings.

ADVERTISING DEADLINE FOR THIS IMPORTANT OCTOBER 6 ISSUE CLOSSES SEPTEMBER 27

so send that reservation in to any of The Billboard offices listed below. Your Billboard representative will be glad to help you prepare copy . . . without charge, of course.

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POOL SUPPLIES

Cue Sticks \$ 1.50
Chalk, Green 3.50
Plastic Cups, Red, White, Yellow50
Plastic Bumpers, red or white50
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Overhead Lights w/brkt. 10.00
Anti-Warp Adjusters, set of two 8.95
Billiard Rail Brush, doz. 6.00
Cue Repair Kit 4.95
Write for complete list of parts.

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THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "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 September 8, 1956

ARCADUE EQUIPMENT	HIGH	LOW	MEAN AVG.
1. WILLIAMS—Sidewalk Engineer	\$195.00	\$150.00	\$185.00
2. CHICAGO COIN—Midget Movies	135.00	125.00	125.00
2. BALLY—Moon Rides	275.00	235.00	275.00
2. TELECOIN—Telequiz	99.50	95.00	95.09

MUSIC MACHINES	HIGH	LOW	MEAN AVG.
1. SEEBURG—M-100-C	\$575.00	\$485.00	\$525.00
1. WURLITZER—1800	815.00	650.00	695.00
2. WURLITZER—1500	275.00	199.50	245.00

SHUFFLE GAMES	HIGH	LOW	MEAN AVG.
1. KEENEY—Bonus Bowler	\$125.00	\$ 75.00	\$125.00
1. BALLY—Magic	275.00	195.00	275.00
2. UNITED—Royal	95.00	80.00	95.00

VENDING MACHINES	HIGH	LOW	MEAN AVG.
1. Acorn, 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
1. Northwestern 49, 1c	12.50	12.00	12.50
2. Columbus, 1c Bulk	8.50	6.50	6.50

PINBALL MACHINES	HIGH	LOW	MEAN AVG.
1. Gayety	\$150.00	\$ 75.00	
1. Variety	175.00	100.00	
2. Gaytime	275.00	165.00	

GOTTLIEB	HIGH	LOW	MEAN AVG.
1. Duette	\$235.00	\$225.00	
2. Gold Star	150.00	145.00	
3. Gypsy Queen	189.50	165.00	
3. Stage Coach	195.00	160.00	

UNITED	HIGH	LOW	MEAN AVG.
1. Starlet	\$335.00	\$250.00	
2. Triple Play	210.00	190.00	
3. Nevada	75.00	50.00	
3. Pixie	345.00	225.00	

ARCADUE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keene; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

	High	Low	Mean Avg.
ABT Challenger (5/46)	30.00	25.00	\$ 30.00
Air Raider (K) (4/48)	125.00	125.00	125.00
Basketball (G)	195.00	195.00	195.00
Bat-A-Score (EV) (8/48)	145.00	100.00	145.00
Big Inning (B) (4/7)	115.00	65.00	85.00

	High	Low	Mean Avg.
Coon Hunt (S) (2/54)	150.00	50.00	150.00
Dale Gun (Ex)	95.00	29.50	50.00
Football (M)	275.00	75.00	99.50
Lite League (W) (2/54)	75.00	75.00	75.00
Midget Movies (CC)	135.00	125.00	\$125.00
Moon Rides (B) (5/54)	275.00	235.00	275.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Quarterbacks (G) (9/55)	275.00	250.00	275.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	185.00	125.00	185.00
Sidewalk Engineer (W) (5/55)	195.00	150.00	185.00
Silver Bullets (Ex) (11/49)	125.00	50.00	125.00
Submarine (K) (1/42)	125.00	95.00	125.00
Telequiz (1/49) (T)	99.50	95.00	95.00
Undersea Raider (2/46)	125.00	125.00	125.00

MUSIC MACHINES

SEEBURG	High	Low	Mean Avg.
M-100-C (53) 100 sel., 45 RPM	575.00	485.00	\$525.00

WURLITZER	High	Low	Mean Avg.
1500 (53) 104 sel., 45-78 RPM Mtx	275.00	199.50	\$245.00
1800 (W) (2/55)	815.00	650.00	695.00

