The Billboard
SUMMER SPECIAL

JUNE 30 1956

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SENATE PROBERS DUE TO GRILL FCC

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

WASHINGTON — The Senate Commerce Committee TV probe is expected to confront FCC officials with several Communications Commission regulations. Further, for its hearings on a new set of reclassification regulations, the FCC has concluded its hearings.

Last week, the Committee heard the testimony of the CBS, NBC, and ABC affiliates. Net option time is attacked as the primary issue in question.

WBEZ claimed net option times are based on the process of American television. Committee counsel Ebel has already noted a contradiction. Affiliates claim they can refuse clearance for net option times, without the privilege of requiring. not yet, they also claim the net times can't be changed without consent.

Menke answered that the contract structure was needed for net assurance's going ahead with large-scale national and public service commitments.

Medium and small market affiliates of all three nets claimed that the FCC was putting them to afford more film and indecent programs. The FCC would be to the benefit of national and local programs. NBC Inks Wesson, Polk to Contract

NEW YORK — NBC TV has signed a new contract with Wesson and Polk to create a network of new programs.

The new show, a CBS-Desilu

BOLGER GIVES CLIENT A LOOK

NEW YORK — NBC and Ray Bolger gone General Foods the full treatment last week. A closed-circuit TV show was staged to impress the prospective client an idea of his next season's presentation which goes 9-10 Wednesdays. General Foods was most entranced by Bolger's singing of "Ones in Love With Jell-O," the TV version of "Ones in Love with Jell-O." Gen. Motors in "W, W, W" Buy

NEW YORK — The resistance of NBC, CBS, and ABC networks to Ford, to network TV may be softened. General Motors this week bought a lease of the remaining half-hour of "Wide., Wide, World," a quiz show, for which a spectacular on NBC TV, renewing two-thirds of its last season's sponsor.

The purchase was for its United Motors subsidiaries, Delco electric, Guide Lamp and other products. NBC is hoping for some sort of local network to last this season.

NBC Inks Wesson, Polk to Contract

NEW YORK — NBC TV has signed Greg Wesson and Gordon Polk to a talent contract. The comedy team has been excellent received in night clubs in this area. Wesson and Polk will be used on variety shows. A property will also be blueprinted to take advantage of their talents.

'QUESTION'S IMPETUS

Quiz Shows Shot in Arm With New Subs Coming Up

By LEON MORSE

NEW YORK — The most significant day of the 1956-57 season is May 9th, the final day of the "I Love Lucy" season. The network's new quiz show, "The Question," is set to debut on May 9th at 10 p.m. on NBC.

The show, which will feature a $20,000 question, will be hosted by famous comedians. The show is designed to be a "big" show for NBC, with the potential to draw a large audience.

The show will feature a $20,000 question, with the potential to draw a large audience.

And a not unlikely possibility is for the show to become a ratings sensation.

As a matter of fact, the show has already been successful in attracting viewers, and it is expected to be one of the top-rated quiz shows of the season.

However, there is a concern about the show's viability. With the end of the "I Love Lucy" season and the new quiz show's debut, the network will have to rely on its new quiz show to maintain its viewership.

Although the show has been successful so far, it will be important for NBC to continue to promote the show and keep viewers engaged. The network will likely need to invest in marketing and promotion to ensure the show's success.

But the network is not the only one with a vested interest in the show's success. The quiz show's success will be important for all involved, from the network to the advertisers and the sponsors.

Also, the show will have to compete with other quiz shows on the air, so it will need to offer something unique and appealing to viewers.

Overall, the new quiz show is a significant addition to NBC's schedule and could potentially bring in a new audience for the network. It will be interesting to see how well the show performs and how it will impact NBC's ratings and revenue.
NARTB OKAYS PLAN FOR NATIONAL VIDEO WEEK

WASHINGTON — The television board of the National Association of Broadcasters this week approved plans for "NATIONAL Video Week" to be held September 25-30. The ceremony will be held at the National Association of Broadcasters' headquarters.

Co-sponsors of National Television will be included in the program for the day when the television station is shown and a record with the program is made.

The big feature of the week will be a starter, NARTB endowed evil — possibly...
The frequency of such an event was made by Norman Chandler, president of The Los Angeles Times, which is part of KTTV. In 1950, Chandler conceived the idea of organizing a television programming chain among all the newspaper-owned stations, including the Hearst group, WPXI in New York and The Chicago Daily News.

Chandler made a production deal with Jerry Fairbanks, who, however, did not probably want to get close to news shows. But the scheme was unable to get sufficient station support. Chandler then formed Consolidated TV Sales to syndicate the programs.

In these early years, 1950-52, two other networking efforts were made, one by Bruce Ellsw, now Western division vice-president of sales for Screen Gems, the other by Paramount Pictures. Essentially, both were attempts to syndicate the transcription business of its own, had a network type of operation, but never became a couple of hundred stations. He wanted to apply the same concept to operation of TV.

Para Attempt

Paramount tried to line up a chain of stations that were to produce and distribute programs produced by KTCA, its local network. The scheme resulted in a syndication operation under the banner of Paramount TV-operative programming, which finally was dried up after three years of effort.

In the past three years, four different plans have been presented with Screen Gems, Paramount, NBC, and Warner Bros., who are trying to get a line up station for his Station Film Library. He proposed to supply clients with good, Dunning Nix

NEW YORK—American Tobacco and Pearson Pharmaceuticals have all but decided to drop their Dunning Nix plan to replace it with a new property at the beginning of the summer.

The announcers have already lined up the campaigns into their choice ABC Wednesday and plans to air directly following "Disneyland."

NBC Talks SG Westerns

NEW YORK—NBC-TV is negotiating with several groups, including the purchase of 39 or 52 Charlie Starkweather, a rocketing Saturday mornings starting next season.

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

ADVISORY BOARD SURVEY

Minute Men Attack Jones' Stand on Ads

If the majority of all agencies and sponsors in this TV Editorial Advisory Board survey support the concept of advertising by Meningers & Adams, by voting to a supplementary medium, they also denounced his opinion on the limited hours of five minutes.

The question is point, as to point the board, adding that Jones' stand is a "morning, get business of the Times."

"As far as I know, a good business could not exist in any way that the spats must be spoken of as an addition to other programming.

Among stations 71 percent leaned toward cost per thousand; agencies, 41 percent, web executives, 36 percent, regional and local sponsors, 62 percent, and producers, 75 percent.

What of Other Media

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

Although a few called attention to the fact that there are many sales points to cover and 60 seconds to do to a, a radio ad is so disagreed, while admitting that the goods could not actually be sold in a minute. The job of the TV ad, "they said, is not to sell but to what the appetite, stimulate the interest and leave the goods, sell, sell, sell, and so on.

It could be expected that some respondents would mention the irritation quoted in longer blurb. But, the magazine deal, in the current thoughts. Consensus: It's not the length, but the length, and much of the way it is handled, and is a fleeting moment.

"The question of what other media is it's second."

Sponsors Show

Point No. 3 in this survey posed the following question: "Do you believe durable goods manufacturers should sponsor programs, such as advertising hours in TV including everything from sports to spectacles. Most of all they developed vibrant and compelling commercial treatment—plus, less, amount, and even

Sponsors Show

DAVID JOHNSON, vice-president, INTERSTATE LIFE & ACCIDENT INSURANCE, Chicago: "The public elects durable goods, which present the spectacles—gung one better than thus other advertisers.

Producers Show

ALBERT HECOT, partner, BILL STARK STUDIOS, Inc., New York: "Who has suggested to Jones that 60 seconds in the limit of his time?" said Fuel and Food's according to the Communication Commission's consumer judgment and taste in how long to run your commercial within the framework of a show. True enough, there is a limit as to the amount of time you can use on the show, but good institutional and goods commercials, hold, entertain, and sell viewers regardless of time measured by seconds. If Jones feels that 60 seconds isn't enough to sell Prestige, the let his curiosity dictate his movement—and let him find out from his mistakes that he cannot communicate more than a minute. If minutes tends to the minute and is the limit of the product, the more the range for many film producers to screen one-minute commercials, which are speaking simple and only one or two major points are covered.

In the next TV Editorial Advisory Board study: TV LOOKS AT THE FCC
The Fund for the Republic is pleased to announce the Winners of the 1956 ROBERT E. SHERWOOD AWARDS for television programs dealing with freedom and justice

THE BEST NETWORK DRAMA
$20,000

The National Broadcasting Company’s
production of ALCOA’S
TRAGEDY IN A TEMPORARY TOWN
PRODUCER ...... Herbert Brodkin
DIRECTOR ...... Sidney Lumet
WRITER ...... Befthioul Rose

THE BEST NETWORK DOCUMENTARY
$20,000

The National Broadcasting Company’s
production of Armstrong Circle Theatre’s
I WAS ACCUSED
PRODUCER ...... David Suskind
DIRECTOR ...... William Corrigan
WRITER ...... Jerome Coopersmith

THE BEST PRODUCTION BY AN INDEPENDENT STATION
$15,000

WAAM-TV, Baltimore, Maryland
for its production
DESEGREGATION: BALTIMORE REPORT
PRODUCER ...... Herbert B. Cohan
DIRECTOR ...... Kenneth Coffee
WRITER ...... Mrs. Gray Johnson Poole

Honorable Mention

OMNIBUS:
Cosstitatioa Columbia Broadcasting System
KRAFT THEATRE:
Out National Broadcasting Company
PHILCO PLAYHOUSE:
A Minute Is Too Few Tall National Broadcasting Company
PAGEANT: In Freedom
KOMO, Seattle, Washington
IN THE MINDS OF MEN
KDFX, San Francisco, California

This is our Faith
March 9, 1956
WATT, Newark, N. J.
Twin City Heart Beat
The Invisible Fence
KEYA, Minneapolis, Minn.
Camera Three Series
Columbia Broadcasting System
Frontiers of Faith Series
National Broadcasting Company
Frontier Series
National Broadcasting Company

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

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

PAUL G. HOFFMAN, Chairman of the Board
ROBERT M. HUTCHINS, President

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

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

www.americanradiohistory.com
Positively Pheno

"The Man Called"

SELLING FOR
DISTINGUISHED SPONSORS
as an impressive list of markets!

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

STARRING
BARRY SULLIVAN

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

ZIV HAS THE HOT SHOWS!

"Mr. District Attorney" 60.3
in 2-station CHARLOTTE
Starring DAVID BRIAN

"Science Fiction Theatre" 33.7
in 3-station PORTLAND
All-Star Hollywood Casts
Phenomenal is putting it mildly. Never has a new series zoomed off to such a sensational start.

**RATINGS LIKE THESE ARE BREAKING THE HEARTS OF SPONSORS OF MANY LONG-ESTABLISHED SHOWS!**

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Rating</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIRMINGHAM</td>
<td>2</td>
<td>34.8</td>
<td><em>Adventure</em>, <em>Intrigue</em>, <em>Suspense!</em></td>
</tr>
<tr>
<td>BOISE</td>
<td>2</td>
<td>36.3</td>
<td><em>Adventure</em>, <em>Intrigue</em>, <em>Suspense!</em></td>
</tr>
<tr>
<td>BUFFALO</td>
<td>3</td>
<td>32.0</td>
<td><em>Adventure</em>, <em>Intrigue</em>, <em>Suspense!</em></td>
</tr>
<tr>
<td>PROVIDENCE</td>
<td>2</td>
<td>34.8</td>
<td><em>Adventure</em>, <em>Intrigue</em>, <em>Suspense!</em></td>
</tr>
<tr>
<td>EL PASO</td>
<td>2</td>
<td>25.2</td>
<td><em>Adventure</em>, <em>Intrigue</em>, <em>Suspense!</em></td>
</tr>
<tr>
<td>BALTIMORE</td>
<td>3</td>
<td>22.3</td>
<td><em>Adventure</em>, <em>Intrigue</em>, <em>Suspense!</em></td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>3</td>
<td>22.9</td>
<td><em>Adventure</em>, <em>Intrigue</em>, <em>Suspense!</em></td>
</tr>
<tr>
<td>BOSTON</td>
<td>5</td>
<td>27.6</td>
<td><em>Highway Patrol</em></td>
</tr>
<tr>
<td>SEATTLE-TACOMA</td>
<td>4</td>
<td>32.9</td>
<td><em>Highway Patrol</em></td>
</tr>
</tbody>
</table>

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

© 1956 American Radio History
**M-G-M MAKES TRIPLE MOVE INTO TV FIELD**

**TV FILM**

**THE BILLBOARD**

**JUNE 30, 1956**

**To Distribute 770 Pix, 900 Shorts, Produce Net Shows, Buy Stations**

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

Principal of this new approach, however, be forthcoming on the feature film distribution front. M-G-M has announced its intentions to buy at least four or five more of some of its most successful pictures. Consideration is being given to producing the "New Adventures of Dr. Kildare," "Minnie" and "Andy Hardy," with an ambitious intention of making "San Francisco" into a series. M-G-M's entrance into feature TV distribution would seem to leave an estimated 4,300 features, purchased from 1929 thru 1955, available for video. Paramount is the sole studio which has not released any of its product to TV, so it is currently studying offers. Some Union leader announced that the 20th-Fox and Columbia pictures that has already found its way into the market, the studio's these remains with the bulk of their product untapped by TV.

Headed the M-G-M TV operation will be Bud Barry, a veteran broadcasting executive, also an extensive "work" experience. M-G-M has other offers in addition to Chetnor's, but rejected them all, because it believes it can do better by itself. Among the M-G-M features available are "Metheny on the Beach," "The Great Ziegfield" and "Mrs. Miniver."**

**STIFFER COMPETITION**

**WRCA Buys Hygo Pkg. “WATTY,” Fox**

**NEW YORK.—The competition for first-run feature films in the TV market. A murder open last week when WATTY and WRCA-TV both bought new pictures.

WRCA-TV bought 15 pictures in Higgo's latest package ("Passion of Faith," "Diamond Jim Brady," "House of Seven Gables"), its first ever first-run deal since it took the original Metro Pictures for television literature in 1932. The NBC flagship bought the pictures for its "Evening Theater," 5:30-6:45 p.m., daily.

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

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

WATV also had been negotiating with Associated Artists Productions for Warner pictures. It was reported that the station might still be interested in a group of around 20 top grade Warner features.

**NBC Daytime Plans Focus on Reruns**

**NEW YORK.—Vidafilm reruns last week assumed an important place in NBC-TV’s daytime programming plans. The network purchased rights to determine reruns of General Televison's "Pardon My Joan," which is already programmed in its Saturday drive.

They will be used in conjunction with "Joan" to provide a year's programming for the strip, which is to be titled "Comedy Theater." The new rerun properties are "So Help Me," a "Fandango" series, "Six Days," a "Job," "It's a Great Life," "Dear Flooee" and "Topper." The first three shows will be going into second runs. Many of the "Fandango" will be going second-run, and some "Toppers," fourth-run. NBC's decision to go with reruns for a full year was based on the excellent ratings of "Joan," which indicated that there is a large audience for such shows. It also indicated that the network had a salable property on hand. By bringing on a new, no-buoy by national advertisers have been best by the network, which has a supply of shows assured, however, advertiser interest should become substantial.

CBS-TV also has acquired vidafilm reruns of "Our Miss Brooks" for daytime stepping purposes. Should they be programmed during reruns, however, they doubtlessly have to acquire more product. And so many more rerun properties have not been put for syndication may begin to form a common view for NBC.

The reruns of "So This Is Hollywood" have been kicking around for a while, because of its heavy rerun payoffs. The program is estimated to have been said to be paying an estimated, $1,750 a program for second runs.

**M-G-M Entry Negates Long Distrib Deals**

**NEW YORK.—Has M-G-M's entrance into feature film distribution locked the door against deals with other TV distributors for its feature product? Trade sources feel it does not. What the announcement definitely does is to shut out the various offers for long-term leases and negative buy-outs, which were contrary to M-G-M's original plans for TV. In its earlier discussions with outside distributor, Metro offered two to three year leasing on some feature packages, such as the "Andy Hardy," "Melvin" and "Dr. Kildare.""
### TV Program and Time-Buying Guide

**The Televising Industry's Guide to the Purchase of National and Local TV Programs and Spot Campaigns**

#### The Billboard Scoreboard

**Network TV Programs**

**Web Situation Comedy Shows**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Women</th>
<th>Men</th>
<th>Child</th>
<th>Total Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Abbott &amp; Costello</td>
<td>38</td>
<td>65</td>
<td>19</td>
<td>72</td>
</tr>
<tr>
<td>2</td>
<td>Laurel &amp; Hardy</td>
<td>36</td>
<td>63</td>
<td>18</td>
<td>71</td>
</tr>
<tr>
<td>3</td>
<td>Abbott &amp; Costello</td>
<td>35</td>
<td>62</td>
<td>17</td>
<td>70</td>
</tr>
<tr>
<td>4</td>
<td>Laurel &amp; Hardy</td>
<td>34</td>
<td>61</td>
<td>16</td>
<td>69</td>
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<tr>
<td>5</td>
<td>Abbott &amp; Costello</td>
<td>33</td>
<td>60</td>
<td>15</td>
<td>68</td>
</tr>
<tr>
<td>6</td>
<td>Laurel &amp; Hardy</td>
<td>32</td>
<td>59</td>
<td>14</td>
<td>67</td>
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<td>7</td>
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<td>8</td>
<td>Laurel &amp; Hardy</td>
<td>30</td>
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<td>9</td>
<td>Abbott &amp; Costello</td>
<td>29</td>
<td>56</td>
<td>11</td>
<td>64</td>
</tr>
<tr>
<td>10</td>
<td>Laurel &amp; Hardy</td>
<td>28</td>
<td>55</td>
<td>10</td>
<td>63</td>
</tr>
</tbody>
</table>

#### Web Winners

**DECEMBER BRIDE-CBS-TV**

The name 'it's a wonderful life' is the degree of loquacity that CBS Phil Silvers has shown back in this case. The 'It's a Wonderful Life' is quite self-sufficient--and, in fact, topped Silvers a 39.8 to rank No. 3. The December Bride' also tied with "It Love Lucy" for the No. 5 spot. Its popularity among women, traction 1.1 points viewers per set. Among the mass, the ranked No. 9. In the field of situation comedies, boosting 75 viewers per set.

#### Films to Watch

**INSPECTOR MARK SABERI - Thompson-Koch**

One of the pioneer TV film series, Mark Saber has been stocky and with a thick beard, this year by Thompson-Koch for Sterling Drug, with a fall season. The network and the revenue for spots on the station's schedule are making a big deal for stations, and the show displays surprising strength in some situations where it gets prime time. In St. Louis, whose ratings are listed in this issue, it was the top syndicated show, pulling a 21.0 rating Tuesday, 9-10 PM. The over highest rated syndicated show in the market was "Judge 711."
FORMIDABLE!

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

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

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

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

CBS TELEVISION FILM SALES, INC.
New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit, St. Louis, In Canada: W. C. Caldwell, Ltd.

* Latest Television
NEW YORK — A second regional advertiser has bought TV's new "Christian" series. Hallmark Cards, Inc., which manages the show through the Midwest begin-ning in the fall. It has already cleared time in Detroit, Cleveland, Toledo, Grand Rapids, Mich., and Columbus, Ohio, with a booking, last fall, McGee for the "Christian" syndicated show, that has also been sold to six stations: KTVK, Los Angeles; KOB-TV, Albuquerque; KSDK, St. Louis; KBOI Boise, Idaho; KSL-TV, Salt Lake City, and KOPX, Austin, Texas. The show was earlier sold to taps for the Rocky Mountain area and Texas. Zirin is holding sales meetings this week to sell the show to other stations.

"Christian," which was on radio for 19 years by Eben利器s, at the same time湖shed. The original Dr. Christian.
Dayton, O. (2 Stations) 125,000 TV Homes

The Top 10 Once-Weekly Shows (7 Indicates Non-Network)

1. Goodby and His Friends, WKBW, B-42.1
2. The Little Rascals, WOR, B-34.1
3. The High Praise Project, WJOH, B-22.1
4. Here's Lucy, WSB, B-21.1
5. The Johnny Cash Show, WABC, B-19.1
6. The Long, Long, Trailer, KTVN, B-20.1
7. The 6:00 News, RAWL, B-17.1
8. The 5:00 News, WJZ, B-16.1
9. The 4:00 News, WATE, B-15.1
10. The 3:00 News, WAFL, B-14.1

The Top 10 Multi-Weekly Shows

1. The Ed Sullivan Show, KNX, B-34.1
2. The Tonight Show, KDFW, B-33.1
3. The Late Show, WRGB, B-32.1
4. The Ed Sullivan Show, WOR, B-31.1
5. The Late Show, KSD, B-30.1
6. The Tonight Show, WABC, B-29.1
7. The Ed Sullivan Show, WOR, B-28.1
8. The Tonight Show, KNX, B-27.1
9. The Late Show, WRGB, B-26.1
10. The Late Show, KDFW, B-25.1

The Top Locally Originated Film Series

Rank Title (Station) Rating
1. Highway Patrol (WVTI, B-34.1)
2. Little Women (WOR, B-33.1)
3. Roadside Drama (WOR, B-32.1)
4. Dragnet (WOR, B-31.1)
5. The 6:00 News, RAWL, B-30.1
6. The 5:00 News, WJZ, B-29.1
7. The 4:00 News, WATE, B-28.1
8. The 3:00 News, WAFL, B-27.1
9. The 2:00 News, WRTV, B-26.1
10. The 1:00 News, WPVI, B-25.1

Detroit, Mich. (4 Stations) 942,100 TV Homes

The Top 10 Once-Weekly Shows (7 Indicates Non-Network)

1. The 6:00 News, WXYZ, B-34.1
2. The 5:00 News, WXYZ, B-33.1
3. The 4:00 News, WXYZ, B-32.1
4. The 3:00 News, WXYZ, B-31.1
5. The 2:00 News, WXYZ, B-30.1
6. The 1:00 News, WXYZ, B-29.1
7. NTN News (WZTV, B-28.1)
8. NTN News (WZTV, B-27.1)
9. NTN News (WZTV, B-26.1)
10. NTN News (WZTV, B-25.1)

The Top 10 Multi-Weekly Shows

1. The 6:00 News, WXYZ, B-34.1
2. The 5:00 News, WXYZ, B-33.1
3. The 4:00 News, WXYZ, B-32.1
4. The 3:00 News, WXYZ, B-31.1
5. The 2:00 News, WXYZ, B-30.1
6. The 1:00 News, WXYZ, B-29.1
7. NTN News (WZTV, B-28.1)
8. NTN News (WZTV, B-27.1)
9. NTN News (WZTV, B-26.1)
10. NTN News (WZTV, B-25.1)

The Top Locally Originated Film Series

Rank Title (Station) Rating
1. Highway Patrol (WVTI, B-34.1)
2. Lassie (WZTV, B-33.1)
3. Little Women (WOR, B-32.1)
4. Roadside Drama (WOR, B-31.1)
5. Dragnet (WOR, B-30.1)
6. The 6:00 News, RAWL, B-29.1
7. The 5:00 News, WJZ, B-28.1
8. The 4:00 News, WATE, B-27.1
9. The 3:00 News, WAFL, B-26.1
10. The 2:00 News, WRTV, B-25.1

St. Louis, Mo. (3 Stations) 529,200 TV Homes

The Top 10 Once-Weekly Shows (7 Indicates Non-Network)

1. The 6:00 News, KSD, B-34.1
2. The 5:00 News, KSD, B-33.1
3. The 4:00 News, KSD, B-32.1
4. The 3:00 News, KSD, B-31.1
5. The 2:00 News, KSD, B-30.1
6. The 1:00 News, KSD, B-29.1
7. NTN News (WZTV, B-28.1)
8. NTN News (WZTV, B-27.1)
9. NTN News (WZTV, B-26.1)
10. NTN News (WZTV, B-25.1)

The Top Locally Originated Film Series

Rank Title (Station) Rating
1. Inspector Jack Senior (Thompson), KWE, B-34.1
2. The Texas Ranger (Monroe), KSD, B-33.1
3. The 6:00 News, KSD, B-32.1
4. The 5:00 News, KSD, B-31.1
5. The 4:00 News, KSD, B-30.1
6. The 3:00 News, KSD, B-29.1
7. NTN News (WZTV, B-28.1)
8. NTN News (WZTV, B-27.1)
9. NTN News (WZTV, B-26.1)
10. NTN News (WZTV, B-25.1)

Commercial Cues

Busy Days of UPA's

UPA Pictures, Inc., is hitting an all-time high in TV sports productions. The soundboard reads: 23 commercials in production on the West Coast, 31 in New York and 25 assignments now under discussion. The blues vary from 10-second spots to a minute and a half from Nabisco to Oldsmobile. In London UPA is completing an assignment for The Shell Mail and is negotiating six more for a running start over there.