PINBALL GAMES

BALLY	High	Low	Mean Avg.
Atlantic City (5/52)	\$ 75.00	\$ 49.50	\$ 50.00
Beach Beauty (1/55)	385.00	300.00	360.00
Beach Club (2/53)	85.00	45.00	59.50
Beauty (11/52)	80.00	49.50	65.00
Big Time (1/55)	275.00	200.00	255.00
Bright Lights (5/51)	65.00	50.00	60.00
Bright Spot (11/51)	65.00	50.00	65.00
Broadway (12/55)	450.00	350.00	395.00
Coney Island (9/52)	65.00	39.00	50.00
Dude Ranch (9/51)	100.00	45.00	65.00
Frolic (10/52)	85.00	50.00	85.00
Gayety (3/55)	150.00	75.00	125.00
Gaytime (6/55)	275.00	165.00	225.00
Hi-Fi (6/54)	120.00	50.00	90.00
Horse Shoes			
Ice Frolics (1/54)	115.00	45.00	65.00
Miami Beach (9/55)	295.00	200.00	265.00
Nite Club (3/56)	525.00	425.00	525.00
Palm Beach (7/52)	75.00	49.50	65.00
Palm Springs (11/52)	110.00	50.00	65.00
Surf Club (3/54)	115.00	50.00	75.00
Variety (9/54)	175.00	100.00	135.00
Yacht Club (6/53)	75.00	45.00	50.00

CHICAGO COIN

Basket Ball Champ			
Duette (4/55)	235.00	225.00	\$225.00
Gold Star (3/54)	150.00	145.00	150.00

	High	Low	Mean Avg.
Gypsy Queen (2/55)	189.50	165.00	185.00
Marble Queen (8/53)	125.00	75.00	94.50
Queen of Hearts (12/52)	110.00	75.00	90.00
Shindig (10/53)	125.00	110.00	115.00
Southern Belle (6/55)	195.00	175.00	185.00
Stage Coach (11/54)	195.00	160.00	175.00
Wishing Well (9/55)	205.00	185.00	195.00

UNITED

Cabana (3/53)	45.00	45.00	\$ 45.00
Havana (2/54)	75.00	49.50	75.00
Hawaii (6/64)	75.00	50.00	75.00
Manhattan (4/55)	175.00	150.00	175.00
Nevada (8/54)	75.00	50.00	60.00
Pixie (9/55)	345.00	225.00	250.00
Starlet (11/55)	335.00	250.00	275.00
Triple Play (8/55)	210.00	190.00	200.00
Tropics (7/55)	75.00	45.00	49.50

WILLIAMS

Army & Navy (10/55)	\$ 95.00	\$ 50.00	\$ 65.00
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SHUFFLE GAMES

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	125.00
Cascade (U) (2/53)	75.00	59.00	59.00
Century (K) (6/54)	195.00	175.00	175.00
Chief (U) (6/53)	145.00	95.00	105.00
Classic (U) (6/53)	85.00	69.00	85.00
Clover Shuffle (U) (1/53)	70.00	65.00	70.00
Gold Medal (B) (3/55)	300.00	300.00	300.00
Hollywood (CC) (5/55)	295.00	275.00	275.00
Imperial (U) (9/53)	175.00	75.00	175.00
Leader Shuffle Alley (U) (11/53)	175.00	115.00	145.00
League Bowler (U) (1/54)	145.00	110.00	120.00
Magic (B) (12/54)	275.00	195.00	275.00
Mars Deluxe (U)	225.00	215.00	215.00
Olympic (U) (8/54)	75.00	70.00	70.00
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)	175.00	99.50	100.00
Royal (U) (8/54)	95.00	80.00	95.00
Speedy (U) (8/54)	175.00	165.00	165.00
Tenth Frame Bowler (CC)	65.00	50.00	60.00
Thunderbolt (CC)	275.00	265.00	275.00

VENDING MACHINES

Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk	8.50	6.50	6.50
Northwestern 49, 1c	12.50	12.00	12.50
Northwestern Deluxe 1c & 5c	12.00	9.95	12.00
Stoner Candy (8 Col.)	165.00	110.00	110.00

NOTHIN' LIKE A DAME

Pretty Gals Draw Big Spotlight in Pin Field

CHICAGO — Pinball manufacturers seldom underestimate the power of a woman, especially a pretty woman. Bearing this out is the fact that pretty girls decorate the back glasses of most of the new pinball games produced over the past year. The current crop of five-ball and in-line games is no exception. Chicago Coin's latest game model, Blondie (first pin game produced by the firm in several years), features a back-glass decor of a

captivating, peroxide-type blonde. Just below the picture of Blondie on the back glass are five more dolls, Ann, Babs, Cindy, Dot and Eve. This amounts to a whole chorus line of lovelies that add up to player appeal and high scores on the game. Sea Belles, D. Gottlieb & Company's latest five-ball creation, has a catchy back glass theme spotlighting a blonde and brunette, the outdoor type, in a surfboard scene.

Hot Diggity, Williams Manufacturing Company's recent five-ball release, is aimed at the teen crowd, with the only thing square about the back glass being the back glass itself. Motif is rock 'n' roll dancing scene, with plenty of dancin' gals, the young and gone type, in evidence. United Manufacturing Company's in-line pin, Monaco, has the girls crowded around a swimming pool, with the towers of Monaco in the background. The blonde in the foreground, the Grace Kelly-type, bears at least a passing resemblance to the Princess of Monaco. The pinball player might expect to find the images of Mickey Mantle and Stan Musial on the back glass of Double Header, Bally Manufacturing Company's latest in-line game. However, the back

3 Flash Floods Hit Denver Ops

DENVER—Coin machine operators here are reporting serious losses as a result of flash floods recently which on three consecutive days deposited an all-time record amount of water thruout the mountain capital. Most of the damage was confined to the southeastern suburbs of the city, where unchecked torrents of rain water flooded basements, filled taverns, restaurants and cocktail lounges with two inches of water and mud. An estimated 12 phonographs were reported ruined in Littleton and Englewood, Colo., where water a foot deep shorted out electrical connections and peeled paint from coin machine equipment on locations. Pete Geritz, head of Mountain Distributors, AMI outlet here, reported an inch-thick layer of mud thruout his building, damaged tools, repair parts and some machines set at comparatively low elevations on the floor. The three consecutive days of rapid rains were the worst in the city's history.

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KEEP YOUR EYE ON THE EXHIBIT SUPPLY CO.

Finance for Fall Buying

Continued from page 100

problems. The majority of these firms are headquartered in the East, with only a handful beckoning to Midwest game operators.

Credit for the game operator has not been much of a problem thus far this season, as new game purchases have not been nearly as heavy as they were the past two years. Where the coin pool game was much in demand a year ago,

there is no strong new location game to create this kind of buying surge thus far in 1956. With operators making fewer new game purchases, there isn't much need to go far off on the credit limb. The great majority of operator game purchases are in the late model, used game category.

Many operators and distributors contacted said that they believe a national finance house set up to serve the coin game industry is much to be desired. This would promote better business for manufacturer, distributor and operator, they said.

6% Interest Rate

In the Missouri-Kansas area, operators generally pay 20 per cent down, have up to 12 months to pay the balance. Most financing is done thru distributors who, in turn, deal thru the banks. Interest is 6 per cent, in most cases.

Minnesota area reported money generally tight, with operators short money due to a tougher-than-average summer season. Most operators deal thru distributors on a cash-open account six-month basis. Some distributors rediscount thru finance firms. Rate is generally 6 per cent.

In Chicago only the larger distributors have a finance set-up. Most loans are made thru distributors who, in turn, deal thru the banks. Here again 6 per cent is the standard rate.

Most recent boost given the game operator finance program was the organization of a finance house and brokerage firm for both game and juke box operators by Sandy Moore and Gabe Forman, executives of the Suffolk-Nassau Amusement Corporation, large coin machine operation on Long Island, N.Y. The firm plans to operate on a nation-wide basis, maintaining listings of operators who want to buy or sell and attempting to bring together the parties (The Billboard, September 8).

M. A. C. Vendors, Inc., a Los Angeles operating firm originally financed by 10 operators, has formed the Vendors' Finance Corporation, capitalized in California at \$200,000, which deals in games, juke and vending machines (The Billboard, August 25).

Salem Acceptance Corporation, Chicago, while handling only a relatively small number of game operators' finances at the present time, sees the amusement game industry as a good credit risk, and has opened its doors to the local trade. The firm has dealt mainly with the juke box operators in the past.