A Winner Every Time

The Local Station can be different from the general public when it comes to picking the kinds of commercials they like. The American Federation of Broadcasters ... which one did you like best? The first four in order of placing were, in order: Beer, Lucky Strike and Ford. The results of The Billboard's "Famous National Brand" survey (The Billboard's "Famous National Brand" survey) are: Ford, Heineken's Beer, Bank of America, Heineken's Beer, and Heineken's Beer for the Republic on the rights of U. S. citizens. . . . John Deere Dealers, Jack and Chuck Luchow's, head a new TV Industrial Film Production department. ... All right, write the proposal, we'll read it, in effect, the firm's new promotional piece. "It does not include the necessary ingredients—a scale and a bag of coffee. Christmas train is developed in the "Billboard's"..."

TV Commercial Productions, San Francisco, has obtained exclusive rights to the "Bobby Sux" newspaper cartoon strip for use in television commercials. Playhouse Pictures is producing 29 and the company is sending out special agents for the Republic on the rights of U. S. citizens. . . . John Deere Dealers, Jack and Chuck Luchow's, head a new TV-Industrial Film Production department. ... All right, write the proposal, we'll read it, in effect, the firm's new promotional piece. "It does not include the necessary ingredients—a scale and a bag of coffee. Christmas train is developed in the "Billboard's"..."
CBS’s Cartoons; Grim, Hard-Slapping Ahead

By CHARLOTTE SUMMERS

CBS Cartoon Theater (Net) Time: 15 minutes, Monday, Wednesday, Friday. Director: Howard Katzen.

"CBS Cartoon Theater," which originally appeared in newspapers, may appeal to some children, but it is certainly not good fare for their young. Featuring Heckle and Jeckle, Dennis the Menace, Ducky Duck and Little Roosevelt (a very fine, well-drawn cartoon), writer Bill Cameron involved us in situations in which either he was unconsciously calling for padded cells, gory doctors, Charles B. Hocking, and Frankenstein characters. Violence of one sort or another seemed to be a keynote of "Cartoon Thea-

The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming." The show, for the most part, was highly entertaining and deserves to be classified as an excellent form of "spectacular programming."
JUNE 30, 1956

PHILADELPHIA—After years of creating any and all efforts to maintain a ‘Lone Star—Lone-Song,’ the publisher and the estate of the composer Claude Debussy, has licensed the title ‘Lone Star—Lone-Song’ to the Zimmer Bros. The classic melody has been adapted by Dominico Sava- tino, who has written the music for the film ‘Star-Wars’ released by Universal. New title is ‘Moon-Light

Permission for this was obtained by the publisher, the composer’s family, and the estate. The permission is for the exclusive right for the single release of the title in all parts of the United States.

The Zimmer Bros. have produced a remarkable release of the title, with the title being emphasized in the credits. The title has been released on the MCA label, and is available in all parts of the United States.

100% Exchange Plan by GTJ

HOLLYWOOD — In a move aimed at thwarting record distributors and seizing its position with disk dealers, the Good Time Jazz and Contemporary Records has announced a 100 percent exchange policy on its 25 cent LPs.

Company will house for fac- tory seal, 12-inch LP’s in all the major record companies to the exchange policy effective immediately. All exchange orders returned with the seal unbroken.

To further aid dealers, the firm will set aside a demonstration LP at 75 cents each to dealers and will make it easy for dealers to carry the demonstration LPs.

Demonstration records are being used by the record labels for the approval of the label’s distributor.

Response thus far is strong, with disc and record dealers ordering 20 to 500 of the demonstration LPs.

JUNE BUNBY

NEW YORK — The band led by Bunny the 3rd in the summer, on the television program, NBC News in August, has made a record deal with the label that also includes a distribution contract.

The band will record a new album for the label, which will be released in late September.

Big Daytime Band Show in Making: Other Nets Climb Summer Bandwagon

By JUNE BUNBY

NEW YORK — The band led by Bunny the 3rd in the summer, on the television program, NBC News in August, has made a record deal with the label that also includes a distribution contract.

The band will record a new album for the label, which will be released in late September.

MSNBC Skeds Name Band Renaissance

By JUNE BUNBY

NEW YORK — The band led by Bunny the 3rd in the summer, on the television program, NBC News in August, has made a record deal with the label that also includes a distribution contract.

The band will record a new album for the label, which will be released in late September.
Mail-Order Houses Mapping Entry Into Record Business
Morton to Make Plunge in Early '57; Plain Upping Catalog Listings

By JOEL FRIEDMAN

HOLLYWOOD — Established mail-order catalog houses, retailing records, phonographs, and phonograph accessories, and other household supplies, are presently casting a watchful eye on the mail-order record business, expected to enter the field shortly. It is felt that the industry is special­ly new to the major distributors who for years have been doing business with the world's two largest mail-order firms, Roebuck and Montgomery Ward. One such firm, the John Philip Company, veteran mail-order dis­tributors, acknowledged that they plan to enter the mail-order business in early 1957 and will list a selec­tion of 12-inch LP's in their 1957 catalog next year. The John Philip Company deals with approximately 40,000 retailers in a variety
categories, the majority of which is businessed to areas of small record shops. What is unique about the actual Morton operation, is that the company has learned that all existing distributors and deal­ers don't want to get into the major record companies.

According to Morton Company officials, many major distrib­utors have already started, and the company feels that it is not too late to get the major distributors themselves.

In the September 19 catalog, the firms have solicited 12-inch records, but have been discouraged from entering any deal with the major record companies. It is felt that a number of the listings in the various catalogues, whether customer or retailer, have been traditionally used for ten­nally, by the major record companies.

Camden Falls LP's Spot Top Names

New York — There will be a new line of packages on the market at $1.58 a pack. RCA Victor's spot­lights another group of 12-inch LP's by various artists, who will be appearing only on September 15th. Typically, the company has changed the covers on 55 of its previously released albums, with the true names of its artists and their fors for the pseudonyms it has always used before.

September 15th, the discs are to be released. The discs will contain fresh recordings along with a flock of revisions from the Victor back catalogue.

Heading the September release will be a group of Gershwin's "Rhapsody in Blue" and "Concerto" in F played by the Boston Pops Orchestra under Arthur Fiedler, with Maria Casarosa, pianist, and the New York Philharmonic. "Scaramouche," written by Gersh­win, will also be played. The New York Philharmonic under "Scaramouche" will be performed by "The Prejudice to "Traviata," and "Sieg­fried Idyll." The late piano disc, Frad­ewalt, will get its initial LP re­presentation with a collection of Schubert, Liszt, and Tchaikovsky albums. "Noon," the company's choice, will be featured in a series of arrangements with the original compositions.

Vox Classical LP's Selling World-Wide

Paris — Vox Records, inde­pendent classical disk company, launched in the States nearly 10 years ago, has become one of the world's most successful, with compli­cated series of arrangements, virtually worldwide dis­tribution, and its domination of the market. Vox's expansion, as Mon­itored by president George Mendel­sohn, is considered significant in view of the rapid expansion of the world disk market.

Mendelsohn returned here re­cently after a visit to New York, where he was joined by Paul Fejes, managing director of Vox Productions (Great Britain), Ltd., of London.

Du Mont Adds Mid-Priced Hi-Fono

New York — Du Mont, which introduced its first line of high fidelity phonographs this year, has now entered the medium-price Hi-Fono phonograph market. The new radio-phonograph console unit, retailing at $219.95, has been de­signed to fit into a living room, with the baffle pipes displayed earlier this month at the International House Show in New York City. The new model features a detachable radio-phonograph console unit, retailing at $219.95, with the baffle pipes displayed earlier this month at the International House Show in New York City.

Du Mont Adds Mid-Priced Hi-Fono

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No Decision Yet On Kilgore Bill

WASHINGTON — At Congress' behest to wind up its business for the summer, a group of songwriters are wondering what their decision will be to the final report of the House to kilgore bill to make the judge box royalty exemp­tion.

The song amplification system, proved to be a hit with the conductors of natural or in church, the sound of any in use in the Federal Trade Commission has been a few spirituals and opera aria. A much appre­ciated for the first time of airplanes flying overhead, the Federal Trade Commission was a $73,000,000, in attendance. Cory Krueger.

33rd of the Hollis Hood Dell concerts opened with a group of extended quarters in Fairmount Park. A capacity audi­ence of about 20,000, the all-American concert was performed by conductor Eugene Goodyear. The program featured the new stage and amplified use of the natural sound of the orchestra. This year, the company plans to start recording in England in different venues. Fejer is negotiating with several major British artists.

In England, Vox produces clas­sical LP's for the domestic market, and also to ex­port all to all their record shops. The company plans to start recording in England in different venues. Fejer is negotiating with several major British artists.

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A PAIR OF BIG HITS BY

The FOUR ACES

"I ONLY KNOW I LOVE YOU"

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

DECCA 29989-929989

DECCA records
Brit. Develop New '3D' Disk

LONDON — Records with a stereophonic or "3D" effect may soon be on the market here as the result of a lengthy period of research and development by a Yorkshire firm. Several recordings, giving depth to the record, are in fact available for demonstration in London, but records issued by H.M.V. and Columbia. The music with these, however, was still being recorded in monaural, and a reproducer is needed to play them.

The new system utilizes the twin sound tracks, one on each side of the disk. One channel is cut on the walls of the track (the method normally employed for ordinary records); the other channel is cut on the bottom of the grooves, a hill-and-dale method.

Analysts have been designed that is sensitive to both channels, but which feeds both signals to stero(outputs. Major record and gramophone companies are financing the apparatus, which has just been exhibited in London.

Simon Joins Pubber Firm

NEW YORK — Jerry Simon has been named professional manager of the Doris Day-Mart Melhers show, which takes over from the Bing and Daycey Music. A well-known artist manager before he entered the U.S. Army two years ago, Simon was the character of the month. He starts his new post July 1, under Al Kavelin. Simon will also handle exploitation on Doris Day's record.
SIZZLERS FOR SUMMER!

The Three Suns
HAUNTED GUITAR

THEME FROM "THE PROUD ONES"
(from the 20th Century Fox Picture, "The Proud Ones")
20/47-6574

Teddi King
IMPOSSIBLE
I CAN HONESTLY SAY IT'S A LIE
20/47-6575

Diahann Carroll
REBEL IN TOWN
(from the Prospect Film, "Rebel In Town")
I DIDN'T KNOW WHAT TIME IT WAS
with Joe Reisman's Orchestra
20/47-6576

"New Orthophonic" High Fidelity recordings
the dealer's choice RCA VICTOR
Du Bist Schön wie Musik
LEO DIAMOND
RCA Victor 20-8875
MANTOVANI
and VICO TORRINI
BURLINGTON MUSIC CORPORATION

Radio Disks Obie's Gimmick

DuMont Hi-Fi
The BILLBOARD
JUNE 30, 1956

Nets to Focus On Steel Pier

Add Six LP's

Camden Fall LP's

Radio Name Band Renaissance

a budgeted considerably higher than the present "Weekley" series. Life is all music (on a remote or in studio) by top dance bands, are preselected in the morning period, after which the weekly spot "Monitors," stepped up sharply in sponsor- ing capacity, and "Entertainment" was increased last January. At that time, the show was virtually spotless. However, this month the program is practically sold out. Select advertisers in this Amcom, which signed last week to sponsor "Monitor's" new seg, on.

Rio Classic

HI / 11 / 1956

Hot and Cold Running Tears

"I Almost Lost My Mind"

"I Almost Lost My Mind"

"I Almost Lost My Mind"

ARDЫOIRAI的新歌, the

recorded by executive producer Al

Capafla featuring the top 10 disks played in the station for the

week. CBS's new summer schedule presents a variety of music

shows, including the following: "Upbeat Saturday Night," "Trendland's Magic," "New Century, same showing the top 10 disks and "Never Day at the Chase," "Alfred Freid's "Rock 'n Roll Dance Party," and three weekly full-hour remote from Atlantic City and "Perry French's "Wagon Wheel," other musical shows on the web include, Milt Miller's "Sunday Night," "Peter Potter's "Juke Box Jury" broadcast from Atlanta and "Summertime in St. Louis," with the "St. Louis Municipal Opera." AMC's lineup for the "Weekley" series is made up of some of music's top names, including popular groups and solo singers. The show also features a new series of "Entertainment" segments, and "Entertainment" was increased last January. At that time, the show was virtually spotless. However, this month the program is practically sold out. Select advertisers in this Amcom, which signed last week to sponsor "Monitor's" new seg, on.

Vox Classics

"I Almost Lost My Mind"

"I Almost Lost My Mind"

"I Almost Lost My Mind"

"I Almost Lost My Mind"

"I Almost Lost My Mind"

"I Almost Lost My Mind"

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"I Almost Lost My Mind"

"I Almost Lost My Mind"

"I Almost Lost My Mind"

"I Almost Lost My Mind"

"I Almost L...
Tagged for stardom with these 2 GREAT SONGS

RUBY MURRAY Singing
PLease hold me tightly and
A VOICE IN THE CHOIR
Capitol 3465

An exciting tune - 2 great versions

MARIMBA CHARLESTON
DAVID CARROLL MARIMBA CHIAPAS
Mercury 70896 Capitol 3447

2 great versions of a great instrumental

COOL TANGO
RED NICHOLS DAVID ROSE
Capitol 3464 MGM 12270

Shaking Loose for a Big Hit!

VICKI YOUNG
(I'M) ALL SHOOK UP
Capitol 3425

ARDMORE MUSIC CORP. • BEECHWOOD MUSIC CORP.
N.Y. Office
MIKE GOULD, V.P.
1730 B'way
KELLY CAMARATA
Hollywood Office
ROB CARTER
1750 Vine St.

www.americanradiohistory.com
Modernizing Your

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

Supermkt's Selling Pattern Points Up
Change in American Buying Habits

By W. L. STENSGAARD, President,
W. L. Stensgaard and Associates,
Inc., Chicago and New York

This store is planned and designed
with RCA Victor "Face the Music" fixtures that are proven
and tested as to their ability to
show more and sell more with
greater service to the customer
with less store service and more
practical, satisfactory manner for
case of customer selection. It is
no longer possible or necessary
to match each customer with a
total-line salesperson. Such selling
methods are old-fashioned and
entirely too costly. Most customers
can service themselves to the ex-
tent of 60 up to 95 per cent of
completing the transaction. They
do need service in getting answers
to some questions, location cer-
tain merchandise and in wrapping
the goods, making the sales ticket
and change, etc.

American shopping habits have
been changed by supermarkets
and departmentalizing. Most
Americans today are much more
satisfied when goods are shown
in organized departmental arrange-
ments by categories or titles, store
and classifications. They buy more
when they are allowed to look and
shop for themselves and require
able help from the salesperson.
They buy in less time.

The average store will do from
60 to 90 per cent of its volume in
12 to 16 hours of the business
week. This alone indicates the
time for some question of locating cer-
tain merchandise and in wrapping
the goods, making the sales ticket
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The average store will do from
60 to 90 per cent of its volume in
12 to 16 hours of the business
week. This alone indicates the
value of this system and it is
always more pleasant.

Modern Store Floor Plan

This plan is designed so that
over 60 per cent of the inventory
is always more pleasant.

The "Face the Music" equipment
and browsers allow for adequate
and browsers allow for adequate
and browsers allow for adequate

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

Stensgaard store layout, front left portion (see diagram). Cashier area is located for easy vision of entire store.

The left is at 45 p.m., player for kiddle records. Here children are in full view of cashier. At rear of cashier is the only cash register, designed for use of customers who are developing dealer interest. To the right, between EP and LP album racks, is a listening post, placed for easy operation from any part of the store. The complete floor plan is temperature controlled, hearing satisfactory locating. In the foreground, near cashier's section near rear playing units are LF and EP browsers.
Record-Phono Store

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

Among phonos, a $150 table top hi-fi model is the high end item with most volume coming in the $30 to $100 bracket. Radios being featured are all of small size and at the low end of the price scale.

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

Two booth phonos are provided for listening. The object is to increase gross volume by 30 per cent during the first year following streamlining and modernization of the layout.

Fixtures Play Only a Part in Successful Disk Store Project

Front, Lighting, Color, Layout Likewise Important Sales Factors

By GORDON FREEDMAN, President Freedman Aircraft Engi- neering Corp., Charleston, Mich.

Many things go into the plan- ning of a successful record store in addition to the selection of proper display fixtures.

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

Correct lighting is of the utmost importance. An abundance of ma-terials and assistance can be obtained from local suppliers and the manufacturers of lighting equip- ment.

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

As conditioning can be a tremen-dous advantage in attracting people to a store, and keeping them there to browse. It is particu- larly a "must" in today's moderni-zation plans, and will eventually pay for itself in increased business and ease in keeping the store and stock clean and tidy during winter and winter. Even air conditioning may not be fi-nancially possible immediately, while extensive remodeling is going on, provision should be made for easy installation at a later date.

Adequate provision should be made for record keeping, and a combination "bookkeeping machine" and cash register is an essential piece of equipment in a smoothly run store. The representatives of the cash register companies are trained to help dealers select the equipment best suited to their needs.

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

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

The successful planning of a re- cord shop requires simply the application of common sense. There are stores all over the United States.

(Continued on page 50)
Preliminary Study the Keynote to Successful Self-Help Planning

Breakdown of Total Sales Categories

By DONALD G. RECKEWEG

Store Planning Director

Haley Associates Inc.

Merchantsville, N. J.

Planning stores for self-selection requires certain preliminaries. First, a study of how sales are run-ning. Proportion of total sales taken up by EP, LP, children’s, etc., must be determined. With this infor-mation as a guide, the job of designing a suitable plan can proceed with the assurance that the new lay-out will accomplish its purpose in building a higher volume.

Take this setup for example: We were asked to design a plan for a store 18’ wide by 60’ deep. This particular store sold records and phonographs along with records. Their total annual sales in phonos and records was approximately $100,000.

The store was at a good location but the interior was uninteresting. The old-fashioned library system of selling records was still maintained. Colored albums were hidden on high dusty shelves, and practically everyone who came in had to be asked for them.

In the rear were two large listening booths that took up valuable floor space. One, after pointing this con-clusion out to his main trouble, the owner took a closer look at his selling area and become aware of his need for a more attractive sel-ling approach.

First thing for self-service merchandising is a highly specialized undertaking, and knowing this we stirred by discussing the needs and potential of the store. We then drew a complete floor plan to give the owner a realistic picture of his new layout. In the end, the owner had a much roomier selling floor area. Sectioned units covering a wall area of 4’ by 8’ lined both sides of the store. In these units were adjustable covers, single racks for 7” and 10” records, peg boards, puchon signs, shelves, storage space and fluorescent light.

The center floor units were just as adaptable and they allowed working from two sides. These center store units were not as high and offered an unobstructed view of the entire store area. Accessories which had long been hidden, were displayed in glass-top counters at the new check-out points. Radio and phonos were displayed on convenient shelves for easy inspection by the customers.

In the process, the two odd-sized listening booths were removed and replaced with several units resembling a phone booth. Here the concept of selecting records was to be a guide to the listener’s choice through the selection at the sales desk. As the new units, the old-style booths were broken up and being dropped a thing beautiful.

The 12” LP sets increased psychologically, and at the end of the year the owner realized a 25% increase in sales which was most paid for this change.

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

Bigger Sales & Service for Less

• Continued from page 23

we recommended an absolute min-imum for receiving and storage space. The numbers shown in the floor plan correspond to the numbers of RCA Victor units as de-signed and produced by Stere-o-gard, and fully described in the “Modernize for Profit” brochure.

Space is provided for the man-ager who carries a number of records and wrapping desk. We have this up to the right here. It is easy for everyone to remove by the cash register to complete the Trans-actions. It is also easy for the man-ager or salesmen to come in after the re-tail store, and to see who people that are come in and go.

Placed immediately to the right on the counter is a center of a display of a player. Here, children are placed which are placed in the right front corner of the store can be ob-serve both from the street and the glass and be the cashiers, who will be in and out of that area that in any other place would not be. We found groups of who buy most of the children’s records; that we have them in this corner. It is this front corner area which is usually a rather deep place. At the rear of the cashier’s desk a display booth, again placed for ease of operation. This is a closed model and instead of a customer who is interested in hearing the tone quality of records we do not, immediately following this layout are two listening posts. These are placed for ease of operation from any part of the area in which records are carried. Another wall of shelves sale are easy to use, and make it pos-sible to have the man or woman listen to the record and make his decision in less time. The dotted line on the floor plan indicate those records which can be placed by any one of the store employees who are specialized in the field of music.

Front Section of Store

As shown in the illustration, the wrapping desk and cashier section should be placed near the entrance, with vacuum-formed white plastic will be of retail size. It will be a good size for the public to patronize a self-service location.

If you honestly feel that you have 80% to 100% location for your record store, then, and only then, should you even consider going there and make your design in less time. The dotted line on the floor plan indicate those records which can be placed by any one of the store employees who are specialized in the field of music. It’s also best not to start out with too large an inventory. See what the competition is doing in your area. To find out how big your stock is in sales, you might compare your stock in that direction.

Each record company will guide your selection of, but as much stock, as most companies, thus their sales organization, know the neighbor-hood in which you are opened. Look over your store. Most important, Capital Records wants to help the re-
Starting out with only a few Freedman Artcraft fixtures several years ago, THE RECORD RENDEZVOUS, Cleveland, Ohio (left), has since become one of the most successful retail record stores in the United States. It is now completely equipped with Freedman Artcraft display fixtures.

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

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

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

Local suppliers of paint, wall paper, floor coverings and lighting fixtures can furnish invaluable advice on decorative and lighting schemes. Take advantage of the fortunes spent in research by the manufacturers of these items. Excellent advice on check-out problems and prevention of pilferage is available through your National Cash Register representative.

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

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

FREEDMAN ARTCRAFT ENGINEERING CORP.