Other large finance firms in the Chicago area handle some game paper, but concentrate on the juke box and vending trades as longer-term and more profitable fields. While Eastern finance firms have generally recognized the game industry as a safe and profitable credit risk, the industry is only beginning to be recognized, as it should be, in other areas of the nation.

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Korte Routes

Continued from page 100

the children to play the games." At the Gorman location, Ben Korte lists the equipment as including music, two or three guns, pool table, games, and a number of penny machines such as the grip-type, scales and photo machine. The machines are spotted in the front area of the location, where the high-way traveler stops. While the father is gathering the clan, the children will be attracted to the battery.



BEN KORTE

Year-Round Draw

The Kortes have found the high-way stops as profitable as those at resorts. In California, and particularly in the areas where they have locations, crowds are drawn both summer and winter. This gives year-round business. The truck stops are open 24 hours, giving longer playing time for the machines.

While having a location 75 miles from the shop may seem to some operators to be quite a distance, this is a small jump compared to the time when the Kortes operated in 11 counties. At one time their operation extended 150 miles to the north. These were the days after 1933 when they made and operated a game of their own design. It was simple, Ben Korte recalled. It consisted of a box 24 inches long and 18 inches high. A nickel was inserted at the top and it dropped by gravity thru a series of pins. The device cost about \$6.75 to make and earned from 75 cents to \$1 a week. Some of the units, made by Beh, Clem and their late brother Lou and the late John Ragland, a well-known carnival concessionaire, were on location in some spots for as long as 15 years.

Diversified Business

The Kortes reduced their operating territory in 1946 when they sold out to the Crest Amusement Company. After a short layoff, they were back in business, operating primarily around here. Their route today comprises about 80 per cent juke boxes, with the remaining 20 per cent divided between games and vending machines.

The Kortes were born in Bowling Green, Mo. While quite young, they struck out for Alberta, Canada, to raise 18,000 head of cattle on a 15,000-acre ranch. Clem, the older, took over the management, with Ben acting as his assistant. A difference of opinion developed between the Kortes and their employer. The pair returned to the States, arriving in San Francisco July 4, 1920. Here they took over the site of an abandoned ostrich farm and worked beach concessions, soon having a payroll with 40 people.

Home-Made Game

The game they devised from their knowledge of game concessions was unexpectedly popular and the Kortes had them in nearly every county in Southern California. In 1934, they added music, with about 150 phonographs scattered across the State. In 1946, they sold out to Crest but were soon back in the business on a reduced scale.

Both Ben and Clem Korte are active again in the operation of the route. While Clem was ill, Ben handled the business. Five months ago Ben underwent major surgery, and Clem pinch-hit. Now they are both back in the business and glad they have the truck and resort locations. The year-round business is easy to take, Ben Korte declared.

COINMEN YOU KNOW

Jackson, Miss.

MISSISSIPPI OPS HAVE SIDELINES. A number of Mississippi ops have lucrative sidelines, another word for diversification. Some of the side businesses are in the coin machine field, others are not. Among the operators with new business operations A. S. Kelso, game operator at Cleveland, Miss., has gone into the cleaning business. . . . Bert Shives, owner of Yazoo Novelty Company, Yazoo City, reports Dan Nicholas brought in a oil well in Yazoo County recently and has everybody thinking about oil prospecting, including Bert. . . . John Haley, owner of Haley Music Company, Canton, recently went into the wholesale tobacco business and is happy with it. . . . Blue Taylor, of Holmes Amusement Company, Tchula, says he overcame the slow summer by purchasing two grocery stores.

Other Mississippi ops who diversified: George Fraley, Macon, Miss., music operator, reports he will go into coffee vending come cool fall weather. . . . E. E. Steed, Tupelo Music operator, has diversified in an off-beat way by buying 1,000 laying hens. He now has eggs for sale. . . . Bubba Fort, owner of Fairway Amusement Company, Columbus, has taken over his uncle's oil business and cafe. . . . Warner Williams, manager of Columbus Tobacco & Candy Company, reports his company recently purchased the cigarette vending route of G. E. Fraley, of Macon, Miss.