Dept. 425
Charlevoix, Michigan
The Billboard's Monthly Recap of
BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

**Classical Albums (Over-all)**

1. TCHAIKOVSKY: 1812 Overture; Capriccio Italiano—Mussorgskii Symphony (Durant) — Mercury MG 56054
2. MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—Philadelphia Orchestra (Ormandy) — Columbia ML 5685
3. RACHMANNINOFF: Piano Concerto No. 2—Istomin, Philadelphia Orchestra (Ormandy) — Columbia ML 5103
4. TCHAIKOVSKY: Piano Concerto No. 1—Cable, Chicago Symphony (Reiner) — RCA Victor LM 1899
5. STRAUSS: Gaste Parodie; MIEBERGER: Les Patineurs—Boston Pops Orchestra (Fiedler) — RCA Victor LM 1817
6. GROFE: Grand Canyon Suite; COPLAND: El Salmo Mexicano—Boston Pops Orchestra (Fiedler) — RCA Victor LM 1928
7. BOSTON POPS PICNIC—Boston Pops Orchestra (Fiedler) — RCA Victor LM 1955
9. BINSKY-KORSAKOFF: Scheherazade—Philadelphia Symphony (Steinberg) — Capitol P 8305
11. IBERT: Escalas; RAVEL: Bolero; Valse; CHABRIER: Espana; DERUSNY: Claire De Lune—Philadelphia Orchestra (Ormandy) — Columbia ML 4935
12. BEETHOVEN: Symphonies Nos. 1 and 9—Philadelphia Symphony Orchestra (Toscanini) — RCA Victor LM 6009
13. VIVALDI: Concerto in A Minor for Two Violins; BACH: Violin Concerto Nos. 1 and 2—Osztosk, Stern, Philadelphia Orchestra (Ormandy) — Columbia ML 5087
14. CIOLI IN CARNEGIE HALL — RCA Victor LM 1972
15. BINSKY-KORSAKOFF: Scheherazade—Philadelphia Orchestra (Ormandy) — Columbia ML 4885
16. DELIS: Sea Drift; Paris—Royal Pllharmonic Orchestra (Berchon) — Columbia ML 5079
17. OPERATIC RECITAL: No. 4—Maria del Monaco — London LL 1435
19. WORLD-WIDE FAVORITES—Jose Iturbi — RCA Victor LM 1967
20. MOZART: The Magic Flute—Stricklin, Studer, RIAS Symphony (Fries) — Decca DX 134

**Concertos**

1. MENDELSSOHN: Violin Concerto; MOZART: Piano Concerto No. 4—Osztosk, Philadelphia Orchestra, RCA Victor LM 5685
2. RACHMANNINOFF: Piano Concerto No. 2—Istomin, Philadelphia Orchestra (Ormandy) — Columbia ML 5103
3. TCHAIKOVSKY: Piano Concerto No. 1—Cable, Chicago Symphony (Reiner) — RCA Victor LM 1899
4. VIVALDI: Concerto in A Minor for Two Violins; BACH: Violin Concerto Nos. 1 and 2—Osztosk, Stern, Philadelphia Orchestra (Ormandy) — Columbia ML 5087
5. BEETHOVEN: Violin Concerto—Mitropoulos, Pittsburgh Symphony (Steinberg) — Capitol F 3135
6. BRAHMS: Double Concerto in A Minor—Stern, Rose, New York Philharmonic (Warlock) — Columbia ML 5076
7. MIOSSTAVICH: Violin Concerto—Oistrakh, New York Philharmonic (Altman) — Columbia ML 5077
8. RACHMANNINOFF: Piano Concerto No. 2—Bubash, NBC Symphony (Gluckman) — RCA Victor LM 1005
9. BRAHMS: Piano Concerto—Mittman, Pittsburgh Symphony (Steinberg) — Capitol F 3127
10. BRAHMS: Violin Concerto—(Ormandy) — RCA Victor LM 1953

**Jazz**

1. STAN KENTON IN HI-FI.—Capitol W 724
2. THE BENNY GOODMAN STORY, Vols. 1 and 2—Sound Track — Decca DL 8255, 8253
3. JAZZ: RED HOT AND COOL—Dave Brubeck — Columbia CL 699
4. KRUPA AND RICH—Gene Krupa and Buddy Rich — Norgran MG CL 054
5. AMBASSADOR SATCHEL: Louis Armstrong — Columbia CL 840
6. COAST CONCERT—Bobby Hackett — Capitol T 692
7. THE GREAT BENNY GOODMAN — Columbia CL 820
8. FONTES—Modern Jazz Quartet — Atlantic 1213
9. CHRIS CONNOR — Atlantic 1256
10. CHICO HAMILTON QUIN-TET IN HI-FI—Fathead Jazz FJ 1618

**Show & Movie**

1. MY FAIR LADY—Original Cast—Columbia CL 5090
2. CAROUSEL—Sound Track — Capitol W 694
3. PICNIC—Sound Track — Decca DL 8329
4. OKLAHOMA—Sound Track — Capitol SAO 503
5. THE MAN WITH THE GOLDEN ARM—Sound Track — Decca DL 8257
6. SERENADE—Sound Track — RCA Victor LM 1996
7. THE EDDY DUCHIN STORY—Sound Track — Decca DL 8290
8. THE STUDENT PRINCE—Sound Track — RCA Victor LM 1837
9. THE BENNY GOODMAN STORY, Vols. 1 and 2—Sound Track — Decca DL 8255, 8253
10. THE KING AND I—Sound Track — Capitol W 790

**New Equipment**

- The Califfen Corporation has unveiled the "Celebrity" Model TV-J phone. The unit features a patented center-drive continuous-screwable control totable which eliminates cones, idlers and belts. The pickup arm is counterbalanced upward to prevent its falling on records. This phone is one of several brought out this year by the firm, especially for use in the classroom, in dancing schools and by full and square dancing groups.
- Midhawk Business Machines have introduced their "Universal" battery-operated pocket-sized tape recorder, which makes it possible to "have a secretary in your pocket," according to the manufacturer. The unit weighs 241/2 pounds and employs dual track tape, contained in cartridges the size of cigarette packs. Unit sells for $249.50 complete with batteries, single earphone, crystal microphone and a 60-minute reel of tape.
Step up sales with attractive displays that put RCA Victor radios and "Victrola" phonographs where customers can see and buy them.

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

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

You'll be surprised how little it costs to add this silent salesman to your staff. Call your RCA Victor distributor now for full details on these merchandisers (10 feet wide, Form 6R3247; 6 feet wide, Form 6R3248). Remember, RCA Victor is the set that sells on sight!
**Classical**

AN OPERETTICAL RECITAL, NO. 4 (1-12)—Boston Symphony Orchestra, Dukas, etc. Following hard on the heels of Recital No. 3, this new anthology of dramatic operettical art is further added for its magnificent selection of songs. The choice of songs is a tour de force, and includes such well-known pieces as "Fedora," "Masquerer's "Le Cab," Catalani's "La Wally," Meyerbeer's "La Misérables," etc. Also included are stand-out selections like the "Flower Song" from "Carmen," "Addio, fiorito addio" from "Madame Butterfly," etc. The fine sales history of other LPs in this series, makes an extended publisher recommendation a foregone conclusion.

ALIAS FROM BELLINI OPERAS & COLOR-ATURA FAVORITES (1-12)—Mado Robin, Soprano, London Philharmonic Orch., Cond. By Anatole Fistoulari, London, L.N. 1403. This is the first 12-inch LP by Miss Robin, who probably ranges higher than any other soprano around today. This is demonstrated in stunning sound on such chestnuts as "Bacchus," "Roméo et Juliette," "Il Trovatore," etc. Miss Robin sings them truly until she hits the high passages, which she negotiates with purity, agility and apparent ease. The high notes should make this package a very big seller.

SIBLEY'S: SYMPHONY NO. 2 IN MAJOR, OP. 39;—Philharmonic Orch., Kletki, Cond. Angelo Rosini, L.N. 35314. This new recording of this most popular Sibelius symphony has enjoyed the complete acceptance that readings by Koussevitzky, Ansermet did in the past. The sound quality is the best version in years—reproduced in a way complementary to his job. Sibelius' second is brilliantly scored and requires a virtuoso of the first church of the Philharmonia's caliber to bring it all in its color and drama. Kletki keeps excitement high and unflagging. This set can be ordered in depth by all classical listeners.

**Popular**

THE KING AND I (1-12)—Sound Track—Capitol L 746. In view of the vast-sell ing abilities displayed by this sound track version of the previous Rodgers-Hammerstein films—" Oklahoma! " and " South Pacific,"" these dodecs should be happy indeed with the sales this LP. Hundreds of thousands of people have seen the film. This LP highlights the familiar score in its entire effectiveness. Miss Marni Nixon is dubbed in for Miss Kerr, but Beverley reprises his former Broadway triumph. Decfa has the original Gertrude Lawrence Buchanan package, but this one will grab off most of the play this fall.

PASSPORT TO ROMANCE (1-12)—Percy Faith Orch., Columbia CL 680. Columbia's July pop Boy-Of-The-Month is standard programming for romantic mood scene s on jockey shows. Faith provided rich, full-bodied melodies and interpretations of 12 European themes, including several already well known in this country—"Minstrel," "Heart of Paris," "The Little Lost Dog," etc. The cover is eye-catching and keyed to the LP's travel appeal. The set meets all industry qualifications for display-tie-ups with local travel agencies.

SAY IT WITH MUSIC (1-12)—Lawrence Welk and his Champagne Music Coral CRL 63418. Welk has waxed 56 all-time favorite standards in this new package. The fare is broken down into a dozen melodies which are stuck directly with the "medium time" segs on the Welk Institute's ABC TV show. The material is all danceable and the tunes themselves have an appeal to all ages, which just about assures the popularity of this LP. Welk is the charming center of Champagne Music hit.

**Best Selling Popular Albums**

Albuns are ranked in order of their national sales according to THE BILLBOARD'S weekly survey of top 100 albums by market units.

1. ELVIS PRESLEY—BNA L 4884
2. BELAFONTE—Harry Belafonte, RCA Victor LPM 11590
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra, Capitol W 6539
4. MY FAIR LADY—Original Cast, Columbia L 5066
5. CAROUSEL—Sound Track, Capitol W 764
6. CALIFORNIA—Harry Belafonte, Capitol W 1131
7. FIDIC—Sound Track, Decca DL 8320
8. BUBBLES IN THE WINE—Lawrence Welk Orch., Coral CR 57063
9. FOUR FRESHMEN AND FIVE TROMBONEs—Capitol T 673
10. NIGHT WINDS—Jackie Gleason, Capitol W 717
11. OKEH—Standard Orch., Capitol SAO 498
12. WALTZES OF IRVING BERLIN—Mantovani Orch., London L 1452
13. THE MAN WITH THE GOLDEN ARM—Sound Track, Decca DL 8257
14. GENTLEMEN, BE MISTREATED (Minstrel Show), MCA L 2838
15. CASTLES IN SPAIN—Mel LeGrand, Columbia CL 888

**Jazz**

DUKE EllINGTON: LIBERIAN SUITE; A TONE PARALLEL TO THE HARMONY. Duke Ellington Orchestra, Columbia CL 1017. This LP duplicates the "Liberian Suite," a subdued number of jazz music. The set includes a variety of harmonics, or "tunes" of jazz music. The set includes a variety of harmonics, or "tunes" of jazz music.

**Gray line...WORLD'S FINEST**

**RECORD DISTRIBUTORS**

**400**

- 3 PIN CENTER
- 2-6 SPEAKERS
- NEEDLE BRUSH

**400**

- 3 SPEED DEMONSTRATOR
- TURNTABLE
- NEEDLE BRUSH

**Jelly Roll**

SIT THEM AT N.A.M.M., BOOTH 2, JULY 23-26th
FOR CHRISTMAS SALES WITHOUT SNOW!

NOW IN FULL SWING
The Greatest Summer Sales Plan Ever!

Mercury RECORDS
1¢ PREMIUM SALE

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

"200% TRAFFIC INCREASE"
"REGULAR CUSTOMERS STACKING UP"

"90% OF JUNE VOLUME FROM LONG PLAY RECORDS"

"TERRIFIC STIMULANT FOR FAMILY BUYING OF ALL MUSICAL CATEGORIES"

"30% OF BUYERS ARE NEW CUSTOMERS"

"BUY APPEALING PROMOTIONAL MATERIAL"

"EASY STEP-UP SALE"

"WONDERFULLY SIMPLE ADMINISTRATION"

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

Exciting NEW 12" Long Play Sampler

"MUSIC TO LIVE BY" $1.29

Suggested List Price
profit picks of the month!

only $1.98 for each 12" Long Play

THE BIGGEST HITS OF '66

I COULD HAVE DANCED ALL NIGHT
WHY DO POOLS FALL IN LOVE
MORRIT (Theme from 'The Threepenny Opera')
LIBSON ANTIOQUA

SONGBOOKS

FORTY TOWER
MOONLIGHT
THE NEXT TIME IT HAPPENS
ROCK ISLAND LINE
ON THE STREET WHERE YOU LIVED

**Smash follow-up to our best-selling "Biggest Hits of '55!" Performed by The Honeydrippers, Tex Beneke Orh., Bob Carroll, Guy Loger Orh., Donniecisco Savino Orh. Long Play (CAL-318) $1.98.

only 79¢ for each 45EP.

79¢ TODAY'S HITS
THE WAYWARD WIND How little we know
TOO CLOSE FOR COMFORT It's all yours
POLLY BERGEN

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

big name recordings at 1/2 the big name price!

Dancing at the Waldorf
NAT KING COLE

HAL MINTYRE'S BEST

Presenting the Deep River Boys
PIPE ORGAN MAGIC

Tom to big with big new demand for pipe organ recordings!
Long Play (CAL-209) $1.98.

Order Through Your RCA Victor Record Distributor NOW!
Nationally advertised price—national.

RCA CAMDEN
A PRODUCT OF RADIO CORPORATION OF AMERICA

#A "Nove Orthophonic" High Fidelity recording. #C High Fidelity recording.

Sales & Service for Less

Continued from page 24

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

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

The rear half of the selling area of the store contains additional tables with brochures in which large quantities of numbers can be placed.

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

One wall, as illustrated, has been devoted to 78's and records so that a good selection of best sellers in terms of styles, colors and price lines are available here. People will not have to hunt away from the cashiers desk to make a choice of merchandise from inadequate assortments. A store can build an excellent gift line in this particular line of merchandise if it becomes known for having good assortments and late models to choose from.

For the store front we recommend good identification and clean arrangements and use of materials that are easy to keep clean and maintain. Window displays can be changed each week to capitalize on traffic flow. Each window should present ideas so people become accustomed to looking at your windows for interesting news in music, entertainment and merchandise.

Good; attractive, yet simple window displays are important to telling the people the kind of store you maintain. Dirty, long windows quickly tell passersby that the store is obsolete and they reflect only the type of management and the interest in the business. The total cost of fixtures in the selling areas of this store amounts to $1,790.55. This does not include the cashier's desk, the cash register, built-in listening booth, lighting fixture, floor covering or necessary painting. For a store of this arrangement of this type and for substantial built and quality finished equipment that can be known for being good for five years or more, this is, we believe, very good investment that will pay real dividends in consumer service and satisfaction and assist greatly in the sale of additional profits will be possible.

Fixtures Play
Continued from page 23

and some in Canada and other countries that have been planned by the Frederman Artcraft. Plans for a "Do It Yourself" system, supplemented in some instances by assistance from Frederman Artcraft, by mail and in person. The store illustrated is the photograph in the Real Shop of Gary, Ind., It was planned in this manner and has many of the features essential to a good record merchandising—show window—ex- tensive, complete self-service; check-out (note the double check-out counters which were found to be necessary shortly after the store opened with only one check-out), attractive lighting, complete store equipment, open booths. The store plans above add many of the same features that have made the Record Shop a tremendous success right from the start.

Points to be stressed about the Frederman store layout are: 1. Inviting, comfortable seating; 2. Large window presenting view of store interior; 3. Complete self-service; 4. Departmental planning; 5. Check-out achieved unobtrusively by arrangement of counter and booths; 6. Open booths to cut down pilferage; 7. Children's department at rear to pull traffic thru the store, and "down-to-the-floor" display for children. 8. Use of convertible equipment (YB-600 bases) for 78's—used later for singles on LP's and all 45's. 9. Vinyl/Frequency—Fixtures can be changed to suit desires, as desired, for departmental or for special promotions, or to just add "freshness" to the store.

Self-Service
Continued from page 24

Here are extra profit items. Phonographs, records, brushes, etc., are a necessary stock items to any self-service store. Carry the full line of any reputable phonograph manufacturer, but hold it down to one or two lines of record manufacturers. You can give more service at the one or two lines and sell more goods, at lower cost.

A look into the crystal ball will at tomorrow's record business seems to give the nod to more packaged album merchandising and less singles. The two packages that stand out are the single 45 EP and the 12" LP albums. The albums will be probably factory-sealed with demarcation records for record stores. Today we have excellent high fidelity records, single records, pre-recorded tape cassettes, but probably the records of tomorrow.
MATCHMATES DOUBLE
Listening Pleasure!
(And They'll Double Your Profits, Too!)

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

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

NEW 'Celeste' tape recorder, styled like the fabulous 'Fidelis' in blonde or mahogany, is a three-speaker, dual-track, dual-speed monaural recording and playback unit which also teams with any amplifier-speaker system to play binaural recorded tapes. The NEW 'Celeste' sets a whole new trend in tape recorder design. Be among the first to cash in on its powerful appeal.

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

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

See Your V-M Distributor

* Slightly higher in the West.

V-M CORPORATION
BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHs AND RECORD CHANGERS
"Swing is Back!"

Gene Krupa in his HIGHEST-FI album

with Anita O'Day and Roy Eldridge

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

Most recent edition of Billboard published Mon., June 30, 1952

Reviews and Ratings of New Popular Albums

continued from page 29

...he was indeed a great drummer...
Reviews and Ratings of New Classical Releases

MOZART: A MUSICAL JOURNEY (K. 516) [RCA MK 256] RAVENSONE TOY SYMPHONY (K. 375) [RCA MK 257] HAYDN: TOY SYMPHONY [RCA MK 258]

A recent addition of "young at heart" music from the classical period. These delightful works, two of which are widely popular, are performed here to top-notch perfection by the Philadelphia Orchestra under maestro Leopold Stokowski. The recording itself is ideally suited to the repertoire. The Philadelphia orches
tra seem to love an affinity for this type of music. For discriminating buyers, this set will add a welcome new dimension to the competition.

CHOPEK: RECITAL (1-1127) [World Mastermills, Paris, Aug 21, 1971]...76 The third in a series of Mastermills records featuring the pianist, it includes: The Scherzo No. 2 in B flat major, Ballade No. 2 in F sharp minor, Piano Sonata No. 8 in C sharp minor and 15 in E minor. Values No. 9 in D major and 16 in G flat major. Sinfonietta No. 1 in E minor and 45 in A minor and the Ineqorea No. 1 in a major. Masterly written and executed, it is a Chopochet speciality and will be welcomed by fans of Chopin as well as piano afficionados.

VAILADE: 1 CATH. OR. 83237-8 Reichel Richard, Violin; Pro Musica String Orchestra, Montgomery; Rolf Reinhard, Con., Vol DL 123...77 The latest in a series of chamber music disk packages from Vos is another collection of Chopin's music. These are the same fine forces that recorded excellent notices for their earlier collection of Vivaldi concerti, Opus 8, and they have little reason to avoid competition so wildly about. The sound is good, the recordings faithful to the Vivaldi style. The high-hoed choral
ducation will stand the test of time. Further, a new edition of Chopin's Second Preludie is included in this offering, and the orchestra which accompanies the pianist, is a chamber ensemble of the highest order. Orchestration, playing, and an introduction to Chopin's music, for anyone with reasonable taste.


Eufalee: VIOLIN SONATAS NO. 1 IN C MAJOR AND NO. 2 IN E MAJOR (1-1127) [Eufalee; Lemoine, Violin; Andrei Neubin, Piano, Aug 10, 1971] Kupfer, a young Russian violinist, has recorded these two sonatas and adds yet another fine addition to his repertoire. Recorded at the Wigmore Hall, London, in 1971 in a very elegant manner.

Haley Sr. Dies After Long Illness

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

New Acts for RCA and Vik

NEW YORK—RCA Victor and its Vik subsidiary label initiated several new talents last week. Victor's specialty disks recording chart, Steve Sholes, signed David Houton, a country weatherman from Shreveport, La.

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

Jack Dorf, head of distro promotion man for Coral Records in New York, signed Victor last week.

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

THE MODERN ART OF JAZZ

GUY LOMBARDO

and

His Royal Canadians

GUY LOMBARDO

and

His Royal Canadians

BISTRO

and

You Dance with Me

Want Customers like this

—and NOT like this?

Better get

Fidelitone

PHONOGRAPh NEEDLES

DIAMOND, JEWEL OR PRECIOUS METAL TIPS

and make everybody happy

PERMO, INC.

Chicago 20

27 YEARS OF LEADERSHIP IN SOUND REPRODUCTION
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
<th>Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>Sweet Old-Fashioned Girl</td>
<td>Bob Merrill</td>
<td>23</td>
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<tr>
<td>2</td>
<td>Blue Suede Shoes</td>
<td>Carl Perkins</td>
<td>19</td>
<td>17</td>
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<tr>
<td>3</td>
<td>Be-Bop-a-Lula</td>
<td>Sherri Ten Davis-Gina Vincent</td>
<td>20</td>
<td>1</td>
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<td>Glendora</td>
<td>Ray Sample</td>
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<td>5</td>
<td>My Blue Heaven</td>
<td>G. Whiting &amp; W. Donaldson</td>
<td>24</td>
<td>6</td>
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<td>6</td>
<td>I Almost Lost My Mind</td>
<td>Doris Day</td>
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<td>7</td>
<td>Heartbreak Hotel</td>
<td>Anthony</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td>8</td>
<td>I'm in Love Again</td>
<td>Don &amp; Sue</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Walk Hand in Hand</td>
<td>Bob &amp; Mac</td>
<td>10</td>
<td>9</td>
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<td>10</td>
<td>Picnic</td>
<td>Bob &amp; Sue</td>
<td>11</td>
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<tr>
<td>11</td>
<td>Graduation Day</td>
<td>Joel Sherman &amp; Norm Sherman</td>
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<tr>
<td>12</td>
<td>Happy Whistler</td>
<td>Don Robertson</td>
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<tr>
<td>13</td>
<td>Allegheny Moon</td>
<td>Bob &amp; Sue</td>
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<td>14</td>
<td>Transfusion</td>
<td>Betty Driscoll</td>
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<td>Magic Touch</td>
<td>Bob &amp; Sue</td>
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<tr>
<td>16</td>
<td>I Could Have Danced All Night</td>
<td>Frederick Lowes &amp; Alan Jay Lerner</td>
<td>20</td>
<td>6</td>
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<tr>
<td>17</td>
<td>Church Bells May Ring</td>
<td>Bill &amp; Sue</td>
<td>27</td>
<td>8</td>
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<tr>
<td>18</td>
<td>Long, Tall Sally</td>
<td>Bob Lorence</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>19</td>
<td>Poor People of Paris (Jean's Song)</td>
<td>Les Fries</td>
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<td>20</td>
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**Second Ten**

<table>
<thead>
<tr>
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<tr>
<td>11</td>
<td>I Want You, I Need You, I Love You</td>
<td>Maurice Myers &amp; Joe Bennes</td>
<td>14</td>
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<tr>
<td>12</td>
<td>Hot Diggity</td>
<td>Al Hoffman &amp; Dick Manning</td>
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<tr>
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<td>Born To Be With You</td>
<td>D. Robertson</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>14</td>
<td>More</td>
<td>Tom Glaser &amp; Alex Alcorn</td>
<td>21</td>
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**Third Ten**

<table>
<thead>
<tr>
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<th>Week</th>
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<tr>
<td>21</td>
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<td>Tom Glaser &amp; Alex Alcorn</td>
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<td>22</td>
<td>Could I Have Danced All Night</td>
<td>Frederick Lowes &amp; Alan Jay Lerner</td>
<td>20</td>
<td>6</td>
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<tr>
<td>23</td>
<td>Church Bells May Ring</td>
<td>Bill &amp; Sue</td>
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<td>8</td>
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<tr>
<td>24</td>
<td>Long, Tall Sally</td>
<td>Bob Lorence</td>
<td>21</td>
<td>12</td>
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**Honor Roll of Hits**

For survey week ending June 20, 1956

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

LES BAXTER

Concerto and Theme from
FOREIGN INTRIGUE
MELODIA LOCA
(The Drive-You-Crazy Song)
record no. 3478

It had to happen!