C. Spaul, owner of Spain Music Company, Tunica, Miss., was in Memphis recently trading off some used equipment, getting newer machines for his route in readiness for fall upswing in business. . . . Cy Puckett, owner of Puckett Amusement Company, Lambert, says summer business has been off for him but he is looking for a good fall.

J. P. Lavene, oldest music op in Clarksdale area, has now gone into farming. . . . Johnny Rogers, owner of Rogers Music Company, Cleveland, recently built a new home at Clarksdale and moved there. Johnny Allegrezza, Ace Music Company, Shaw, is recuperating from an operation at Veterans' Hospital, Jackson, Miss. . . . Carl King, owner of King Amusement Company, Leland, Miss., has moved into newer and larger quarters in Leland. He plans to expand his route this fall. . . . J. T. Long, Hollendale, Miss., music operator, was in Memphis recently buying equipment.

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GIVE TO DAMON RUNYON CANCER FUND

FOLK TALENT AND TUNES

Continued from page 98
thru Friday, over WTMA, Charleston, S. C.

Jay Ball, who appeared in Virginia, Georgia and North Carolina

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last year with Bob Williams and the Cumberland Mountain Boys, is now spinning c.&w. wax three-and-a-half hours a day over WHED, Washington, N. C. Ball info that Carolyn Jenne Ball, his first daughter and third child, was born August 10. . . . Country Jeff Dale is now affiliated with KCIJ, Shreveport, La., where he's twirling 42 hours of country records weekly. KCIJ is managed by Bob Shipley. . . . A/2c Billy J. Deaton, of the U. S. Air Force's TFK radio and TV outlets, Keflavik Airport, Iceland, writes: "We have our own radio and TV station here and currently have three hillbilly shows going a day. I helm the first one 6:30 a.m. called 'Rise and Shine Hillbilly Time.' The second, at 10:30 a.m., is piloted by Pappy Griffiths. I come back at 7 p.m. with 'Country and Western Serenade' for 30 minutes. On Saturday evenings 'Grand Ole Opry' and 'Saturday Night Hayride' are heard. The Billboard is the best means we have of keeping up with the artists. Our most popular stars are Faron Young, Hank Snow and Webb Pierce."

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- ★ Ball in Top Hole when lit scores 1 Replay.
- ★ Side Rollovers score replay with numbers lit
- ★ Spell "W-A-L-T-Z"—"T-A-N-G-O"—or "P-O-L-K-A" and shoot ball in Center Hole for 1 Replay for each.
- ★ Spell "H-O-T D-I-G-G-I-T-Y" for 1 Replay, then shoot ball in Center Hole for 5 REPLAYS!!!

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CHI LICENSE VOTE DELAYED

CHICAGO—A hearing has been held on the proposed new coin machine licensing ordinance, but a vote by the city council has been deferred for an indefinite period.

The Chicago Independent Amusement Association will hold a special board meeting this week to discuss the proposed action.

As outlined by CIAA, the new ordinance would set license fees on a six-month pro-rata basis and allow conditional transfer of licenses from older machines to machines newly moved to locations.

In an earlier action, the city threw out a proposed amendment to the Gagatelle Ordinance which would have given the city power to prohibit operation of shuffle bowling games. The anti-amendment move was also backed by CIAA. (The Billboard, July 28.)

FOR SALE

Good used Pinballs: Disk Jockey, \$35.00; Minstrel Man, \$35.00; Domino, \$35.00; Paratrooper, \$25.00; Sweetheart, \$25.00; Army & Navy, \$50.00; Tahiti, \$40.00; Palm Springs, \$40.00; Tropics, \$40.00; Havana, \$40.00; Spot Bell Console, \$150.00; Super Bell, single, \$125.00; Super Bell, double head, \$150.00; Wurlitzer 3020 Boxes, \$5.00; 219 Stepper, \$5.00; 248 Stepper, \$15.00; 3020 Boxes converted to 48 Selection, \$10.00. Send 1/2 deposit.