STAN FREBERG

2 madcap versions of rockin' hits
HEARTBREAK HOTEL
(Echo By Mammoth Cave)
ROCK ISLAND LINE
(and His Sniffle Group)
record no. 3480
**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1</td>
<td>MONTREUX V(DM)</td>
<td>Grant</td>
</tr>
<tr>
<td>2</td>
<td>MOONLIGHT AND THEME FROM &quot;PICNIC&quot; (ASCAP)</td>
<td>M. Stoloff</td>
</tr>
<tr>
<td>3</td>
<td>STANDING ON THE CORNER (ASCAP)</td>
<td>Four Lads</td>
</tr>
<tr>
<td>4</td>
<td>I'M IN LOVE AGAIN (BMI)</td>
<td>F. Domino</td>
</tr>
<tr>
<td>5</td>
<td>MY BABY LEFT ME (BMI)</td>
<td>Vic 72-6546</td>
</tr>
<tr>
<td>6</td>
<td>TRANSFERENCE (BMI)</td>
<td>Nervous Norvus</td>
</tr>
<tr>
<td>7</td>
<td>MOONLIGHT AND THEME FROM &quot;PICNIC&quot; (ASCAP)</td>
<td>G. Cates</td>
</tr>
<tr>
<td>8</td>
<td>HAPPY WHISTLE (ASCAP)</td>
<td>D. Robertson</td>
</tr>
<tr>
<td>9</td>
<td>BORN TO BE WITH YOU (ASCAP)</td>
<td>Chordettes</td>
</tr>
<tr>
<td>10</td>
<td>TREASURE OF LOVE (BMI)</td>
<td>C. Mclflter</td>
</tr>
<tr>
<td>11</td>
<td>HOT DIGGITY (ASCAP)</td>
<td>P. Conno</td>
</tr>
<tr>
<td>12</td>
<td>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)</td>
<td>A. Brothers</td>
</tr>
<tr>
<td>13</td>
<td>PICNIC (ASCAP)</td>
<td>McCullar Sisters</td>
</tr>
<tr>
<td>14</td>
<td>WALK HAND IN HAND (BMI)</td>
<td>T. Martin</td>
</tr>
<tr>
<td>15</td>
<td>LONG, TALLY (BMI)</td>
<td>Little Richard</td>
</tr>
<tr>
<td>16</td>
<td>BORN TO BE WITH YOU (ASCAP)</td>
<td>Chordettes</td>
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**Most Played in Juke Boxes**

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<td>WAYFARER WIND (BMI)</td>
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</tr>
<tr>
<td>2</td>
<td>HEARBEART HOTEL (BMI)</td>
<td>E. Presley</td>
</tr>
<tr>
<td>3</td>
<td>STANDING ON THE CORNER (ASCAP)</td>
<td>Four Lads</td>
</tr>
<tr>
<td>4</td>
<td>MOONLIGHT AND THEME FROM &quot;PICNIC&quot; (ASCAP)</td>
<td>M. Stoloff</td>
</tr>
<tr>
<td>5</td>
<td>I'M IN LOVE AGAIN (BMI)</td>
<td>F. Domino</td>
</tr>
<tr>
<td>6</td>
<td>MY BABY LEFT ME (BMI)</td>
<td>Vic 72-6546</td>
</tr>
<tr>
<td>7</td>
<td>TRANSFERENCE (BMI)</td>
<td>Nervous Norvus</td>
</tr>
<tr>
<td>8</td>
<td>MOONLIGHT AND THEME FROM &quot;PICNIC&quot; (ASCAP)</td>
<td>G. Cates</td>
</tr>
<tr>
<td>9</td>
<td>HAPPY WHISTLE (ASCAP)</td>
<td>D. Robertson</td>
</tr>
<tr>
<td>10</td>
<td>BORN TO BE WITH YOU (ASCAP)</td>
<td>Chordettes</td>
</tr>
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<td>C. Mclflter</td>
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<td>P. Conno</td>
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<td>PICNIC (ASCAP)</td>
<td>McCullar Sisters</td>
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<tr>
<td>15</td>
<td>WALK HAND IN HAND (BMI)</td>
<td>T. Martin</td>
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<tr>
<td>16</td>
<td>LONG, TALLY (BMI)</td>
<td>Little Richard</td>
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<tr>
<td>17</td>
<td>BORN TO BE WITH YOU (ASCAP)</td>
<td>Chordettes</td>
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</table>

**Most Played by Jockeys**

<table>
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<th>Week</th>
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<td>1</td>
<td>WAYFARER WIND (BMI)</td>
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<td>MOONLIGHT AND THEME FROM &quot;PICNIC&quot; (ASCAP)</td>
<td>M. Stoloff</td>
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<tr>
<td>3</td>
<td>STANDING ON THE CORNER (ASCAP)</td>
<td>Four Lads</td>
</tr>
<tr>
<td>4</td>
<td>I'M ALMOST LOST MY MIND (BMI)</td>
<td>F. Domino</td>
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<tr>
<td>5</td>
<td>MY BABY LEFT ME (BMI)</td>
<td>Vic 72-6546</td>
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<td>TRANSFERENCE (BMI)</td>
<td>Nervous Norvus</td>
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<td>HAPPY WHISTLE (ASCAP)</td>
<td>D. Robertson</td>
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<td>Chordettes</td>
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<td>TREASURE OF LOVE (BMI)</td>
<td>C. Mclflter</td>
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<td>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)</td>
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<td>15</td>
<td>LONG, TALLY (BMI)</td>
<td>Little Richard</td>
</tr>
<tr>
<td>16</td>
<td>BORN TO BE WITH YOU (ASCAP)</td>
<td>Chordettes</td>
</tr>
</tbody>
</table>
FABULOUS is the word for SARAH VAUGHAN and her new recording of "FABULOUS CHARACTER" coupled with "THE OTHER WOMAN" MERCURY 70885
**COMING UP STRONG**

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

1. Allegheny Moon.................. Patti Page
   (ASCAP) Mercury 70878
2. Portuguese Washerwoman........... Joe (Fingers) Carr
   (ASCAP) Capitol 3418
3. Whatever Will Be, Will Be...... Doris Day
   (ASCAP) Columbia 40704
4. My Prayer.......................... The Platters
   (ASCAP) Mercury 70813
5. Tell Me Why......................... The Crew Cuts
   (BMI) Mercury 70890
6. Tell Me Why......................... Gale Storm
   (BMI) Dot 15474
7. Hot Dog, Buddy Buddy.............. Bill Haley
   (ASCAP) Decca 25914
8. Stranded in the Jungle............ The Joyhawks
   (BMI) Flash 109
9. That's All There Is to That........ Nat (King) Cole
   (BMI) Capitol 3456
10. Rip It Up............................ Little Richard
    (BMI) Specialty 579

**THIS WEEK'S BEST BUYS**

According to sales reports in key markets, the following records are recommended for extra profit.

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

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

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

**STRANDED IN THE JUNGLE** (Peer, BMI) - The Jashawks - Flash 109

- See this week's Rhythm and Blues "Best Buy" selections.
THE GLENN MILLER ORCHESTRA

Under the direction of and featuring

RAY MCKINLEY...

WESTERN UNION

CTC556
CT TMA506 NK PD AR YOUNGSTOWN OHIO 18
JACK GREEN CARE WILLARD ALEXANDER
30 ROCKEFELLER PLAZA NYK

GLENN MILLER BAND UNDER DIRECTION RAY MCKINLEY DID GREAT
FIRST BAND TO HIT PERCENTAGE THIS SEASON ADVISE POSSIBILTY
ARRANGING RETURN DATES REGARDS
TONY CAVALIER IDORA PARK

WESTERN UNION

SYB204
ST TMA657 49 NL CWT FORT DOVER CWT 18
JACK L GREEN WILLARD ALEXANDER INC
30 ROCKEFELLER PLAZA NYK

GLENN MILLER ORCHESTRA UNDER THE DIRECTION OF RAY MCKINLEY
PROduced THE BIGGEST PROSALE IN THIRTY FIVE YEARS HISTORY
OPENING BOX OFFICE BAND HAVE MORE UMFM THAN EVER BEFORE
RAY MCKINLEY PERSONALITY CAPTURED OUR PUBLIC HOP TO HAVE
THEM BACK SOON
DON IVY SUMMER GARDENS

WESTERN UNION

P H3A95 PD THRO HERSHEY PENN 11 1005AME
JACK GREEN, WILLARD ALEXANDER INC.
30 ROCKEFELLER PLAZA NYK

GLENN MILLER BAND MADE A GREAT HIT WITH OUR DANCERS
AND DREW THE BEST CROWD THIS SEASON
HERSHEY PARK BALL ROOM - HERSHEY PENN

...what more can we say!

Exclusive Management
Willard Alexander INC
30 ROCKEFELLER PLAZA
N.Y.C. 12-4224

Public Relation
and Press Representative
Buddy Basch Office

333 NO. MICHIGAN AVE.
CHICAGO, IL CENTRAL 6-3218

www.americanradiohistory.com
ACCLAIMED BY ALL AS HER GREATEST!

JONI JAMES

GIVE US THIS DAY

HOW LUCKY YOU ARE

CASH BOX VARIETY PICK

ORCHESTRA CONDUCTED BY DAVID TERRY

MGM RECORDS

MGM 12288 K12288
THE TOP 100

For survey week ending June 20

A list of the TOP 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>WAYWARD WIND</td>
<td>G. Guest</td>
<td>EMI</td>
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<td>MOONLIGHT AND THUNDER FROM &quot;PICNIC&quot;</td>
<td>E. Stalin</td>
<td>Decca</td>
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<td>3</td>
<td>LADY DOLL</td>
<td>P. Brooks</td>
<td>Capitol</td>
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<td>HEARTACHE</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>5</td>
<td>I WANT YOU</td>
<td>E. Presley</td>
<td>Victor</td>
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<tr>
<td>6</td>
<td>IVY'S E u g e n</td>
<td>C. Carson</td>
<td>Coral</td>
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<td>MOONLIGHT AND THUNDER FROM &quot;PICNIC&quot;</td>
<td>C. Carson</td>
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<td>WALK Hand IN Hand</td>
<td>J. Martin</td>
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<td>R. Roberson</td>
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<td>ON THE STREET WHERE YOU LIVE</td>
<td>D. Van Zandt</td>
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<td>IVY'S TOWER</td>
<td>B. Orms</td>
<td>Coral</td>
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<td>N. Moscow</td>
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<td>ROY BIGGIE</td>
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<td>Victor</td>
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<td>IT ONLY HURTS FOR A LITTLE WHILE</td>
<td>B. Smith</td>
<td>Coral</td>
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<td>NOISE</td>
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<td>Coral</td>
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<td>M. Martin</td>
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<td>GLENDORA</td>
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<td>GRADUATION DAY</td>
<td>E. Martin</td>
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<td>MY BLUE HEAVEN</td>
<td>G. Vittore</td>
<td>Capitol</td>
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<td>BEL ROP-A-LULA</td>
<td>P. Pagliaro</td>
<td>Mercury</td>
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<td>I WANT YOU TO BE MY GIRL</td>
<td>C. McCarthy</td>
<td>Columbia</td>
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<tr>
<td>23</td>
<td>TREASURE OF LOVE</td>
<td>C. McCarthy</td>
<td>Columbia</td>
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<td>SWEET, OLD-FASHIONED GIRL</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>ALLEHENY MOON</td>
<td>P. Page</td>
<td>Mercury</td>
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<td>MAGIC TOUCH</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>ROSE, OVER, BEETHOVEN</td>
<td>C. Berry</td>
<td>Coral</td>
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<td>CHURCH BELLS MAY RING</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>CAN YOU FIND IT IN YOUR HEART?</td>
<td>E. Watson</td>
<td>Columbia</td>
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<td>IVY'S TOWER</td>
<td>G. Williams</td>
<td>Decca</td>
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<td>SLEEPIN' AND SLEDDIN'</td>
<td>L. Richard</td>
<td>Specialty</td>
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<td>HOW LITTLE WE KNOW</td>
<td>B. Brewer</td>
<td>Coral</td>
</tr>
<tr>
<td>33</td>
<td>MY ARIA FEEL</td>
<td>E. Martin</td>
<td>Capitol</td>
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<tr>
<td>34</td>
<td>MY LITTLE ANGEL</td>
<td>E. Martin</td>
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<td>35</td>
<td>BLUE SUEDE SHOES</td>
<td>J. Casady</td>
<td>Capitol</td>
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<td>36</td>
<td>POOR PEOPLE OF PARIS</td>
<td>P. Previn</td>
<td>Capitol</td>
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<td>37</td>
<td>DOLEFUL SONG</td>
<td>P. Previn</td>
<td>Capitol</td>
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<td>38</td>
<td>SECOND RIDDLE</td>
<td>P. Previn</td>
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<td>39</td>
<td>STANDING ON THE Corner</td>
<td>P. Previn</td>
<td>Capitol</td>
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<td>40</td>
<td>ON THE STREET WHERE YOU LIVE</td>
<td>C. Carson</td>
<td>Coral</td>
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<tr>
<td>41</td>
<td>COMING FROM COMING</td>
<td>C. Carson</td>
<td>Coral</td>
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<tr>
<td>42</td>
<td>I COULD HAVE DANCED ALL NIGHT</td>
<td>C. Carson</td>
<td>Coral</td>
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<tr>
<td>43</td>
<td>TELL ME WHY</td>
<td>G. Gibbs</td>
<td>Mercury</td>
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<tr>
<td>44</td>
<td>KISS ME ANOTHER</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>45</td>
<td>WAYWARD WIND</td>
<td>G. Guest</td>
<td>EMI</td>
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<td>46</td>
<td>GRADUATION DAY</td>
<td>E. Martin</td>
<td>Capitol</td>
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<tr>
<td>47</td>
<td>MY BABY LEFT ME</td>
<td>F. Presley</td>
<td>Coral</td>
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<tr>
<td>48</td>
<td>TOO CLOSE FOR COMFORT</td>
<td>E. Martin</td>
<td>Capitol</td>
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<tr>
<td>49</td>
<td>SOFT SUMMER BREEZE</td>
<td>A. O'Harro</td>
<td>Mercury</td>
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<td>50</td>
<td>TELL ME WHY</td>
<td>R. Harris</td>
<td>Columbia</td>
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<td>51</td>
<td>LONG, TALL SALLY</td>
<td>B. B. Boone</td>
<td>Capitol</td>
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<td>52</td>
<td>CANADIAN SUNSET</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>53</td>
<td>SWEET HEARTACHES</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>54</td>
<td>PORTUGUESE WASHROOMWOMAN</td>
<td>A. O'Harro</td>
<td>Capitol</td>
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<td>55</td>
<td>I LOVED YOU</td>
<td>E. Martin</td>
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<td>56</td>
<td>I COULD HAVE DANCED ALL NIGHT</td>
<td>C. Carson</td>
<td>Coral</td>
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<td>57</td>
<td>IN A SHANTY IN OLD SHANTY TOWN</td>
<td>C. Carson</td>
<td>Coral</td>
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<td>58</td>
<td>STRANDED IN THE JUNGLE</td>
<td>J. Hawkins</td>
<td>Capitol</td>
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<td>59</td>
<td>RICKIN' GHOST</td>
<td>B. Bayer</td>
<td>Columbia</td>
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<tr>
<td>60</td>
<td>NO, NOT MUCH</td>
<td>F. Eich</td>
<td>Columbia</td>
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<tr>
<td>61</td>
<td>DANGEROUS DOG</td>
<td>C. Carson</td>
<td>Coral</td>
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<tr>
<td>62</td>
<td>LOVE, LOVE, LOVE</td>
<td>G. Martin</td>
<td>Columbia</td>
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<td>63</td>
<td>PICNIC</td>
<td>E. Martin</td>
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<td>64</td>
<td>WHATSOEVER WILL BE, WILL BE</td>
<td>D. Day</td>
<td>Columbia</td>
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<td>65</td>
<td>WE ALL NEED LOVE</td>
<td>E. Martin</td>
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<td>66</td>
<td>WHY DO FOLKS FALL IN LOVE?</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>67</td>
<td>WHY DO FOLKS FALL IN LOVE?</td>
<td>E. Martin</td>
<td>Capitol</td>
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<td>68</td>
<td>I WAS THE ONE</td>
<td>D. Servis</td>
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<td>69</td>
<td>LUXE BOX BABY</td>
<td>D. Servis</td>
<td>Capitol</td>
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<td>70</td>
<td>I'M IN LOVE AGAIN</td>
<td>D. Servis</td>
<td>Capitol</td>
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<td>71</td>
<td>STANDING ON THE Corner</td>
<td>D. Servis</td>
<td>Capitol</td>
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<td>72</td>
<td>LITTLE LULLABY</td>
<td>R. Martin</td>
<td>Capitol</td>
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<tr>
<td>73</td>
<td>HOT DOG BUDDY BUDDY</td>
<td>R. Martin</td>
<td>Capitol</td>
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<td>74</td>
<td>NOPE, NOT ME</td>
<td>R. Martin</td>
<td>Capitol</td>
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<td>75</td>
<td>NEVER TURN BACK</td>
<td>R. Martin</td>
<td>Capitol</td>
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<td>TUTU FRUITI</td>
<td>R. Martin</td>
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<td>ERROL</td>
<td>R. Martin</td>
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<td>78</td>
<td>INNER MAN</td>
<td>B. Hunter</td>
<td>Capitol</td>
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<td>79</td>
<td>FOURTEENTH HOUR MELODY</td>
<td>A. Hunter</td>
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<td>IN LILY OF LO</td>
<td>B. Hunter</td>
<td>Capitol</td>
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<td>81</td>
<td>NEVER LET ME GO</td>
<td>N. King</td>
<td>Capitol</td>
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<td>82</td>
<td>PLAY FOR Keeps</td>
<td>L. Young</td>
<td>Capitol</td>
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<td>83</td>
<td>BLUE SUEDE SHOES</td>
<td>B. Williams</td>
<td>Capitol</td>
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<td>84</td>
<td>TANGO OF THE BLUE MOON</td>
<td>R. Martin</td>
<td>Capitol</td>
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<td>85</td>
<td>IF YOU WANNA SEE MAMIE TONIGHT</td>
<td>R. Martin</td>
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<td>86</td>
<td>LOOK HOMeward ANGEL</td>
<td>R. Martin</td>
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<td>87</td>
<td>WINNER TAKE ALL</td>
<td>R. Martin</td>
<td>Capitol</td>
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<tr>
<td>88</td>
<td>TO LOVE AGAIN</td>
<td>R. Martin</td>
<td>Capitol</td>
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<td>89</td>
<td>WATCHING THE WORLD GO BY</td>
<td>R. Martin</td>
<td>Capitol</td>
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<td>90</td>
<td>MY LOVE</td>
<td>F. Martin</td>
<td>Capitol</td>
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<tr>
<td>91</td>
<td>HOT AND COLD RUNNING TRAINS</td>
<td>V. Martin</td>
<td>Mercury</td>
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<tr>
<td>92</td>
<td>I'VE GOT LOVE</td>
<td>J. Carson</td>
<td>Capitol</td>
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<tr>
<td>93</td>
<td>LITTLE PANSY GIRL</td>
<td>B. Carson</td>
<td>Capitol</td>
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<tr>
<td>94</td>
<td>LITTLE GIRL OF NICE</td>
<td>B. Carson</td>
<td>Capitol</td>
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<tr>
<td>95</td>
<td>ME WONDERFUL</td>
<td>F. Lee</td>
<td>Decca</td>
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CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

The Cadets

'STRANDED IN THE JUNGLE'

mod. 994

Modern RECORDS
9317 W. Washington Blvd.
Culver City, California

FASTEST SELLING RECORD OF THE YEAR
CHESS-CHECKER HAS TWO BIG HITS!

BOBBY CHARLES

of "See You Later, Alligator" fame, does it again with...

CHESS #628

"TIME WILL TELL"

by DAVE HAWKINS

CHESS-CHECKER RECORD CO.

2476 S. COTTAGE GROVE AVE.
CHICAGO, ILL.

PHONE: En慰问 #642

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CANDLELIGHT RECORDS presents:

the EXOTIC . . . SENSUOUS music of

TAU MAHAL

b/w VERY SPECIAL BLUES

---

TUNES WITH GREATEST RADIO-TV AUDIENCE

Tune, listed alphabetically, have the greatest audience on network stations programs in New York, Chicago and Los Angeles. Lists are from John F. Peterson's organized Audience Coverage Study.

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Radio

Alhoush Minty "(Ost-O)-ASCAP

Belaire to Love (R) - Ballade - ASCAP

Born to Be With You (R) - Mayfair - ASCAP

Can You Find It In Your Heart? (R) - Gotham - ASCAP

Can You Find It In Your Heart? (R) - Gotham - ASCAP

Das Cap (R) - Mo-Front - ASCAP

Get Me to the Church on Time (R) - Mo-Front - ASCAP

Chappie - ASCAP

Cigars (R) - American - BMI

Graduate Day (R) - Staton - BMI

Happy Whistle (R) - Birchwood-ASCAP

He Loves Me, He Loves Me Not (R) - BMI

Het Dingy (R) - Ronson - ASCAP

How I Love You (R) - BMI

I Could Have Danced All Night (R) - Mo-Front - ASCAP

It Only Happens for A Little While

I've Grown Accustomed to Your Face (R) - Chappie - ASCAP

I've Said It Before, I'll Say It Again (R) - BMI

Ivory Tower (R, E, H, Martin) - BMI

Kiss Me Quick (R) - M, Martin, BMI

Love of Greatness (R) - Beaver - ASCAP

Lubin of Dresden (R) - Paradise - BMI

Mount (R) - BMI

Monongah-Oil-People Theme (R) - BMI

Mo, Wonderful (R) - Loret - ASCAP

On The Street Where You Live (R) - Mo-Front - ASCAP

Chappie - ASCAP

Peanut (R) - Columbia Pin - ASCAP

Portuguese Waterfront (R) - REMARK

Can't Shall We Get Married (R) - Mo-Front - ASCAP

Square Dance (R) - Pin - ASCAP

Te Arno (R) - Southern - ASCAP

The Love You (R) - Paramount - ASCAP

Too Late for Comfort (R) - Mo-Loret - ASCAP

Wynwood Ward (R) - Warner - ASCAP

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BEST SELLING SHEET MUSIC IN BRITAIN

(Four Week Ending June 14)


My September Love - Bron

My Other Love - Chappell (Williams)

Hot Dingy - Peter Maurice (Brock)

Cut of Town - Warner (Ranier)

You Can't Be True to Two-Dude (Her)

It's Always a Mistake (Miyasato)

A True Fell-Boobies (Progressive)

It's Been Better-You (Bea)

The Poor People of Paris - Berry (Connelly)

Roll and Roll - Waldo-Madde (Shepherd)

The Happy Whistle-Beau (Roadside)

Too Late for Comfort (R) - Mo-Loret - ASCAP

Wynwood Ward (R) - Warner - ASCAP

---

BEST SELLING POP RECORDS IN BRITAIN

(Four Week Ending June 14)

Printed in the courtesy of the "New Musical Express" Britain's foremost music publication.

This Week

We Last Week

1. I'LL BE HOME - Pat Boone (London)

2. HEARTBREAK HOTEL - Elvis Presley (HMV)

3. HOT DIGGITY - Perry Como (OMV)

4. LOST RHINE - Louis Donato (HMV)

5. NO OTHER LOVE - Ronnie Hilton (OMV)

6. SANTA S ROCK AND ROLL - Bill Haley (Columbia)

7. A TEAR FELL - Teresa Brewer (Vogue/Coral)

8. INTRODUCTION AND THEME FROM 'TREASURE ISLAND' - Delius (Decca)

9. TOO YOUNG TO GO STEADY - Delius (Decca)

10. BLUE SUEDE SHOES - Carl Perkins (London)

11. THE HAPPY WHEELER - The Robinsons (Columbia)

12. bination - Stinson - BMI

13. ONLY YOU - Shirley Bassey (London)

14. GAIL WITH THE VALLEY SHOW - Michael Holliday (Columbia)

15. THEME FROM THE TOWER PENNY OPERA - Lennox Armstrong (Philips)

16. HOT DIGGITY - Howard Chisham (London)

17. ROCK AND ROLL WALTZ - Kay Mart (OMV)

18. MAIN STREET - The Beatles Orchestra (Columbia)

19. POOR PEOPLE OF PARIS - Withnall (Decca)

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SUMMER LP PACKAGE PUSH

(Continued from page 15)

May "Boy" - Ostrakh's* of Mendelssohn's Concerto in the No. 2 slot, and its June "Boy" - Rachmaninoff's Piano Concerto No. 2, which we have played the charts for the first time in the No. 3 spot.

Victoria's "Save Records" special for May - Morton Comol's "Schubert's Under the Stars" - the best selling list for the first time this week. Two other records - "Schubertiana" - the Eugenia Ous- manly Philadelphia Orchestra version and "Amplified Pittsburgh" Capitol—are also on the list this week, with the "Opry Lo" LP leading a come-back after months off the chart.

In contrast to the usual turn over ratio of two or three new titles on the list, the charts this week feature eight LP releases, including the aforementioned Liszt and Gould packages, plus the "Boston Pops Fiesta" on Victor, Dropkick's "Sokol's" on Victor, Victor's "Cigle in Carnegie Hall," Beecham and the Royal Philharmonic's "Debussy: Danse" on Columbia, Mario del Monaco's "Opry Recital," Beethoven's No. 4 on London, and Jose Iturbi's "World-Wide Favorites" on Victor. The chart in general reflects the overall classical taste in summer towards lighter material. For instance, only one complete opera package - Decca's "The Magic Flute" - appears on the list this week, while the Boston Pops version of "Mozartian Parodies" moved up to No. 5 slot, and Columbia's "Ports of Call" by Or- chestra came back as No. 11 after some time off the list.

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JAMES BROWNE WITH THE FLAMING FLAMES PLEASE, PLEASE, PLEASE Federal 12258 I DON'T know WHAT I FELT OLD FEELING COMING ON Federal 12264 EARL BOSTIC AND BILL DODD MEAN TO ME THE BO-DO ROCK King 4930 THE MIDNIGHTERS TORE UP OVER YOU Federal 12270 EARL DODGGE STARRLED BY BILL AGNEW WHAT A DIFFERENCE A DAY MADE King 4936 MOON MULLICAN HEY SHAH MAYBE IT'S ALL FOR THE Best King 4937 BILLY GAYLES IF I HAD NEVER KNOWN YOU I'M TORE UP Federal 12265
TURN UP THE VOLUME
OF YOUR RECORD AND EQUIPMENT SALES

...with The Billboard's NAMM CONVENTION SPECIAL!

This tremendous BILLBOARD is an annual event. It wraps up the significant news and developments in the whole field of music merchant business...that will affect your sales in the months ahead! And BILLBOARD'S NAMM issue puts the finger on new ways to help you develop more business...and will be kept on tap for ready reference for many a month because of the wealth of interest-stimulating editorial features it will contain. (Billboard's new, stitched and trimmed format makes it easier to read, easier to file, easier to use!)

Check this partial list of contents
...already in the works for the giant NAMM Convention issue:

TALENT! MANUFACTURERS!
The BILLBOARD sells big...at home and at the NAMM Convention!
Extra Big Merchandising Plus
BILLBOARD's famous BIG PLAY monthly merchandising kit will be specially designed for the Convention...to make your NAMM issue advertising work even harder building sales right in the dealers' stores!
Here's the tie-in for advertisers in the NAMM Issue:
For Talent—at the low, low price of 1½¢ each, you get copies of your favorite fan photo included in the BIG PLAY Kit mailed to 1,700 of the nation's top dealers' stores. Stores by the hundreds have requested artists' photos! BILLBOARD pays the postage...and pays for the kit!
For Manufacturers—a reproduction of your NAMM issue ad on 25¢ glossy stock for use as store window or rack displays...or your own merchandising aids...will be included in the BIG PLAY Kit at nominal cost. Stores throughout the country regularly buy and use BILLBOARD'S point-of-sale merchandising materials they're looking forward to this big special NAMM BIG PLAY package.

Rush copy now!
**Review Spotlight on...**

**RECORDS**

JONI JAMES...M-G-M 12288

**GIVE US THIS DAY**

(Vallando, ASCAP)

The canary is in fine voice on this moving theme with an inspirational-type lyric. It could take off big. It's a sincere tribute to a religious song, "How Lucky You Are." (Kassner & Maurice, ASCAP)

LES BAXTER ORK...Capitol 3478

**CONCERTO THEME FROM "FOREIGN INTRIGUE"**

Ruster is riding high on the charts right now, and his new平台 should grab off plenty of jockey play and counter action. It's a moving instrumental arrangement of an impressive theme (from Robert Mitchum's forthcoming movie) with haunting choral backing. Flp is another colorful instrumental, "Melodia Loca."

FONDATE SISTERS...Dot 15480

**VOICES**

(Porgie, BMI)

LONESOME LOVER BLUES...Randy-Smith, ASCAP

The girls have a great two-sided disk here, which should catch up an impressive spin-record with jocks and jokers. "Lonesome Lover" is a plaintive ballad with effective lyrics and a surefire jockey conversation piece in a recitation gimmick at the beginning of the disk as Pat Boone reads a couple of love-Like lines. "Lonesome Lover Blues" is a lyrical waltz-tempo tune, sung by the sisters with expressive phrasing and soft emotion.

**DISK JOCKEY PROGRAMMING**

JIMMY YOUNG...London 1676

LONELY NIGHTINGALE

(Pickwick, ASCAP)

RICH MAN, POOR MAN...Kassner, ASCAP

Jimmy Young sings with warmth and tenderness on a lovely ballad, "Lonely Nightingale," with poignant lyrics and unusually tasteful backing. Flp spotlights a sincere vocal treatment of another pleasant ballad. Both sides should prove valuable deejay programming additions for romantic show sets.

TRIO BAISNER...Decca 29915

LE RIFFI

(BIEM, ASCAP)

THE TOUCH

(Duchess, BMI)

Here's a staut instrumental waging, featuring excellent harmonica work on two haunting instrumental themes. "Le Riffi" (tune featured in a French movie of the same title which is currently showing in U.S. art theaters) should be of particular interest to jockeys in search of off-beat programming.

**Reviews of New Pop Records**

**Ratings - Commercial Potential**

Each record review appraises the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretative, material, artist's name value, distribution power, execution potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

**CADDABOUTS**

Stranded in the jungle...BIRDFORD 79006

A cute of a funny novelty now stirring excitement. Pop customers will find the words easy to understand. The Mercury disk is sure to cut an important swath if the material continues to catch on. (Flash, BMI)

Blue Train...60

A weak take-off on some traditional blues. Blue note like the performance, it would seem to be little more than a "throw-away" side. (Pure, BMI)

**MILLS BROTHERS**

Ninety-Eight Cents...DECCA 59777

Cute, different novelty based on the net worth of man's chemical content, which is all that's left without takes in. The brothers here are in that unusually rhythmic job. Fail possibilities. (Summit, ASCAP)

I'm The Guy...71

Ballad side has less to offer. (Stephens, ASCAP)

**CHUCK NELSON**

I Can't Be There...76

ERA 1015-Exclusive, written by Nelson on a poigniant weeper. This could be a sleeper. (Thunderbird, ASCAP)

Net While I'm Young...77

A spirited rendition of a humorous novelty with enthusiastic choral work and a catchy beat. (Warners, BMI)

**ALAN DALE**

No One Home...85

CORAL 81166 - A deep reading of this cha-cha-time tune follows the successful "Sweet and Gentle" formula. The singer pleads convincingly and with attention on this tune. This could be the big side. (Southern, ASCAP)

Me 'n' You 'n' the Moon...80

Here's a happy, gently swinging job and Dale's persuasive crooning tones do it full justice. At least two other versions are out, but this will get its share of spins.

**DIAHANN CARROLL**

I Didn't Know What Time It Was...79

VICTOR 5876 - A talented young through sells the standard to a foot locker against stirring double-time-echo and assorted ad lib passages. A version of a sort that can become a deejay favorite. (Chappell, ASCAP)

Rebel in Town...79

Altogether the theme infuses everything with dramatic quality, this slick title-time with Western flavor, is not the happiest vehicle. (Sandra's, ASCAP)

**BERNADINE READ**

My Guy...78

ARC PARAMOUNT 1012 - A most appealing warble of a warm, intimate quality song with lasting flavor. Title should like this one. (Coliseum, BMI)

Would You...77

Another topnotch job, this time on a light, rocking, rhythm novelty, Thrill shows rare versatility. (Keonwell, BMI)

451 NORTH CANON DRIVE * BEVERLY HILLS, CALIF
America's Fastest Selling Records
first release on DECCA
and already a smash...

BILLY WARD
and the DOMINOES

ST. THERESE OF THE ROSES
HOME IS WHERE YOU HANG YOUR HEART

A New World of Sound

DECCA records
THE BILLBOARD

JUNE 30, 1956

 Cadence is HOT

THE CHORDETTES
Born To Be With You

BILL HAYES
I Know An Old Lady
Doo Wop, Ring

ANDY WILLIAMS
Walk Hand In Hand

ARCHIE BLEVER
The Rackin' Sleep Ghost Daughter

MARION MARLOWE
The Hands of Time Ring Pleat Ring

THE BARRY SISTERS
Intrigue You Come to Me

 Cadence LP's

DONALD SHIRLEY
Tenor Expressions—OLP 1001 Piano Perspectives—OLP 1004
Orpheus in the Underworld—OLP 1008

JULIUS LA ROSA
OLP 1007
THE CORDETTES
Close Harmony—OLP 1062

THE MARINERS
Sing Spirituals—OLP 1008

BILLY MAZED
Hi-Fi Keyboards—OLP 1065
Jazz el Ncks—OLP 1062

Dixieland

Intrigue Piano

THE EXPRESSIONS
'1793 Underworld-

BOCK 1008
1002
-RADIO

HALLING, more records, wire,

Walter, A.M.

'1793

Galveston, as

'1793

MITCHELL MILLER

(9) The President on the Dollar

M-G-M

HUNTER

31

COLUMBIA

M-G-M

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**Reviews of New Pop Records**

- **MARY ANGEL**
  - "I'm Not Waving For Nobody" - AMERICAN 
  - "A Week-end and a Wall-o" - AMERICAN 
  - "Fifteen Minutes Husband with a reading room" - AFRICAN

- **JUDE SOUTHERN**
  - "The Way That I Want You" - ARISTA

- **FRANK VERA**
  - "RECORDS OUT PMnG 106.9" - WEA

- **DOROTHY BROWN**
  - "M-G-M 1224" - Mini Brown offers a superior version of Buddy Holly's hit, "Everyday." (BMG, RIM)

- **FRANK MILLER**
  - "I.C.M. + CHA'CHA WALTER," - CHA, CHA, CHA, ORCHESTRA

- **GARY's GREAT RECORD**
  - "Boy Meets Girl" - COLUMBIA

- **DON LANE**
  - "Cuba Gooding Jr.'s Journey" - BACKWASH

- **WILFIE, WILLARD AND WILLOW**
  - "DANA 12224 - "Angel Wing" - COLUMBIA

- **JIM WILSON**
  - "I'M NO STRONGHOLD" - COLUMBIA

- **SHELLY LAKE**
  - "M-G-M 1224" - Mini Brown offers a superior version of Buddy Holly's hit, "Everyday." (BMG, RIM)

- **GENERAL MIKE**
  - "I.C.M. + CHA'CHA WALTER," - CHA, CHA, CHA, ORCHESTRA

- **CATHY CRAWFORD**
  - "I'M NO STRONGHOLD" - COLUMBIA

- **SHANNON SISTERS**
  - "I'M NO STRONGHOLD" - COLUMBIA

- **ANNA VALLENTIN**
  - "I'M NO STRONGHOLD" - COLUMBIA

- **The HAPPELAND SINGERS**
  - "I'M NO STRONGHOLD" - COLUMBIA

- **RICHARD LYNN**
  - "DANCA 12319 - "Everyday," with Buddy Holly's hit, "Everyday." (BMG, RIM)

- **DONALD LANE**
  - "Cuba Gooding Jr.'s Journey" - BACKWASH

- **BROOKSIE MILLER**
  - "DANA 12224 - "Angel Wing" - COLUMBIA

- **Hill and Bird**
  - "I'M NO STRONGHOLD" - COLUMBIA

- **CATHERINE MILLER**
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**FOK TALENT AND TUNES**

**By BILL SACHS**

**Around the Horn**

Despite the complaint of "not enough action" from some of the elements in the Country Music Dink Jockey Association's first annual country music convention in the historic Eagle Hotel, Mo., June 14-16, proved thoroughly enjoyable to the average ear, as much so as gatherings usually do. Attendance suffered, as might be expected, from the close proximity in dates to the recent Fiddlin' Jimmy cephalus in Meridian, Miss. The limited time employed in promoting the convention did not help. There were a few misfiring 'machines,' which, of course, first time events always are. However, the CMDJ Association convention should stand up well next year, when the new location brings all the elements together and with the impact and originality when announced.

Too much credit cannot be extended to the executives of Crossroads TV Productions, the Tal- lent, Inc., Springfield, Ill., for their role in making our annual convention a success. They did not only pick up the tab on operating costs at the big Fed's Theater, but did much more; they equipped the deep association to replenish its treasury at the recent BFD's Roundup celebration $11,500, but they went all out in making things pleasant and entertain- ing. On balance, we had to admit that the convention was a success. It is rumored that the "Ozark Jamboree" people are busy planning a "ring" in midwest for another annual event for Springfield. If it fails to attract the CMDJ members in the idea, Crossroads TV Productions may decide to sponsor a similar event on its own.

But Beier, assistant producer of "Ozark Jubilee," and Mav Seabolt, manager of KVTW, Springfield, Mo., will be married in that city July 8. The couple met in Los Angeles while Beier was there with the Chuck Wagon Ramblers and Seabolt was on assignment for the Los Angeles Times. It was a Saturday night day night at Huntington Park, Huntington, Ore. . . . Terry Parker begins a two-week engagemet at the Brass Rail, Los Angeles, Calif. He's going to sing with Dave Falks and His Melody Men. . . . Larry Harvey, To- ronto singer, cut his first four sides for Decca in Nashville last week.

**WANT**

**ST LOUIS**

1. Heartbreak Hotel (B.M.I.) - E. Presley
2. I Was The One (B.M.I.) - B.B. King
3. My Baby Left Me (B.M.I.) - E. Presley
4. Happy, Don't Cry (B.M.I.) - Lonny Brooks
5. You and Me (B.M.I.) - R. Foley & K. Wells
6. Blackboard of My Heart (B.M.I.) - H. Thompson
7. I'm Not Mad, Just Stirred (B.M.I.) - Sonny Burke
8. SO DOGGONE LONERSONE (B.M.I.) - M. Cash
9. Pal's Place, Chicago (B.M.I.) - Don Rich
10. YES, I KNOW WHY (B.M.I.) - W. Pierce
11. Hold Everything (B.M.I.) - C. Perkin
12. CRAZY ARMS (B.M.I.) - R. Price
13. BOPPIN' THE BLUES (B.M.I.) - C. Perkin
14. GOD BLESS THE USA (B.M.I.) - H. Thompson
15. I FEEL LIKE I'M FIGHTIN' (B.M.I.) - R. Foley & K. Wells
16. WILL YOU MARRY ME (B.M.I.) - R. Foley & K. Wells
17. YES, I KNOW WHY (B.M.I.) - W. Pierce
18. Hold Everything (B.M.I.) - C. Perkin
19. Don't Let Me Be Lonely (B.M.I.) - C. Perkin
20. I'M TELLING YOU (B.M.I.) - C. Perkin
21. YES, I KNOW WHY (B.M.I.) - W. Pierce
22. Hold Everything (B.M.I.) - C. Perkin
23. CRAZY ARMS (B.M.I.) - R. Price
24. BOPPIN' THE BLUES (B.M.I.) - C. Perkin
25. YOU AND ME (B.M.I.) - R. Foley & K. Wells
26. I FEEL LIKE I'M FIGHTIN' (B.M.I.) - R. Foley & K. Wells
27. GOD BLESS THE USA (B.M.I.) - H. Thompson
28. NO MEAN MAN (B.M.I.) - R. Foley & K. Wells
29. YES, I KNOW WHY (B.M.I.) - W. Pierce
30. Hold Everything (B.M.I.) - C. Perkin

This list is not complete and more will be added. Please check www.americanradiohistory.com weekly for updates.
**This Week’s R&B Best Buys**

CANDY (Feft, ASCAP)—Big Maybelle—Savoy 1105—The songstress is making a most impressive comeback on her first Savoy waxing. Within the past week it has achieved the rating of the nation. No. 15 best seller, and now is well established in almost all major markets. Pop buyers also are good and coming on. Flip is that "It’s A Pretty Good Love" (Crossroad, BMI). A previous Billboard big seller.

**STRAINED IN THE JUNGLE** (Peer, BMI)—The Jayhawks—Flash 109—This is a novelty that has caught on quickly. Currently it is as hot as a pistol in both pop and r&b markets, and is bringing on a rash of covers. At this point, the Jayhawks still are leading the competition among the growing number of imitable groups and stand to make the national listings first. Flip is "My Only Darling" (BMI).

**MY PRAYER** (Shapiro-Bernstein, ASCAP)—The Flattens—Mercury 78693—See this week’s pop ‘Best Buys’ selections.

**Review Spotlight on...**

**SPIRITUAL**

**HIGHWAY Q.C.**

He Lifted My Burdens (Conrad, BMI)—I Dreamed of Heaven (Conrad, BMI)—Nextee 195—Chalk up two commercially potent sides for this top-notch crew. On top is a touchingly expressed song of gratitude to the Lord. Lead singer is tops on this as well as the flip, where the tempo is picked up to a surging climax.

**R & B Territorial Best Sellers**

Listings are based on store reports secured via Western Union messenger services from top rhythm and blues dealers and have been reviewed in terms of market demand. For survey week ending June 20.

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**Atlanta**

3. I’m In Love Again, F. Domino, Imp.
7. Big Up, Little Richard, Spe.
10. Candy, Big Maybelle, Spe.

**Charlotte**

2. Roll Over, Beethoven, C. Berry, Adv.
4. Please, Please, Please, J. Brown, Adv.
7. Candy, Big Maybelle, Spe.

**Cincinnati**

2. I’m In Love Again, F. Domino, Imp.
4. Tain’t That Chic, Little Esther, Spe.

**Chicago**

2. I’m In Love Again, F. Domino, Imp.
3.翻唱, Little Richard, Spe.

**Cleveland**

2. I’m In Love Again, F. Domino, Imp.
8. I Want To Be Your Baby Teen-Agers, Spe.
10. I’m In Love Again, F. Domino, Imp.
13. Philadelphia**

2. I’m In Love Again, F. Domino, Imp.
6. I Want To Be Your Girl Teen-Agers, Spe.

**New Orleans**

2. I’m In Love Again, F. Domino, Imp.

**New York**

2. I’m In Love Again, F. Domino, Imp.

**Philadelphia**

2. I’m In Love Again, F. Domino, Imp.

**St. Louis**

5. I Want To Be Your Girl Teen-Agers, Spe.

**Washington, D. C.**

1. I’m In Love Again, F. Domino, Imp.
2. I Want To Be Your Girl Teen-Agers, Spe.
4. She’s Mine—She’s Fine—She’s Unbelievable

**R&B Best Sellers in Stores**

For survey week ending June 20

**Most Played R&B in Juke Boxes**

For survey week ending June 20

**Most Played R&B by Jockeys**

For survey week ending June 20
**Reviews of New R & B Records**

**JACK DUNPHY**  
*The Billboard's Music Popularity Charts...RHYTHM & BLUES RECORDS*

THANK YOU FOR YOUR SERVICE, SIR
- Earl Hines & His Orchestra

**THE VALENTINES**  
*Twenty Minutes (Before the Hour)*

**RICHARD BERRY**  
*After the Love*

**BUBBER JOHNSON**  
*My Lonely Heart*  

**MEMPHIS SLIM**  
*Got to Find My Baby*  

**TINY GRIFFES**  
*The Boggsou*

**EDDIE BOO**  
*Please Forgive Me*

**THE NITECAPS**  
*Rambler Rock and Roll*  

**REBECCA LPA**  
*The Devil Has a Name*

**BILLY FORD**  
*Honey Me*

**THE TRAYS**  
*Until the Day I Die*  

**LILY MANN**  
*Lost and Found*  

**BUDDY BOP**  
*Please Love Me*

**DOUG O'THE RODEO**  
*Please Love Me*

**SAC'S**  
*1570*  

**BAMBOO ROCK 'N ROLL THE NITE CAPS**

**HEADING FOR THE TOP!**

**CHERRY BLOOMS VARETTA DILLARD**  
*NEW ON GROOVE! THE DEVIL HATES YOU WILFIE REBECCA LEE*  

**YOU MAY NOT KNOW**  
*b/w STRANGER BLUES CLAYTON**

**HOLD THAT TRAIN, CONDUCTOR**  
*b/w A HOOT OR STRANGE BLUES*  

**JULIREE RECORDS**  
*1520 Broadway New York City*

**DUKE RECORDS**

**THE SCREAMING**

**BOBBY CHARLES**

**THE BIG HITS ARE ON CHESS-CHECKER**

**BOBBY BLUE BAND**

**YOU'VE GOT BAD INTENTIONS**

**DUKE**

**WALKING WITH THE WINDS**

**LIKE THINGS GO**

**THE YARDBIRDS**

**WHO CARES**

**SAY IT TO MY HEART**

**THE SUGGS**

**READ SUGGS**

**BYE, Baby, Baby**

**METHODE**

**WHITE SABLE**

**THE KANGAROOS**

**REMEMBER**

**THE ROLLER**

**REMEMBER**

**FELT**

**THE KANGAROOS**

**THE Album**
Summer, Fall Months
To Match or Top 1955

Holiday Toy Sale New
Gothenburg Arena Occupant

NEW YORK — A retail toy sale will be offered in the Madison Square Garden basement this winter for the first time. Excerpts are: World's Largest.

World-Wide has used the Garden's below-ground exposition floor on three occasions through years of successful furniture sales. For the toy sale, the basement will be opened from 9 a.m. to 8 p.m. for three full weeks, beginning Saturday, November 5. There will be a half-hour break for lunch in the afternoon.

Special set-ups for toys and gift articles will be a feature of the first of an annual series of Toy and Gift Sales, are December 5-22.

Inclivity Slows
Hagen at Madison

MADISON, Wisc. — This circus house failed to produce full house grosses on Tuesday (January 19). Taking the blame was the weather, which turned out much too cold and frosty Saturday and Sunday.

The show did, however, win two awards from the Madison Police. First, inasmuch as Hagen's circus was the only circus to be in Madison this year, it was given much publicity by the local papers.

The day before, Hagen had a near-calf afternoon and a full house at night. Roman Catholic Church was the suspect, Elephants ballyed downtown in Madison.

Continued from previous page 1

Amusement park operators already have had an average of four weeks of operations. When the weather was fairly good, they experienced some business boost as good as any in years. In the eyes of amusement park operators, the weeks ahead will be even better than the corresponding week last year.

Echoing observations by carnies and operators in other theaters of the branch, park "Ike"carnival operators cited high employment, mounting population, and the confidence of Joe and the missus that the economy will continue high and that Joe and his wife therefore will spend more freely than last year for outdoor amusements.

Newark, New Jersey; New York, New York; the promoters feel Madison Garden can be built up synony-mously with the big-city parks. This has been the case with New York department stores.

12 Kiddie Rides
To Operate at St. Louis Jubilees

ST. LOUIS — The World's Fair Kiddie rides of this city has closed 12 kiddie rides at the Madison Garden in St. Paul to be held on the St. Louis riverfront in September.

National Band of the World's Fair Kiddie rides, disclosed after the MASON, June 30, 1956

PLAN FRONTIER VILLAGE, GHOST TOWN IN B.C.

KELOWNA, B. C. — William Baddley, veteran Canadian showman, has turned promoter and is heading a group that is seeking incorporation of 'Ghost Town and Frontier Village' as an amusement center similar to King's Beach Farm in California. The planned center, to be approximately one mile south of Kelowna, is a 600-acre tract that Baddley bought and joins the Alaska Highway.

Many of the buildings will be moved bandleader of the ancient ghost town, which still has in B.C. relics of the gold rush days. Baddley has been preparing for this venture for many years and has 400 trunks filled with articles collected from towns along the Cariboo trail to the Yukon. The show features a full selling effort and is scheduled for May. Several shows are planned for the next few months.

Rain Hits St.
Vital, Red
River Debuts

WINNEPEG, Man. — The annual Snow Carnival Winnipeg Exhibition — a high closed doors last Sunday (25) in sub-zero weather. Heavy rains Sunday (25) knocked off the eight-day run with the show being completely washed out the next morning. Rain was heavy in the middle of the night.

Mexico's Biggest
Show Enters U. S.

EL PASO, Tex. — The Atayde Circus, biggest in Mexico, created a sensation Saturday in El Paso in order to by-pass impossible territory. It featured 200 performers.

Albert Spiller, seal trainer, who is with the show, assisted in the tender care and working the animals on the 200-mile trip. The show moved 60 trucks and trailers, three buses, horse trailers and a Greyhound bus.

The show was brought by Andrade and Astola Atayde.