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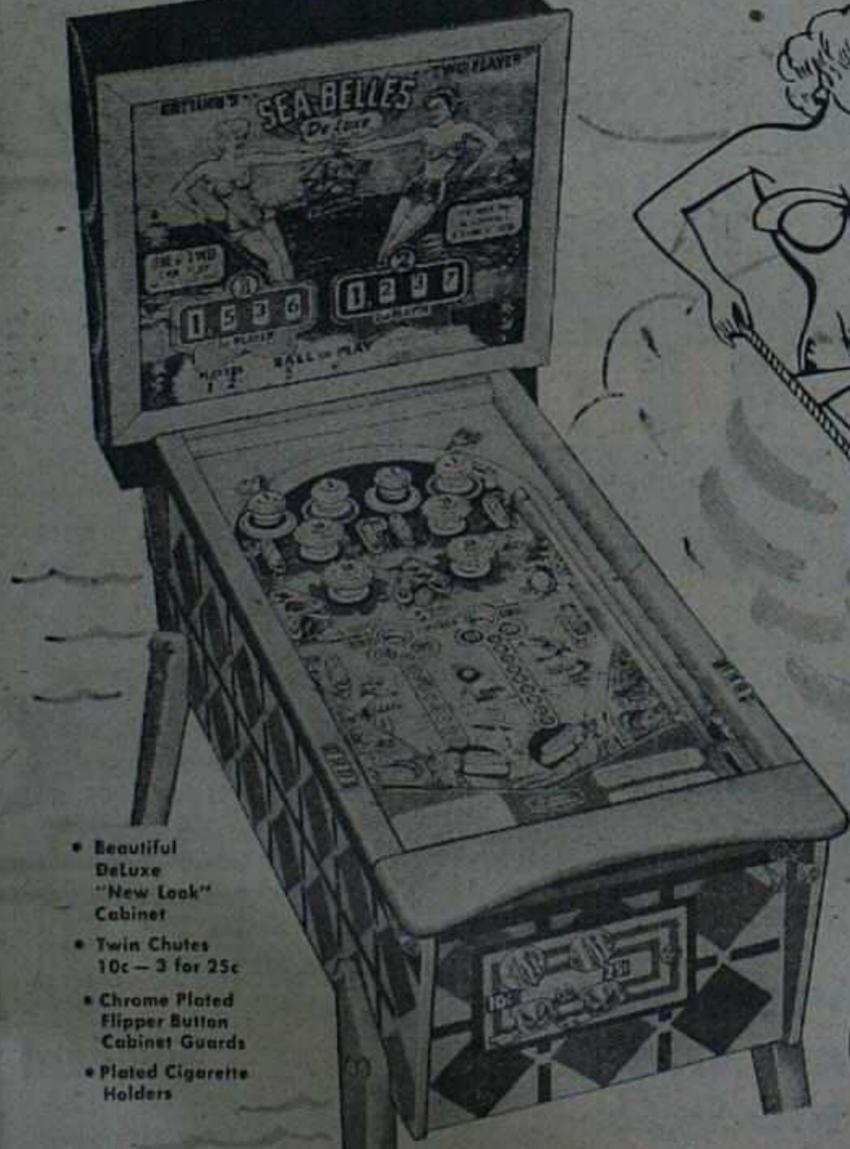
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Detroit Shuffle Tourney Play

DETROIT—Start of the ninth season of organized team and shuffleboard play was announced last week by John C. Westerdale, Director of Leagues for the Detroit Shuffleboard Association (DSA), who also heads the Shuffleboard Secretarial Service, providing basic service for teams and sponsors.

Advance inquiries indicate that participation this season is expected to show an increase, according to Westerdale. An active organizational campaign is currently being launched, with sponsoring groups being lined up.

A highlight of the whole program is the State-wide shuffleboard tournament, which is held late in the spring, and sets a year-round goal for players, sponsors and fans alike.

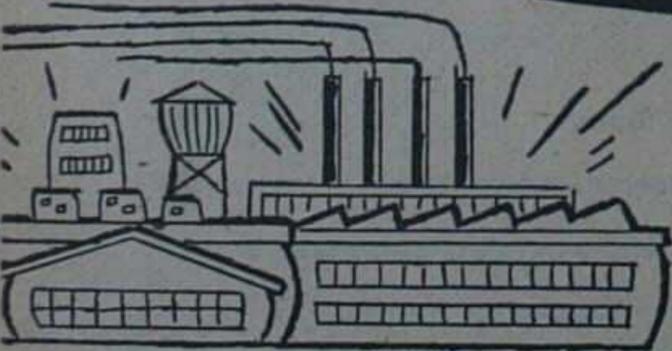
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