IN SET STATES
130-Day Schedule
Set for Kochman Unit

NEW YORK — About 130 dates, one-third of which will involve day-and-night shows, have been set for Jack Kochman's Hell Drivers. The season opens Wednesday (28) at the Astor Theatre at 73rd. At the Astor, all shows will be by the automobile trolley unit into Illinois, Michigan, Pennsylvania, Indiana, Missouri, New York, Connecticut, Vermont, Massachusetts, New Jersey, Maryland, Virginia, Delaware, North Carolina, Georgia, and Alabama, a total of 73 dates.

The season will end the end of October.

Kochman and his general manager, Bob Conlo, left their Patent, N. J., headquarters this week for Indianapolis, where the all-new equipment has been purchased and loaded with the show title and showmen.

Three-Time Tunes

The equipment, purchased by the Dodge Division of the Chrysler Corporation, is three-toned with yellow bootees, white tops and a red riding coat.

The Dodge ad agencies designed the lettering, colors.

An expanded publicity kit, developed last year, has been revised and sent to all contracted dates. Advance personnel will follow up initial fair selling efforts.

The committee will continue in existence through the season. At the meeting when the Board of Supervisors approved the project, attention was given by the officers on the spending of money for acquiring the property and (Continued on page 74)

Preliminary Action Taken
On Los Angeles Auditorium

LOS ANGELES — Immediate steps were taken to get the $500,000 auditorium for the Los Angeles Civic Auditorium under way under the direction of the Board of Supervisors here unanimously approved the project Tuesday (16).

The following day the projected non-profit corporation will have charge of the financing and construction of the auditorium as it was ferried. It is the Civic Auditorium and Music Center Association of Los Angeles County and will be re-

Talent Show
To Open New
Texas Arena

LUBBOCK, Tex. — A large variety show, with Jane Powell head- ing the cast, will open Lubbock's new arena this fall.

This: Wiere Brothers, Cil Lamb, Jack and Pauline Christopher and the Sportmen quartet will be on the bill. The Coliseum will seat 7,000 and be a popular regular occurrence with facilities to expand to 8,700.

It is the new Lub- beck Auditorium, David Blackburn.

Ticket prices for the opening performance range from $4.40 to $2.50.
Rapid, Solid Rise in Arizona

Yuma Annual, Under Frank Deason, Comes Long Way Within Four Years

One Saturday night during the second annual Yuma County Fair, at Yuma, Ariz., in April 1954, a portion of the exposition's staff set out and took notice when a long, blacksnake slithered through the door and behind some packing boxes against the wall of an old grain house that was being used as an office.

That this incident, which came to a quick end when a snake house operator came and took the snake away, would be repeated today is highly problematical. For the Yuma County Fair has come a long way in four years. This year, also in April, the fair was operated by its first full-time manager, Frank M. Deason.

Exects Buildings

Under the direction of Deason, a tall, quiet spoken Texan, the fair now has its own exhibit and poultry building, concrete block rest rooms, and a plan for a horse racing schedule in November following the Arizona State Fair.

The year that the snake crawled this was the only structure on the grounds other than the rest rooms. The grain house was, of course, temporary, as was the fair staff. The house had holes in the sides so that rods could be inserted to keep the walls from spreading under the load. And the tin roof extended only three-quarters of the way. Fortunately, there was no rain, for the eastern roof would have mired up.

Anco's Climb

Improvements during the four years of organization, the office has been moved into part of the 70x15-foot steel-trussed aluminum exhibit structure. Mason-wise, the fair lists $100,000 in assets with an estimated $25,000 to have been added from the 1956 run earlier this year.

The fair, located on Highway 89 just east of Yuma and across from the Yuma Air Force Base, comprises 120 acres with nine acres fenced. The unused space is being held for the time when the racing program is started.

The attendance at the fair has moved up along with its building. Although there are no estimated 20,000 people in the trade area, the 1956 event pulled a total attendance—by actual count—of 45,000.

The Yuma (Ariz.) County Fair ranks among those fairs which have shown the fastest and soundest growth in recent years. Within four years, under the baton of Frank M. Deason, the 120-acre plant, shown above as it now looks, has undergone vast improvements and the fair's attendance has grown and the fair's assets have soared.

Frank M. Deason
TRAILERS ON FLAT CARS

Piggyback Combination Seen For Railways, Show Business

By TOM PARKINSON

IT ISN'T likely to be long before some show gets together with a railroad to create a new way of transporting circuses, carnivals, ice shows and nearly any other kind of entertainment outfit. The method will use piggyback railroad cars and self-owned semi-trailers.

That this sort of arrangement should come off is a natural progression—the next step after the railroad and motorized shows. Regional for the shows and it's another potential opportunity in the railroads' efforts to recapture business that was lost to highways. More than 5,000 show trailers could be available.

Piggyback is the system by which vehicles, semi-trailers are rolled up on special railroad flat cars. They are hauled quickly and surely by freight rates at special rates that make the setup attractive to set only cars and trailers. More that 34 major railroads now are active with piggyback freight moves. The idea has caught their fancy like diesel and streamlined trains. While the railroads are experimenting and expanding this new service, shows have their best opportunities, observers believe.

No Equipment Changes

There are several points to be noted at the outer end. One is that piggyback doesn't mean that the show goes on railroads. The rail lines would supply the cars as tendered.

Another point is that the shows still would be motorized. The idea doesn't involve any specialization of switch-over in preparation. Another truck show could be piggybacked tomorrow as soon as equipment is concerned.

Cost is the third point. There are several ways the rail lines would use the piggyback truck routes. The one that count are those based on the theory that it is cheaper to haul a trailer great distances by rail than it is to own one. Every motor show knows too, that the twin problems of driver shortage and damage or loss of trucks to accidents is a matter of some questionable economics.

Reaches Show Towns

Piggyback service is spreading thru the nation, thru all classes of rail service itself did a century ago. The equipment is being built. More cities are being added to the hundreds already on schedules where showing is a common sight.

Today the set-up that originally has been intended for major cities as New York, Cleveland, Chicago is a daily operation in the Roulston, Evansville, Eau Claire, Council Bluffs and Lincoln areas.

Policies vary from railroad to railroad. In some cases, expansion takes in both railways, or shows for interchange loaded piggyback and train with railroad cars. In other cases, more specialized arrangements are being made to provide equipment and schedules for piggyback freight.

There are other things that are supplied with freight and other necessary parts, service and work. Also that they are equipped with ramps for loading and unloading. Ramps usually permanent, portable "rums" are care.

Piggyback cars are loaded on at the last stop, and "rums" are "truck flats." The freight cars are goyed down. There is no equivalent of pull-up and pull-out cars. Nor can one trailer be rolled over a string of trailers, as is done with the previous trailer is added and driven off.

Flat cars in piggyback service vary from 40 to 75 feet in length. Some cars are lighter, some carry two trailers. Each car has its own ramp on which the trailer's fifth wheel is attached. Flat cars also have additional tie-downs, as the flat cars are not required special fixtures on the trailers.

Rails Pullish Trailers

Most of the railroads offering piggyback service to routine customers are supplying the trailers as well as the railroad cars. Thus the Baltimore and Ohio piggyback freight is a Baltimore trailer and the trailer is loaded on a Baltimore flat car.

The freight rates in most cases are intended to compen- sate a point of over-road trailers. Whether they charge a flat fee per trailer or figure some other charge, the result is about to be less than the standard freight rate for the same commodity.

Some railroads accept trailers from regular service cars at so much per trailer. This is described as "piggybacking" or "piggyback freight.

Another type of service is that by which a contract trailer company is used. The trailer company is used. This arrangement is the one most likely to be applied to shows. In one of the current examples of this type, the trucking company ships goods directly from manufacturer to some point on the Texas & Pacific Railroad.

There are other variations, particularly the "piggyback" shows, that are not likely to be adapted to show use.

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SURE-FIRE WINNER!
Yonkers Kid Village Has What It Takes

A sure winner based on opening day business for Wonderland, the new kiddie village is Yonkers, N. Y. In addition to interesting structures of exaggerated style designed to appeal to youngsters, the spot has the advantage of one of the nation’s richest locations. It is the closest location to New York City for a type of park which has become increasingly popular in recent years.

Jack in the Beanstalk, Noah’s Ark, King Arthur’s Castle, and other children’s lore elements are masterfully executed at the park, situated at Cross-Country Center, the $300,000 shopping area which has been open now for two seasons. Wonderland takes up six acres, some four of which are for paved parking and part of the remainder is occupied by a de luxe refreshment—ater. It features glazed walls, patio for some 50 umbrellaed tables, another 50 tables indoors, and a exhibit which serves a full range of soda fountain and delicatessen items.

Fish Tails in Whale

Wonderland’s attractions contain several which are bound to stimulate similar offerings to the East. A standout is the 36-foot whale. This piece, one of three built for the park by Tracy Parade and Display Company, is a caricature with gaping mouth, upraised tail, and inside walls lined with aquarium tanks. Set to a pool of water, its access is by wooden walkway over which patrons go in order to enter the mouth. Atop the body is a nozzle sending a continuous spout of water cascading onto the whale’s back. From behind gills two muccian seeded streams of bubbles floating skyward. Each bubble, plastic eye contains a balloon eye-ball which houses around within the eye as it crosses an air jet. Over—all odor is blue, with orange polka dots.

Admission price of 25 cents for all ages has worked out satisfactorily. On Decoration Day, when weather was overcast and scattered showers, the park did better than 7,000 attendance. Publicity has been self-generating, since there is no comparable amusement place to the city or anywhere else in New York or Westchester County, and the sprawling center’s patrons have been watching Wonderland’s construction progress over the months. For some time, until Decoration Day, there was no admission price charged, so the operators felt they had not advanced far enough to exact a fee from interested spectators.

 Likewise fascinating from the structural angle is the residences of Jack’s Giant, towering some 15 feet and majestically holding a harp. Alongside the statue is a conception of a beanstalk flower. When a coin is deposited (pennies, for now) a hydraulic arrangement shoots the beanstalk some 35 feet into the air and back to its resting place. It telescopes like an automobile antenna.

Defend the Alamo

Riveting also comes from the Alamo. Kids can ascend to the ramparts and fire authentic-looking weapons from the walls. Also a penny device, this produces a loud report by the puncture of adding machine tape. Inside the Alamo the walls are lined with novelty concession stands. The building itself has Indian and trepex figures (Continued on page 58)

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SURE-FIRE WINNER!
Yonkers Kid Village Has What It Takes

* Continued from page 57

outside, and has a realistic bomb-out appearance.

Certain to find favor in mudor amusements is the unique wispy basket, oil painting figure. The skits are worked into comic wooden figures, giving the effect of the walkways. One basket is the open drum of a drum major, another is the open pot of a hanger, and a third is the open trombone of an Indian. Hanging from the hight poles are renditions of fireflies some three feet in length and gaily colored. A four-entrance tube protrudes from the rear of each, to light the park.

Other structures include a novel post office which sells miniature cards shaped like the various park attractions. Noah's Ark, set in a pool and containing monkey cages, and King Arthur's Castle. The last has access to recreation. The houses leave by sliding a pond over the water. There is also a modest zoo on the grounds, and a fully-equipped playground featuring swings, Fiberglas roofing. This is being offered as a nursery where shoppers can drop kids off for an hourly fee, and take a trackless train to the main store buildings.

A feature which President-Man-
ger Irwin Rothenberg particularly likes is the uniformed attendants of Wonderland, hired on a daily basis. On busy days the park will likely need from seven to 10 workers.

The various structures have attendants costumed in such a way as to harmonize with the attractions. For instance, there is a lady in a French sailor-type suit at the whale, a Davy Crockett at the Alamo, Knight with full face cap, head covering and long stockings as they cowl, and so on.

Wonderland's hallucination unit makes a startling appearance. It is a life-sized cutout of a cartoon clown, mobile on large tired wheels. Mounted behind the figure are the air-guns, with the nozzle coming out thru the clown's mouth. Attendant places the balloon to the mouth and when the unit is fired, the balloon inflate. Mobility for the unit to be wheeled quickly to any spot around the park or restaurant.

Licensing being what it is in Westchester, there are no units present which can be classed as mechanical rides, and the beads and Alamo cannon are so popular that there would be a serious stretch of the imagination to term them Arcade pieces. There were two more lavish or expensive coin gadgets, the operators main-
tain. In fact, cost sticks out all over Wonderland. Its restrooms have a bad, Bagneto path. The park is metronome-styled, and the metal fencing borders the paved pathways.

Wonderland, as it's appearance and location, was hired for its prior to complete its construction. More than one offer has been made for the park, cost of which runs well into six figures. There is no intention of selling what looks like a good thing, however. Rothenberg points out. The 'kiddle vil-
lage, in combination with its large capacity, will produce a gross busi-
ness that will grow in conjunction with the shopping center's revenue.

Associated with Rothenberg is George Funstold, vice-president, R. S. Kriek, Associates of Yonkers designed the installation. There is a percentage worked into Wonder-
land's arrangement with Cran-
County Center.

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ARENAS & AUDITORIUMS

El Paso County Creating New Fair Around Coliseum

By TOM PARKINSON

IN MANY cases, State and county fairs have expanded their operations to include an auditorium or arena. At El Paso, Tex., C. W. Swezey, general manager of the El Paso County Coliseum, is starting with the building to create a fair.

More than 30 years ago there was a farmer's fair in El Paso, but this fair has been tried since. For the past 19 years, a kids' rodeo has been produced in the Coliseum however, this is being discontinued because of the withdrawal of a sponsoring organization.

To fill the resulting blank in booking for Labor Day, Swine drew on his pioneer experience and came up with the idea for a fair. He believes that the same sort of event could be started in many other buildings, particularly in those locations without fairs.

EXHIBITS WILL BE in the Coliseum itself. The general superintendent of livestock will have 60 portable booths, which they plan to keep for future events, too.

The building will be used by Red Cross, Scouts and many other groups. Working thru the county extension, is a team of home economists, Swine has set up through the participation by the Chili Club and Future Farmers. Various teachers in the county schools also are taking part in setting up a south department.

While El Paso will place displays of poultry, rabbits, pigeons, ponies, antique autos and a hobby show in an adjacent building, Swine points out that if such a building were not to be located in the Coliseum, too. Box seat space would be used for an additional 40 booth spaces.

THERE IS NO LIVESTOCK exhibit in this building because it would conflict with the Southwestern Livestock Show and Rodeo, a February event. Originally of Mexico, gives El Paso the opportunity for including a section of international displays.

There will be entertainment at the El Paso Fair. Swine tells that there will be a 50-cent gate. In the Coliseum nightly will be a talent contest, a stage show, dancing and the appearance of the air force's WAV Band.

Of course, the Coliseum parking lot will be included in the outdoor space incorporated into the fair space. There will have a midway with a dance ride, four shows and 20 concession stands. He points out that these areas have parking lots and other adjacent space which could be utilized this way. Even city streets could be used for the event in many towns.

SWAN HAS PRODUCED a premium book listing the various classes of competition that the fair will provide. There will be horticulture and fruits, art, photography and a baby contest, as well as other events mentioned earlier. In each case, ribbons and trophies will be awarded.

Swine's idea, the reversal of the fair-to-areas procedure, will be put to the test August 29-October 3. But he points out that if advance interest and work by organizations and early entries in many of the classes are a test, success is in the bag.

Jay Gould Show Opens in Iowa; Uses 45 Units

PERBY, la.—Jay Gould Circus journeyed from Minnesota quarters to Perry for its 33-season with a two-day stand. Show drew about 4,500 persons in that time and then moved to Garner, Ia., to draw 2,000 in three days.

Show is moving on 45 units, including six semi-trailers. Circus setup includes chairs, for which no charge is made, and a portable stage plus one circus ring. Acts include single elephant, Flying Walling, Cirkus Chlicher, Scotty Facer, Sonny Conn, Ted McCull, Dot Burdette, Eagan's Palomino, Reid Bailey, Reid Bailey's Appaloosas, and musicians. Rides are Ferris Wheel, Merry Co-Round, Train, Astro, covered barrel of Fun, Flying Saver, Helicopter, and live ponies. There are five rides, including Albert Nelson, one-man band, Fun House, Machine Gun, and Last Supper.

Staff includes Jay Gould manager; Douglas Reed, secretary; Ernest Swain, treasurer and auditing manager; Ordain Reed, secretary Rodger Swain, and musicians. Rides are Ferris Wheel, Merry Co-Round, Train, Astro, covered barrel of Fun, Flying Saver, Helicopter, and live ponies. There are five rides, including Albert Nelson, one-man band, Fun House, Machine Gun, and Last Supper.

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Arizona Rise
* Continued from page 55
Baker the first two years and Ray Kobar the third year—serving as co-narrators. With Dayton assuming the management, Pan American was used but did not supply the co-narrators this year.
This year the record attendance was attained primarily, according to Mela Simpkins, publisher of The Yuma County Farmer and a board member, because of the strong promotion and the featuring of "Dancing Waters." As water is most precious element to the Yuma Valley, the attraction claimed top attention. "Dancing Waters" was supplied by Pan American under its 30-week contract to play the attraction.
Supplies Big Top
Pan American also supplied the 490x50-foot big top that was used to display more than 125 commercial exhibits. Dayton declared that about 25 per cent of the booth space was devoted to schools and community service organizations. For the deal, Pan American charged no rental on the big top and the fair waived its percentage to the ride. Dayton estimates that the canvas would have cost the board upward of $3,500.
The fair this year offered season tickets good for the five days at $3.55. Daily admission was 50 cents with children under 12 admitted free. Those buying tickets in thetheorem context were allowed 25 cents off of the gate charge upon presentation of the coupon provided in the program.

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June 30, 1956
The Rockaway area had four parks, of which one has been sold by the Forest City and moved to New Jersey. A kiddie park operating as part of Rockaway Playland, and there is a National Park in the street. Most Speicher and Harry Lathem have support votes in Arverne on the beach in addition to their jewelry in Manhattan. Mammoth Kiddie City operates on Northern Boulevard in the Doug last section, and Fairyland, also huge, fronts on heavily trafficked Queens on Kings Highway. Peter Pan Kiddie Park at Sheephill Road Bay, the Nettie Bly at the foot of Bay Ave, and on Dewey and Irving Mill's park, Fairyland, on Utica Avenue.

Rockaway Park was nearly destroyed by fire in 1940, and the name Kiddieland was not used again until work was started on its Fun Fair. Now, at the site of the old park, there is a new Kiddieland, operating as part of Rockaway Playland, and there is a National Park in the street. Most Speicher and Harry Lathem have support votes in Arverne on the beach in addition to their jewelry in Manhattan. Mammoth Kiddie City operates on Northern Boulevard in the Douglaston section, and Fairyland, also huge, fronts on heavily trafficked Queens on Kings Highway. Peter Pan Kiddie Park at Sheephill Road Bay, the Nettie Bly at the foot of Bay Ave, and on Dewey and Irving Mill's park, Fairyland, on Utica Avenue.

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"TOPS" AGAIN
Floss Machines — Ice Shavers

Buy the Whirlwind floss machine and get the machine that is vibration-free, trouble-free and so easy to run that a youngster can handle it. Designed to give years of service with practically no maintenance. It's better to buy a Whirlwind than what you had—it costs you less to buy and less to run. It's guaranteed to give you complete satisfaction or you get your money back.

PRICE, complete with paw, $275.00

The SnoKonette is the ice shaver that made the Sno-Kone business. All-aluminum construction, can not rust, modern, attractive lines that bring in the customers. Lighted case, three-color silk-screened sign, handy cup dispenser. Can be used with folding aluminum stand or as a shelf when opened. Be sure that the shaver you buy is a SnoKonette and get those extra profits.

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318 E. Third St.
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SELF-CONTAINED DISPENSER

Draws two different mixed drinks — COKE or PEPSI and ROOT BEER
Draft for draws PLAIN CARBONATED WATER (includes electric carbonator and refrigeration).
COMPLETE, READY TO USE!
WRITE FOR INFORMATION
MULTIPLE FAUCET CO.
1400 Ferguson Ave., Dept. 88, St. Louis 14, Mo.

HEY! MR. CONCESSIONNAIRE
IT'S "SNOW MAGIC"
THE REVOLUTIONARY NEW SNOW CONE MACHINE

Fully automatic, 20 to 25, these have cost aluminum cabinets with backs. 1/4 to 1/2 hp. per unit for 6,000 snow cones in one hour.
AND IS FULLY GUARANTEED—ECONOMICAL

ONLY $285.00 F.B.D. Dallas

"SNOW MAGIC JR."

A smaller version of the "Snow Magic," incorporating all the features of its big brother.

FULLY AUTOMATIC — Both Machines PATENTED

SALVEM, ERT MANUFACTURING CO. GURANTEED

FAIR PARK STATION DALLAS, TEXAS

CONCESSION TRAILERS
OF ALL TYPES
STATE YOUR NEEDS

PALM COACH CO.
1157 S. Webster
Chicago 11, Ill.
Phone, Waterloo 8-2129

Write for free catalogues available on request

THE BILLBOARD
JUNE 30, 1956

THEY REALLY EAT AT THIS SPOT!

35c Out of Every Patrons' Dollar
Go for Food, Drinks at Ohio Park

At the 125-seat cafeteria, originally a coffee shop that did just fair business, Daizey converted it to a seventh base years ago and business immediately doubled. Two gleaming, stainless steel counters are operated. From one is served hot dinners, salads, etc., while the other is the ice cream counter that sells ice cream, milk shakes, soft drinks, sundaes and other fountain refreshments.

Self-Service Counter

The self-service lunch counters have proved to be one of the most successful innovations. A busy park and serve as the model for similar set-ups in other parts of the country. They proved their worth the first year. Daizey found that thru the accelerated service, they out-grossed the old fashioned food stands by 40 per cent and cut labor costs a hefty 20 per cent.

The counters not only speed up service but also provide a lighter and money and food control, he points out.

The customer enters through a window and helps himself to canned beer, half pints of milk in chilled glasses or ice cream now offered all day in open, mechanically-refrigerated cases. Also in the open are such items as candy bars, cigars, potato chips, pretzels, packages of cake and cookies. Near the end of the line is a counter where attendants serve sandwiches and soft drinks. The customer then passes the cashier where his bill is totaled and paid. In front of the counters are tables where he can stand and eat his food if he desires.

Three of these lines are operated, the park proper and a fourth, located in the bathroom, is used to dispense canned beer, pretzels, potato chips and soft drinks. Another facet of the food operation at the Daizey park is the catering service in the picnic grove. Many of the industrial firms that annually hold outings there request that a cafeteria set up by George Daizey be served in the shelter houses. As many people can be fed in this fashion, Fast service is stressed because large groups of people can be fed in this fashion.

LeSourdsville Lake has built its food reputation, particularly, its dining room, to a point where it now competes directly with many top eating places in the area. This has brought people normally not interested in amusement, to the park. And many of those patrons are converted to fun zone visitors, Daizey says.
Wherever people look for recreation, they look for refreshment, too. For refreshment and amusements go hand in hand.

Movie theatre operators learned it long ago. And across the country, refreshment profits are topping their box office net.

Make refreshment available, and your patrons will welcome it. Give them what they want—popcorn, candy, ice cream, Pepsi-Cola—they'll buy and enjoy them all, on your location.

Remember, too, that Pepsi-Cola is an old friend.

More people, in more places, are asking for Pepsi than ever before in history. It is the fastest growing beverage in the world.

Tie in with this money-making trend. Let refreshment concessions work for you. Pepsi's small concession bottle or bulk syrup will mint new profits for you.

Your local Pepsi-Cola bottler will be glad to give you valuable information and assistance. Call or write him today. Let your refreshment concessions grow with Pepsi-Cola, the fastest growing beverage in the world.

The Light refreshment.

National Sales, Pepsi-Cola Company, 3 West 57 St., New York 19, N. Y.
1956 Fair Dates

Alabama
Birmingham—State Fair Sept. 7-11.
Bessemer—Labor Day Fair Sept. 5.
Decatur—County Fair Sept. 16-17.
Gadsden—State Fair Sept. 7-11.
Mobile—State Fair Sept. 7-11.
Montgomery—State Fair Aug. 31-Sept. 4.
Tuscaloosa—County Fair Sept. 14-17.

Arkansas
Arkadelphia—County Fair Sept. 7.
Arkadelphia—County Fair Sept. 17.
Arkadelphia—County Fair Sept. 24.
Gentry—County Fair Aug. 30-Sept. 4.
Nettleton—County Fair Sept. 7.
Paragould—County Fair Sept. 7-11.

Colorado
Montrose—County Fair Aug. 30-Sept. 2.
Pueblo—State Fair Aug. 29-Sept. 4.

Connecticut
Torrington—County Fair Aug. 22-28.

Delaware
Delaware City—Fair Aug. 24-26.

Florida
Gainesville—County Fair Aug. 30-Sept. 5.
Jacksonville—County Fair Aug. 26-Sept. 5.

Georgia
Albany—County Fair Sept. 5-9.

Illinois
Kankakee—County Fair Sept. 1-4.

Indiana
Indianapolis—County Fair Aug. 25-Sept. 3.

Iowa
Iowa City—County Fair Sept. 1-4.

Kansas
Topeka—County Fair Sept. 5-11.

Kentucky
Louisville—State Fair Aug. 31-Sept. 5.

Louisiana
Caddo—County Fair Aug. 30-Sept. 3.

Maine

Maryland
Hagerstown—County Fair Aug. 30-Sept. 5.

Massachusetts
Lowell—County Fair Aug. 31-Sept. 4.

Michigan
Houghton—Lake County Fair Sept. 10-12.

Minnesota
St. Paul—County Fair Aug. 25-Sept. 2.

Mississippi
Oxford—County Fair Aug. 30-Sept. 3.

Missouri
Columbia—County Fair Aug. 27-30.

Montana
Great Falls—County Fair Sept. 1-4.

Nebraska
Papillion—County Fair Aug. 27-Sept. 1.

Nevada
Las Vegas—State Fair Aug. 29-Sept. 5.

New Hampshire
Milford—County Fair Aug. 30-Sept. 5.

New Jersey
Atlantic City—County Fair Aug. 28-Sept. 4.

New Mexico
Santa Fe—County Fair Sept. 1-4.

New York
Albany—County Fair Aug. 26-Sept. 4.

North Carolina
Greensboro—County Fair Aug. 30-Sept. 4.

North Dakota
Bismarck—State Fair Aug. 31-Sept. 5.

Ohio
Cleveland—County Fair Aug. 25-Sept. 1.

Oklahoma
Tulsa—County Fair Aug. 25-Sept. 1.

Oregon
Portland—County Fair Aug. 25-Sept. 4.

Pennsylvania

Rhode Island
Woonsocket—County Fair Aug. 28-Sept. 4.

South Carolina
Columbia—County Fair Aug. 30-Sept. 4.

South Dakota
Sioux Falls—State Fair Aug. 23-Sept. 1.

Tennessee
Memphis—County Fair Aug. 25-Sept. 1.

Texas
Dallas—County Fair Aug. 25-Sept. 4.

Utah
Salt Lake City—County Fair Aug. 24-Sept. 1.

Vermont
Montpelier—County Fair Aug. 28-Sept. 2.

Virginia
Richmond—County Fair Aug. 25-Sept. 4.

Washington
Spokane—County Fair Aug. 25-Sept. 1.

West Virginia
Charleston—County Fair Aug. 24-Sept. 1.

Wisconsin
Milwaukee—County Fair Aug. 31-Sept. 4.

Wyoming
Laramie—County Fair Aug. 30-Sept. 3.

ATTENTION!
MANAGERS OF FAIRS & CELEBRATIONS

For a Sure Fire Attendance "Shoot the Works"

Pull the crowds out and hold with Fireworks
Kids from 9 to 90 love Animated Fireworks

# Our entirely new animated Ground and Aerial
Fireworks Program No. 6 contains the following
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- A "Fone Key" fireworks control including laser,
  balconies, fire, lighted smoke and smoke
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# The world's most beautiful selection of Aerial
  shells, including our new "Paracetamol" Spherical
  shell.

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  Rabbah", your favorite comic, "Earth Satel-
  lites", "Rubber Band", and many others.

# Fireworks programs to fit your budget. Tell us
  what you want, and we have a program that
  fits your needs.

Featuring
3 COMPLETELY ANIMATED
RING CIRCUS
IN FIREWORKS!

RING NO. 1 "ELEPHANTS BATHING"
RING NO. 2 "THE MAN ON THE FLYING
TARPEZE"
RING NO. 3 "TRAINED SEALS"

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PARAMOUNT FIREWORKS CO.
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PHONE: Riverside 7-4373
TULSA, OKLAHOMA

RETAIL THIS LIST
Corrections and additions to this list will appear in the
Fair Department of each issue of The Billboard.
The next complete list of Fair Dates will be published
in the June 30 issue of The Billboard.

THE BILLBOARD
GENERAL OUTDOOR

67

Morrison—County Fair Aug. 25-Sept. 1.

Montgomery—State Fair Aug. 31-Sept. 4.

Muncie—County Fair Aug. 25-Sept. 1.

Nashville—County Fair Aug. 28-Sept. 1.

Newport—County Fair Aug. 28-Sept. 1.

Niles—County Fair Aug. 26-Sept. 1.

Oklahoma City—County Fair Aug. 25-Sept. 3.

Orangeburg—County Fair Aug. 25-Sept. 4.

Panguitch—County Fair Aug. 28-Sept. 1.

Parma—County Fair Aug. 25-Sept. 1.

Perry—County Fair Aug. 28-Sept. 1.

Portsmouth—County Fair Aug. 25-Sept. 4.

Richmond—County Fair Aug. 25-Sept. 4.

Rochester—County Fair Aug. 28-Sept. 1.

Rockford—County Fair Aug. 28-Sept. 4.

Salt Lake City—County Fair Aug. 24-Sept. 1.

Sioux City—County Fair Aug. 26-Sept. 1.

Syracuse—County Fair Aug. 28-Sept. 4.

Topeka—County Fair Aug. 25-Sept. 1.

Tulsa—County Fair Aug. 25-Sept. 1.

Turlock—County Fair Aug. 25-Sept. 1.

Winnipeg—County Fair Aug. 25-Sept. 1.

Yuma—County Fair Aug. 25-Sept. 1.
A fool-proof way to make sirup for snow cones and cold drinks!

It's Smile FLAVORETTES

No guessing—No waste—Flavor is measured out for you.

Make your own sirup as you need it...simply add one 1 oz. bottle Smile Flavorettes to sugar and water. Each bottle makes over 100 quarts of quality sirup for a little over $1 per gallon.

Jury of manufacturers have chosen from including the all-time favorites, Orange, Cherry and Root Beer. Package 12 oz. bottles in a case, assorted flavors if desired. No.CD010 (Note: On CD0 orders $1 deposit is required.)

INTRODUCTORY OFFER: ORANGE CREAM ONLY 1—case free with 7 dozen order.

All prices guaranteed. Sample on request.

ORANGE SMILE SIRUP CO.
2001 9th St.
St. Louis 4, Mo.

(Phone: Fawncrest 1-3044)

Makers of Quality Flavors for 42 Years

BIGGER PROFITS FOR YOU WITH OUR EQUIPMENT AND SUPPLIES

CARAMEL APPLES AND SUPPLIES

Caramel Apples and Supplies

- Whitewash Machines, $275.00
- Fire Nails, $25.00
- Irons, $10.00
- Drying Racks, $10.00
- Beaver Tails, $15.00
- Sugar, $2.00 per lb.
- Apple Juice, $1.00 per gal.

FLOSS MACHINES AND SUPPLIES

- Floss Machines, $275.00
- Floss Kits, $10.00
- Floss Spools, $1.00 each
- Floss Threads, $2.00 per lb.

MISSCELLANEOUS SUPPLIES

- Popcorn, $40.00 per case
- Salt, $40.00 per case
- Syrup, $40.00 per case
- Ice Cream, $40.00 per case
- Eggs, $40.00 per case
OUR NEW PERFECTION
CANDY FLOSS MACHINE

We cannot make them all so we just make the BEST. More than 50 years' experience. OUR PERFECTION is precision built, direct drive, built-in rheostat, volt meter, fuse block and fuses—all aluminum housing no vibration, rubber mountings, all parts easily accessible. Each machine sugar tested before packing to be sure of 100% perfection, and guaranteed to be absolutely mechanically perfect.

To save yourself time, worry and money—GET THE BEST TO BEGIN WITH—we have it—write for free literature.

Price of each machine $275.00 with $25.00 worth free parts

OUR SUPER DELUXE
Bolt driven, strong, durable. Machine fitted spinnerhead, precision built, perfectly balanced. Rheostat and extension switch. The season is now in full swing, so remember—GET THE BEST—Write today.

ELECTRIC CANDY FLOSS MACHINE COMPANY
726 Benton Avenue
Nashville 4, Tennessee

NEW! NEW! NEW!
GREATEST DEMONSTRATION KITCHEN DEVICE IN 20 YEARS
• CAN'T TELL YOU WHAT THIS KITCHEN MACHINE IS YET.
• IT WILL RETAIL FOR ONLY $3.95.
• SHOULD BE READY JULY 15.

FREE SAMPLE AND A DEMONSTRATION PITCH IS YOURS FOR THE ASKING—SHOW THIS CATALOG AND $1.00 TO CLOVER HAMILTON.

POPPERS SUPPLY CO., 20 W. Sangamon Street
Chicago 7, Illinois
Phone: Stanley 8-1214

There's something new for you in money-making Equipment and Supplies

POPPERS SUPPLY CO. of Phila.
2111 N. 2nd St., Phila. 22, Pa. Daniel 6-1916

POPCORN • FLOSS • SNOWBALL • DRINKS • CANDY APPLE • PEANUTS
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

ECHOLS ELECTRIC ICE SHAVERS

This copyrighted list of fair dates was compiled at great expense as a service for the readers of The Billboard.

This list was especially edited so that reproduction by publishers, magazines, newspapers and mailing list companies and others can be readily detected.

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Court Okays Lease For New King Show

MACON, Ga.—Another King Bros. Circus will be on the road starting Tuesday (23) under a lease approved in U. S. bankruptcy court June 16.

About one-fourth of the equipment, including King Arnold-Malay partnership has been leased to three former King show suppliers who plan to start another show in North, Pa. The new show operation is run by Elmer Miller, legal advisor, Red Liskin, superintendent of concessions, and Eddie Keck, auditor. All were with the King Eastern unit earlier this season.

The lease is a compromise of a lease agreement recommended by both Floyd King and Arnold Malkey the three will pay $1,000 weekly rent.

Death Claims Wally Crisman, Former Wire Performer

WAUSAU, Wis.—Walter Crisman, Red Devil, one of the most famous wire performers in the business as a performer and concessionaire, June 17 at St. Mary's Hospital here following a heart attack suffered the preceding Sunday. Crisman supplied the great 'ribbon-act' date at Eagle River, Wis. He was professionally as Wally 5 crib, a performer and with the Mills Troop of high wire performers 12 years ago. In all he spent 35 years in the business, the last 10 as a concessionaire with the Barnum and Her- man McKenna shows. During the winter he worked with the Boppe Da-Te-To the clown. He was a veteran of World War I.

Surviving are his wife, Clara, known in the aerial field as Betty Miller, Oshkosh, O., and Louis Johnson, Milwaukee, two sisters, Mrs. E. C. Holm, Chil- licothe, O., and Mrs. Natalie Miller, Indianola, a brother, Fred San Francisco, and two grandchildren, Eugene and Cassandra Crisman, Columbus. Burial June 20 in Rest- town Memorial Park, Waunau.

MADISON—DAMON
1461 Park Avenue
Tulalip 6-3550
New York 29

AT LAST
OUTDOOR NURSERY RHyme
FIBERGLASS
KIDDIELAND

ATTRACTIONS

PLUS: Our standard
MECHANICAL FIGURES, LAUGHING CLOWNS and CARNIVAL HEADS

750% PROFIT
MANLEY POPPERS

500% PROFIT
MANLEY ICE-C-BAR
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Gold Medal Products-Star & Creators

L. D. HARRIS POPCORN CORP.

1433 S. 34th St. New York, N.Y. 10013

MARRIAGES

SHANNON—Robert,
S., a member of the Saskatchewan, July 10. 1956. 23 years, at Saskatoon June 13. He was president of the board of the Sparrow's Nest, a father, a daughter, and a brother and sister.

ROSS—VILIS

BIRTHS

HAZEN—June 14 to Mr. and Mrs. Benny Hazen in Berkeley County General Hospital, Litchfield, Minn. Parents report their con-

Into 17 States

4.5 miles west of Waukegan, Ill., the original site of the show, which was held in 1907.

Death Claims Wally Crisman, Former Wire Performer

WAUSAU, Wis.—Walter Crisman, Red Devil, one of the most famous wire performers in the business as a performer and conces-

CARNIVAL ROUTES

IN MEMORY

of the last "Circus Showman"
and a theatrical artist.

Frank M. Sutton Sr.
Woodstock, Ill.

We now you every day.

YOUR WIFE, ERIE, PETE, JUNE, LUCILE AND GRANDCHILDREN

ROSS—VILIS

BIRTHS

HAZEN—June 14 to Mr. and Mrs. Benny Hazen in Berkeley County General Hospital, Litchfield, Minn. Parents report their con-

Into 17 States

4.5 miles west of Waukegan, Ill., the original site of the show, which was held in 1907.
New Features at WOR's "New Day" Program

WOR's "New Day" program has implemented some new features to enhance listener engagement and interaction. Here are the key updates:

1. **Enhanced News Coverage**: The program has expanded its news segments to provide more comprehensive and updated coverage throughout the day.
2. **Interactive Q&A Sessions**: Listeners are now invited to participate in real-time Q&A sessions with the host and experts, allowing for a more interactive listening experience.
3. **Increased Music Variety**: The program has introduced a wider selection of music genres, reflecting the varied tastes of the audience.
4. **Podcast Integration**: "New Day" has partnered with popular podcasts to offer a blend of news, interviews, and entertainment.
5. **Social Media Integration**: The program now leverages social media platforms for listener feedback and real-time chats, creating a more connected community.

These updates aim to make "New Day" more engaging and relevant to a broader audience.
WANTED
Several good Promotion Managers who work clean and get money with 'heat. We pay top commission, plus a big bonus or off seasons. This goes year-round. Book Tickets and Contributions.

JACK KELLY
General Promotions Manager

TOMMY SCOTT SHOWS
3201 6th Ave. & Main,
Normandy 23444 or Jackson,
Stilet 25622.

Clyde Bros. 'Ontario
Business Ahead Of '55

OTTAWA—Clyde Bros.' Circus is running ahead of last year's business and may do a record business at the end of the tour. From here, it swings into four stands, then London, Ont., and Ottawa, Ont., for its stay in Canada.

N. Tomass, Ont., where the show played a new building last night, Lenwood, Ltd., handled the fair for the fair business. It was the show's first year in the city and was well worth the money.

Kitchener followed and was very satisfactory (2 week) but weak on the two previous days. It was the third day of Bob's show in Kitchener and the first day the show dated a popular symposium was no, nothing. Niagara Falls, Ont., said the show did well twice before.

Attendance was 3,000, almost 5,000.

Hamilton produces, Hamilton, Ont., for the show getting its best business. There were 4,000 all reservations and 5,000 were sold. The show's second day was Saturday, and all were near the full 3,300 mark. There was just over 25 per cent of the total for the show. Date has been built up on a promotional plan and this time the city seemed to work to an entertainment basis, it was.

Orders every Equipment Sold

- Continued from page 73

the property—which has a value in excess of $3,000—will bring the best prices.

W. J. Bond was receiver of the King circus unit for a month, and there was no regard of the show. He had received offers for four elephants and four of the property.

Deciding to serve another, and the creditors nominated, Donald Mercer, Marion attorney, who had appeared in King's lawyer to serve as trustee. Mercer was empowered to make arrangements for sale of the property.

Olays Lease Plan

King recommended a court approval of a lease made by his past, Maley, with three former King operators of a similar and model. Before the court at the time, a letter from Maley outlining the lease, and another truck under which he, R. E. (Boyster) Miller, Red Larkin and Eddie Keck plan to operate a circus. (See other story). The trustee was given approval to sell the lease to take additional leases if possible before advertising the court lease.

King listed duties in which the property had been stored, March 4, April 7, Parade equipment, including two circus trucks and four miniature elephants in Windber, Ga. The "Flying Tiger" truck with the male and female in Windber, along with an elephant, a semi-trailer, three aluminum trailers, sacred cow and other.

Equipment Spotted

St. Louis, Missouri—Bros. animal farm, Pigeon Forge, Tenn., has two elephants, a camel and one Ford truck. They are en route to the Near Ashville, N.C. Left for Ems, were a pole truck, with 50 elephants on the pole, and a semi-truck used for hauling sides. The semi-truck, which was recorded on a panel truck was left at Princeton, W. Va. One tractor is in a shop at Badford, Va, and another truck is at Polkville, N.C.

It is rumored that his personally owned Wild Life exhibit, with 14 species of animals, a tent and an Ice- cream stand, in addition to the rental for the equipment, has been sold to a group in Richmond, Va. for $5,000.

Tomato, where the show played the business was a disappointment. Show opened on the Thursday and Saturday, and at 95-degree weather, Tuesday, Thursday (14) was poor, and Friday and Saturday (16) was the big of the week. After the Circus left the crowd got the wheel, and while Saturday was great at the Scenic view of the Satterly, and the show went to the Cavendish of Thrall. Show money on the day and may try an earlier schedule next time.

Press comments have been quite good. At this time the show has been all along the Ontario route, and has had some favorable comments, including Japanese, the latter especially won great attention to that point, for the show.

Big Kingdom Crowns

at the Kingdom circle a dress of 10,000 dollars was a performing in the 3,000-seat Community Center. All departments were worked up, and as much as 50 per cent. Concentration was operated by the building, and sold for several times, as the big crowds kept coming.

Wednesday (20) to better attendance. Here and is several other spot the show and it is completely in the music, and and good television coverage. To attend the show, Tom Parkinson, business manager for the Howarth Bros., had to both in Canadian network TV shows, in which several acts were used, and TV projection of films was being used.

Screen Progress-10

$5.00

JUNE 30, 1956

PIGGYBACK OPERATIONS

- Continued from page 58

CHICAGO & NORTH WESTERN
Rain—Brothers' trailer loads at truck competitive rates. Cars—175 flat cars.

CF-Rail—More than 40 cities are equipped as piggyback terminals.

Interchange—At Chicago with B&O, Lackawanna, Lehigh Valley, Nickel Plate, Pennsylvania, Wabash, Western Maryland and Monon, with the Littlefield & Helados for St. Louis and beyond.

ERIE
Service—BR's trailer loads at truck competitive rates. Cars—50 75-foot cars, 50 54-foot flat cars. Big 54-foot 553 points on its line, including general area of New York, Cleveland and Chicago. Expansion plans include Akron and elsewhere.

GREAT NORTHERN
Suesz—BR's trailer loads at truck competitive rates. Cars—49 54-foot flat cars. Terminals—6 major cities on its line.

ILINOIS CENTRAL
Service—BR's trailer loads at truck competitive rates—com-


LACKAWANNA
Service—BR's trailer loads at truck competitive rates. Cars—200 48-foot flatars.

Carloads—Hoboken, Syracuse, Elmira, Buffalo and elsewhere.

On the line.

Interchange—At Buffalo with B&O, Nickel Plate, Wabash, at Hoboken with New York, Susquehanna & Western also with other lines serving Southeast and Northeast. More planned, including New Haven for New England points.

LEHIGH VALLEY
Service—BR's trailer loads at truck competitive rates. Cars—27 53-foot flat-cars.

Carloads—New York, Chicago, Cleveland, St. Louis, Detroit, Buffalo, others.

Interchange—With Nickel Plate, Wabash, North Western, others.

LOUISVILLE & NASHVILLE
Service—BR's trailer loads at truck competitive rates. Cars—30 47-foot flat cars.

Terminals—Louisville, Birmingham, New Orleans, Nashville, others.

MINNEAPOLIS & ST. LOUIS
Service—BR's trailer loads at truck competitive rates. Cars—5 50-foot flat cars.

Terminal—St. Louis, Kansas City, Tulsa, Oklahoma City, Dallas, others.

Interchange—With Santa Fe.

MISSOURI-KANSAS-TEXAS
Service—Trailer loads at flat rates.

Cars—65 41-foot flat cars.

Terminals—St. Louis, Kansas City, Tulsa, Oklahoma City, Dallas, others.

Interchange—With Santa Fe.

MONONGAHELA
Service—BR's trailer loads at truck competitive rates—

considering common carrier and private truck arrangements.

Carloads—20 -48-foot flat cars.

Interchange—With Louisville or Indianapolis.

Interchange—At Chicago with North Western, at Louisville with B&O, Ind., with Nickel Plate.

NICKEL PLATE
Service—BR's trailer loads at truck competitive rates. Cars—45 cars of 53 and 43-foot lengths.

Terminals—Chicago, Toledo, Cleveland, Buffalo, St. Louis, others.

Interchange—With 14 railroads, including Wabash, Lackawanna & Wyoming, Cotton Belt, Texas & New Orleans, New Haven, others.

NEW HAVEN
Service—Trailers from subsidiary truck company; trailers from companion truck lines at a per-trailer charge; trailers of private truckers.

Carloads—400 40-foot flat cars; 500 80-foot flat cars on order.

Terminals—Chicago, Erie, Nickel Plate, others.

Interchange—With the Erie, Nickel Plate, Wabash.

NORFOLK & WESTERN
Service—Trailer—similar private-truck rates at per-trailer rates.

Terminals—New York, Philadelphia, Bristol, Va; Roanoke, others.

Interchange—With the Pennsylvania at Hagerstown, Md.

(Continued on page 94)
PIGGYBACK SEMIS

FOR SALE

**Special Act**
TEx MAGEE with SPARKY

SPARKY, a white stallion. One of the world's youngest trick horses. No lines, bridge or halter. Interested in booking with Fairs, Rodeos, Tent Shows or Circus

TED MAGEE & SONS

BARNEY BROTHERS CIRCUS

OPENING JUNE 25, MAZARRON, PA.

PROGRAM COMPLETE BUT ENDING SHOW

Address: EDIE RECK, BARNEY BROTHERS' CIRCUS

BARNEY BROTHERS CIRCUS

THE BILBOARD

JUNE 30, 1956

CIRCUS

CONTINUED FROM PAGE 26

trailer at the place 8 played and then motored direct to a piggyback flat. The scenic advantage for the circus, for companies, would be eliminated or lessened, since the same equipment, once loaded in the trailer, at the building would not have to be unloaded and reloaded into the baggage car.

To Special Moves

In the event the trailer of piggyback moves, the loaded semis on the trailer are to be transferred on to all trains. Piggyback flats now are moved in fast, regularly scheduled freight trains and much effort has been made to eliminate time losses in yards. Some railroad cars move full trains of nothing but piggyback cars, and show loads could be almost. But special show cars usually would not be required.

Not Road, Not Rail

An important factor is that a piggyback show is limited to semi rail and road and rail moves, but not piggyback cars, and show loads could be almost. But special show cars usually would not be required.

CARRYING THE PIGGYBACK IDEA TO ITS ULTIMATE FORM, BUILDERS HAVE HAD TWO TRAINS WHICH CAN BE USED ON THE MOVING ROAD, NOT ON THE MOVING TRACK.

FOR SALE

BANDELL, Oregon

**Special Act**
TEx MAGEE with SPARKY

SPARKY, a white stallion. One of the world's youngest trick horses. No lines, bridge or halter. Interested in booking with Fairs, Rodeos, Tent Shows or Circus

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SEASON'S OUTLOOK

Grosses Climb in Sunshine; Forecast Bright

WIN-SIZED park grosses have been moving across the country west to east with the weather. Spring and the good grosses have come, too, to the Rocky Mountain area, with the Denver locations telling of successes after late starts.

West Coast funparks now point new to healthy spring business. Los Angeles, San Francisco and Northwest coast have done well, and the West is still the exception, with the Rockies still waiting. But the sun has been slow coming. Weather bureau people said that if only the people already knew that spring was last late this year.

Instead there was rain, wind and low temperatures in the days before last. Winter storms continue, adding weather velocity in the forms of hail, snow or sleet. 

The good weather—and resulting good business—began somewhere in the West when conditions finally, to the delight of the skiers, were no longer suitable for equipment cheering up the slopes. And the few snows that fell began to melt rapidly, to the delight of the skiers.

In many areas, spring weather was four weeks or more overdue. Park owners backed to old records and memories to recall such a slow-starting season. And the weather continued to do its best to turn the established dates into milder midsummer days.

All the changes that went the sunshine did come. Grosses parked up immediately, and dispositions with them.

West Coast funparks point to new healthiness, and the West is still good. In the Denver locations, results have been only adequate, but the future promises to be better.

Earnings vary from area to area, depending on weather conditions. In some areas, grosses have been low, and in others, they have been high. In general, however, the outlook for the season is good, with most of the areas reporting increases in attendance and business.

The outlook for the future is also promising, with many areas reporting increased attendance and business. The outlook for the upcoming season is also good, with many areas reporting increased attendance and business.
Names Booked At Salisbury

SALISBURY BEACH, Mass.—(AP)—Jamaica Northern Bay State Fishing Club will again bring a group of top fishing records to the table at the annual fishing contest for the Massachusetts State Championship. The club plans to feature a three-day event, with the fishing taking place in the Gulf of Maine. The fishing will be held on July 1, 2, and 3, with the awards being presented on July 4.

Miss Brown opens with the Fred W. Brown, a 22-foot boat, which will be sailed by Ernest Brown, a local fishing expert. The Brown is equipped with the latest in fishing equipment, including a fishing line, a fishing pole, and a fishing net. The boat will be powered by a 20-horsepower outboard motor, and will be able to travel at a speed of 10 knots.

Miss Brown plans to fish for bass, striped bass, and bluefish, with the fishing regulations following those set by the Massachusetts Division of Marine Resources. The fishing tournament will be held in the waters of Great South Bay, and the prize money for the winning boat will be $1,000.

The fishing contest will be judged by a panel of experts, including local fisherman and fishing guide, John Brown. The judging will be based on the number and size of the fish caught, as well as the angler's ability to handle the fishing equipment.

The fishing contest will be televised live on Channel 5, with the fishing results being broadcast to the local community. The prize money will be awarded to the winning boat, which will be determined by the panel of experts.

The fishing contest is open to all fishing clubs in the area, and will be held in conjunction with the annual Jamaica Northern Bay State Fishing Club picnic, which will be held on July 4.

Happy Birthday!

Cincy Coney Observes Its 70th Anniversary

CINCINNATI—Staff members of Coney Island have observed the park's 70th anniversary Thursday (6/6) at a party and ceremony in the park's dining room. In charge of arrangements for the affair was Fred E. Wensel, the operating company's vice-president and chairman of the board. Also playing an important role in the festivities were Coney's president and general manager, Edward L. Schott, and Ralph Wachs, park manager. To publicly mark the event, the management gave away tickets for rides to the first 70 children entering the park Thursday.

Ground occupied by the park was once the site of an apple orchard owned by James Parker, who began renting the area for a drive-in service. As rentals increased, number Parker abandoned the orchard as such. Pizza facilities were added and it became known as Parker's Grove.

In 1880 Parker sold the grove for $17,500 to Capt. William F. Mckee, who formed the Cincinnati Steamboat Excursion Company as the operating firm and renamed the park Ohio Grove, Coney Island of the West. This company operated the park thru the year 1888. During that time the steamboat Guiding Star made four trips a day to the park, 10 miles up the Ohio River. In big days the sternwheeler Thomas Sherlock was also used.

In the spring of 1899 the park was sold to a new firm, the Coney Island Company. This firm operated the park from 1902 and they sold it to a Pittsburgh company. Two years later it was sold to the present Coney Island, Inc., organized by George Schott and now under the presidency of his son, Edward L. Schott.

Transportation to and from the park has always been a major problem thru recent years. Originally it was solved by steamboat and horse and buggy. Them came two fraction lines, both new dev. Steamboats returned in 1895 with the launching of the first Island Queen into the Coney Island service. This burned at the Cincinnati landing November 4, 1922, along with its sister ship, the Princess, also owned by Coney.

The second Island Queen was dedicated April 18, 1925, and was destroyed by explosion and fire at Pittsburgh in September, 1947. Automobiles, buses and private boats now carry people to the park.

FOR 1957 CHOOSE THE ROTO-JET. THE TOP RANKING PARK RIDE FOR THE LAST TWO SEASONS

- Fast loading and unloading of riders 24 riders in 30 seconds!
- Fascinating compressed air mechanism!
- Individual airplane control in each jet gondola!
- Gears riders actual flying sensation!
- Equally thrilling for everyone from 6 to 50!
- No people, re-rides run from 28 to 36 per!
- Absolutely safe!

TWO MILLION RIDERS! NO CLAIMS! NO ACCIDENTS!

RESERVE SPACE FOR THE ROTO-JET IN YOUR PARK FOR 1956—CIRCLE 60 FEET DIAMETER

KIDDIE PARK

FOR SALE

To settle on estate—Steam engine with 1927 and 1977 model Thoreau. Available by arrangement. For further information contact the estate or the property owner.

Presidio and Partners

HOLMES MINIATURE GOLF COURSE

Locally owned and operated. Well-maintained course. Additional features include a driving range, putting green, and a putting course for children. Located in a beautiful setting, close to the water.

KIDDIE PARK

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ERICA WEDEMEYER, INC.

ROTO-JET Division

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Seal Photos and Cards in Lifetime Plastic

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Seal-o-mat

Finest laminating machine built!
- No installation
- Simple to operate
- Pays for itself—fast

Complete $325.

SEND FOR ILLUSTRATED FOLDER NEW HERMES

LAMINATING MACHINE CO.

1319 University Place, N. Y. 3, N. Y.

KIDDIE PARK

5 Clean Rides, 3 Buildings

Entire Park paved. Cyclone fencing. Arcade. Centrally located. Elizabeth, N. J. Drawing potential 500,000 population. Call Railway, 7-0106 (weekdays) or Elizabeth 4-2312 (Saturday, Sunday or Holidays).

The Billboard Parks-Kiddielands-Rinks

PARKS-KIDDIELANDS-RINKS

JUNE 30, 1956
Parks Do a Burn Over Esquire Tale

NEW YORK—Park men this week wereliterally burning over a rip-surfacing indictment of the outdoor show business written by sep- tennial armchair critic George Jean Nathan, printed in the July issue of Esquire magazine. Violent objections have been voiced by many park owners and at least one has filed a law-suit. The storm will naturally spread as more operators read the article.

Nathan is an old hand at sarcasm and lampooning, and the writer of more than 30 books, mostly devoted to the theater. This time he has sure fit to generalize on amusement parks to the extent that, with the gracious exception of Disneyland, the public is told that "the park business offers the same kind of entertainment as the movies, but for different people." Nathan does not fault the shows, but finds that the "permissiveness of the audience" is the difference. "The audience is much more permissive," he says, "than holds that parks are the same as Broadway theaters even will."

"Are a Bear!"

"At one time the delight of the masses," he writes, "they have become a curse on the public. Operators who have read the piece are expected to realize that it had passed the editorial board onto the pages of Esquire, and since the magazine is substantially proportion of its circulation in the East and Southwest of Pennsylvania (N. J.) America's Finest, and Nathan has used his name in a challenge to the industry's culture.

The managers of the parks have been vying for a share of the picture, and the public is being amused. The public are doing more than that, the public is doing less than that. Nathan says, are doing the same thing as other men."

"KIDDEE PARK FOR SALE"

FUNLAND

The only exclusive Kiddieland in metropolitan area of one million people—only one year of operation. Must sell—other year around business requires much time. This park must be seen in operation to be appreciated.

- 11 rides—each with its own perfect condition.
- 3 concession stands—2 parking lots—2 Acres of ground—Refused $60,000 offer for ground alone last year.

PRICE: $25,000 COMPLETE

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Care The Billboard, 290 Ardmore Blvd., St. Louis, Mo.

PARKS RIDEs FOR SALE

Moon Rocket, Catterpiller, Octopus Ball-on-Plane, #12 Ferris Wheel, 40-ft., M-Q.R. Write for detailed information.

CAN BE SEEN IN OPERATION

P. O. Box 232, Baltimore, Maryland

High Quality KIDDEE RIDES

Roto Whip—Roto Rider, Roto-ride, Reu-Ponim Carts—Galloping Horse Carrousel, Illustrated Circuses Free

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ESTABLISHED 1887

ATTENTION: Operators of Ball-
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ONLY A FEW CHANCE DATES
AVAILABLE IN 1956 FOR
AMERICA'S HOTTEST ATTRACTION

BILLY HALEY

and His Comets

Decca & Columbia Picture Stars

August 27 to September 4

September 16 to September 24

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New England, Eastern and Middle Atlantic States Preferred.

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JOE LYNN

THEATRICAL AGENCY

Philadelphia, PA

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ARMS: June 30, 1956

Use this Billboard Classifieds page for results!
COUNTY, regional and State fairs as a whole face one of the best seasons in history. High rainfall during the early months of the year is one reason. Another is the spirit of the farmers who, from last year and still climbing. "Still another is the Kinetic that brings in this, a pre-sold-out, boom year, will be sustained at high levels...a belief that is expected to spur the public in a record way, a "Kordel, grounds.

As always, there are some dark spots. Michigan, slowed down by the automobile industry, is one of them. People of Michigan, there are indications that conditions will improve before fair time.

There are, as always, some drought-belt areas. But, the effects of this year worry-polo and its blight, if not devastating effective, appear alleviated to some extent. Thanks to Salt vaccine, cases of polo have dropped to virtually zero. And, there is less and less the probability of epidemics or epidemic areas as in the past. Forcing the cancellation of a number of fairs and doing vast damage to others which close to go ahead in the face of polo.

This year for the first time in memory no fairs have been canceled because of the number of polo cases in Illinois. And, this year there are no indications that any will be canceled or have their attendance cut by polo. Like other segments of the outdoor amusement business, fairs are feeling the force of the mounting population. The ranks of 4-H clubs and of Future Farmers of America have mounted in the last few years and now are at all-time fair time, high, due to the budding population.

The growth of 4-H is due partly to the mounting population and also to a broader 4-H program, a program that now embraces the sons and daughters of farmers as well as of full-time farmers. FFA ranks have been bolstered by a constantly increasing number of organizations, a result of the construction of many new high schools, also an aftermath of the post-war population bulge.

The rise in commercial fairs is due to the fair's ever increasing sales efforts and to the enticing desire of retailers, appliance, drug, and dairy, to cash in on the crowds hired by fairs.

All fairs can be expected to do a more intensive selling job on their grandstand attractions, particularly their night shows. Crowds for these have declined a number of theaters due a large number of fairs will greatly step up the publicity and advertising of them.

Don P. Wyatt Named Salt Lake Manager

SALT LAKE CITY—Don P. Wyatt, formerly with the U. S. Bureau of Engineers, has been named manager of Salt Lake County Fair

Wyatt succeeds Harold P. Gill, who had been acting manager since A. J.

Don Wyatt

Theold held left more than a year ago. He is married and taking office. Wyatt began plans for a survey of the needs for extensive remodeling and improvements of the fairgrounds.

The new manager has had construction and engineering experience all over the world, and was superintendent of the construction of several military bases in Utah. Last year he completed a survey of the fairgrounds for the State.

His survey reported that all buildings in the fair's permanent buildings needed remodeling, many needed reconditioning and a new waste water system was necessary.

Donning a number ofimientos which had allotted $120,000 for the renovation, opened bids and found the cost would total less than half that sum.

Wyatt has asked for an addition of $15,000 for building repairs and for the placement of several old barns on the property with modern concrete and steel. The addition has not yet been approved.

Wyatt is taking over management in the fair's centennial year. He said the fair this year, besides annual attractions, will have a centennial theme with displays showing the fair's progress from west-east to the present.

The fair will run from Friday, September 14, thru Sunday, September 23.

At present budget and stock cost are the (Continued on page 4).

ENDS FREE GATE

25c Admission Charge Is Set

By Sacramento

QUINCY, Calif.—Members of the Quincy Fair and Exposition Committee have met recently and discussed at length the Audit Bureau of Attorneys' policy which is being negated by the problem of reporting children admitted free by virtue of their age.

Carl T. Mills, secretary-manager of the Quincy County Fair and Jumping Frog Fair, and Date Committee Chairman, explained that this is a move to gain concessions, exhibitors as well as space buyers a true and certifying report on fair attendance. For the first time in history, the WFA group on a volunteer basis, Administers charged by ABA fair is also reported.

The group meeting here at the Quincy Community Fairgrounds unanimously offered three suggestions for clearing the ABA policy.

The points were: (1) That all fairs making a charge under ABA shall send Western Fairs Association a carbon copy of their report to Fairs and Exhibitions Division, which is required under Section 95 of the Agricultural Code. Complete attendance figures showing will be printed in the association's Official List. (2) Attendence admissions charged by ABA fairs is also reported.

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Move to Classify California Annuals

FRESNO, Calif. — Preliminary ground rules for next year's annual classification of the State's 79 district and county fairs were set here recently and a committee of the State Fair Classification group, a legislative study committee appointed by the Legislature and directed by the Western Fairs Association, was named to study significant factors in the utilization of the committee's work.

The committee will be headed by W. C. Washburn, representing the San Joaquin Valley, and A. E. Snider, chief, California Department of Finance and Expositions division.

Note 40-Year Schilly Tenure At Syracuse

SYRACUSE.—The administrative staff of the New York State Fair paid tribute to George W. Schilly recently in recognition of his 40 years' service as a key of the New York State Fair in its history.

Schilly, business manager of the fair, was guest of honor at a luncheon held in the Administration Building, William F. Baker, Jr., chairman, presided.

On behalf of the administrative staff Paul Smith, assistant commissioner of agriculture, presented Schilly with an engraved portfolio.

Schilly began his career with the fair in May, 1916. Beginning as a clerk in the entry department, Schilly was named assistant treasurer in 1928, auditor in 1937, administrative assistant in 1939, senior administrator in 1945 and business manager in 1954.

Top Fair Event: It's a Fact:

* The Sky Kings use 2 separate riggings situated 30 feet apart.

* The Sky Kings actually trade poles during a split second, mid-sky.

* The Sky Kings have 2 great events; one serving the east, the other the west.

* The Sky Kings will combine 2 units to form a 4-pole revue with 4-way changing of poles.

* The Sky Kings have never been televised!

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* With eyes completely sealed she will drive a car down Market Street in her own car! She will be accompanied by Master Michael & Baby Lois.

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 Phone 5-0143 PHILADELPHIA, PA.

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Say You Saw It In The Billboard
Greeenboro, N. C.—The sale of the Greensboro Fair plant to the Greensboro War Memorial Coliseum and a separate auditorium is reported, set with only minor details to be worked out.

Arrangements for the sale were reported concluded yesterday (18) in Atlantic City between William H. Swift Sr., chairman of the War Memorial Fund Committee and George A. Hamid Sr., operator of the fair. Also in attendance were Clyde Kendall, fair manager; Thomas Turner, attorney; and Judge York, hotel committee members.

The reported agreement will call for a 15-year lease to the present operators for the continuance of the fair. In any event the physical aspect of the fair would remain unchanged for this year since plans call for the completion of the Coliseum in 1957 and the auditorium about a year later, in 1958. Consumption of the pact is expected to follow a meeting of the full committee.

To Benefit Fair
Hamid envisioned the development of a state fair if the agreement is fulfilled. The operating pact would include the use of the new Coliseum building for the fair by exhibitors and for purposes and the remaining grounds, including parking space.

Space would not be a problem since the existing exhibit buildings would be torn down with the completion of the coliseum. The new structure would provide ample and better exhibit space.

The Coliseum would be similar to the one opened last year for the Winston-Salem Fair. Estimated costs for the over-all project run to $500,000-

Colusa Record
Continued from page 32

more than last year's 14,948 total. Attendance for each of the four days was ahead of last year, with the largest margin on the closing day, when 3,684 people, 540 more than the same day in 1955, were admitted to the grounds. Largest attendance for a single day was on Friday, when the mark was 4,344.

There were only three paid admission entertainment events on the fair program. These were the two performances of the rodeo Saturday and Sunday afternoons, which pulled 900 spectators, and the California Hayride show, with Count Chord, attended by over 500. A free dance Saturday night at which the Capital City Jazz Band was featured, was reported well attended.

The midway was played by the Folsom & Burk Combined Shows, headed by L. C. Champion.

Continued from page 32

beauty contest, planned by N. C. Group

Raleigh, N. C.—Sponsoring a beauty contest as a part of its service for the finals to be held at the State Fair here to be chosen as the competition is, is planned by the North Carolina Association of Agricultural Fairs.

The contest is similar to that inaugurated three years ago by the Virginia State Association of Fairs in conjunction with the Virginia State Fair. Participation by at least 20 mem-

The winner will be selected from an initial of the pageant. Of the 20 Miss Virginia State Fair.

Because of the time element one of the rules, the recording of participation by June 1 each year, will be eliminated this year. Member fairs are now being canvassed and the extension committee, which is expected to be known within a week or so.

The committee in charge of the contest is made up of Dr. Curtis A. Leonard, Carol Holding; Mrs. F. C. Light, Miss American Mermaid, Mrs. Chaffin, Jr., and Mrs. C. G. Berks.

As a part of the fair, the contest was open to all fairs, with the final being held in Richmond. The three winners from the outlying fairs are to be awarded first prizes with notable sales and to transport them to the State Fair for the finals. The winner of the finals will be awarded additional prizes by the State Department of Agriculture, Dr. J. S. Downes, in July.

The next annual meeting, in January when held at the State Hotel, Raleigh, Association officers are to be visited and will rearrange facilities to replace the cramped quarters used for the past several years. The Short Course at the State Col-

Coliseum; the Coliseum; and the Coliseum Huntington Avenue is in April drew only 29 performances of the Gardenway stage.

This was well under the attendance of the fair held last year, which featured 100 performances. The Coliseum Huntington Avenue was expected to continue the course next year, with the final location yet to be decided.

Crawfordsville, Ind., Apr. 16—The dance floor of the Coliseum Huntington Avenue was expected to continue the course next year, with the final location yet to be decided.

Miss De Beale Says...

CITY FAIR

CONTINUED FROM PAGE 32

a 4-8 horse show is featured, with only trophies and ribbons being awarded to commercial merchants.

The parade is also scheduled on opening day. The parade is sponsored by the local junior Chamber of Commerce.

FAIR

EVERYTHING in ENTERTAINMENT

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THRILL SHOWS GRANDSTAND REVUES OUTDOOR CELEBRATIONS HOME SHOWS SPORT SHOWS INDUSTRIAL PARTIES BASIC

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The 51st WEST TEXAS FAIR

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GRANDSTAND ACTIVITIES

STATE FAIR—Fair Grounds

CITY FAIR—Fair Grounds

Spectators are being held weekly on the oval in front of the grandstand and in the bleachers ranging from 4,000 to 6,000. The next major attraction before the fair will be the Corn Hogs Championship Rodeo, July 19-24.

Contracts Awarded

At the conclusion of the fair service con-

Fair, the following contractors on a percentage contract, will have all food and drink service in the midway.

Nina Rogers and Mr. Laws, owners of Mount Young, have the carnival contract and under this contract are to serve food and drinks in the midway.

Special attractions will include John H. Buhl, master of ceremonies for all events; Allen and Company high-wire act at center of the fairground; Polio the clown, wrestling; Holiday on Ice in the Coliseum; the Flying Indian Act, afternoon and evening and a touring band; Arabian horses by local clubs; a Quartet Horse show by local clubs; horse races (no pari-mutuel betting in Utah); United States motorcycle races, and the Parade of Champions.

We also raised Iowa and spent 12 years in the U. S. Army Engineers. He and his wife, El-

sandwiched in between their home in Salt Lake City.

Carle Heads

Continued from page 32

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sandwiched in between their home in Salt Lake City.
Interim Sacramento Events to Pull 800,000; Food Fair Tops 30,000

SACRAMENTO—The second annual California Food Fair ended its four-day run in the Home Show Building on the California State Fair and Exposition grounds here Sunday (34). The attendance last year was 50,000 and added nearly to the total number of people who use the fairgrounds under the expanded "off-fair" program inaugurated by Dudley T. Fortin, who assumed the State Fair management early in 1955. Fortin has urged civic groups, associations and others to make use of the State Fair facilities during

DUDLEY FORTIN

the 353 days that the exposition is not being held on the 287-acre site in an accessible residential section. When the fair opens next August 29 for 12 days (it formerly ran 11 days), Fortin predicts 800,000 or more will have attended interim events.

Features Traced

The Food Fair, sponsored by the Northern California Food Dealers' Association, with Walter Kasis as chairman, and Roy Taylor, president, went all out to attract attendance. Twice daily, afternoon and night, a show featuring Frankie Laine assisted by Claud Gordon's orchestra, vocalist Vicki Kay, Mora Gleason, hula dancer who appears on the weekly Harry Owens TV show, and other acts, was presented. Another feature was that of individual exhibitors making food preparations continuously when the stage was not appearing.

When the fair is on, 3,100 people are employed. But, at other times, the year-round fair business is transacted by a staff of some 70 people. The force is gradually enlarged in March and April, and reaches its peak in late June.

One of the State Fair's interim events gives an idea of the range of the nation's only "fair-within-a-fair." Opening Thursday (5) for four days will be the Sacramento County Fair, formerly held in Cur, for its third annual run on a section of theExposition's grounds. Last year, when it had a free gate, the estimated attendance was 51,016. This year an admission of 25 cents will be charged, with children under 12 admitted free. The county fair is expanded this year and featuring a 4-H horse show, Robert Baker, the secretary-manager, has set a goal of 55,000 people.

In Use 353 Days

Activities during the 353 days when there is no State Fair range from revival meetings to political dinners, from cat shows to teenagers' dances or from a pet rental library to 100-mile races. One faith healer drew a total of 100,000 persons when he held meetings at the fairgrounds last October. Another 12,000 attended the Indiana-Novac Racing car meet of 100 laps.

Several evenings a week Governor's Hall is the scene of dinner parties or meetings with up to 7,000 persons in attendance. Teenage clubs, employers, unions or other groups hold dances here. Early each summer, boys from all over California converge on the fairgrounds where they are billed during the boys' State Model Legislature. Trade and mercantile groups hold numerous expositions such as the Food Fair, in the Industrial, Home Show or Foods and Hobby buildings.

But by far one of the major activities of the fairgrounds during this "all" months concerns livestock. Less than two weeks after the 1953 fair was closed, 34 quarter horses were auctioned at the grounds. Within less than a week following this, the Ninth Annual California Pulled Hereford Association Show and sale was held. A total of 62 animals was sold for $10,225. Other shows and sales were held by the California Northern Breeders' Association, California Hereford Association, Pacific Coast American Angus Association, California Brown Swiss Association, the California Jersey Cattle Club and others.

In all, some 3,000 head of purebred livestock have been auctioned on the fairgrounds for $375,073 since the 1953 fair. Conventions find adequate facilities at the trade club members on the fairgrounds. And the Junior Museum is in operation there the rear around.

Under the Fortin plan, the State receives rentals and Sacramento has the use of adequate facilities for almost any event that can be conceived.
**CARNIVALS**

**SEASON'S OUTLOOK**

**Grosses Expected at Least to Match Good 1955**

**NEW BLOOD NEEDED**

**Acute Labor Shortage Noted as Fairs Near**

**NEW YORK**—The existing carnival labor situation is described by one major operator as "the worst since the war." The period to cover the ensuing years when operators were faced with a record scarcity of needed help, both in terms of numbers and skills.

The need for knowledgeable personnel seems to extend to all areas of operation, and this is particularly so in the new areas of the new ones—should serve to confirm the upward trend in the business. The number of new species of shows that have been added to the carnival circuit within the past few years is truly astounding.

The labor shortage is acute and should continue to be a problem for the entire industry. The trend is expected to continue at least as long as the labor shortage persists.

**Majestic Joins Miller Unit For 2 Weeks**

**NEWPORT, Ky.—** Sam Gold of the Majestic Group Shows, which set up on a lot adjacent to the neighboring Louisville, Ky., Friday (15), pulled stakers after last Tuesday (12), and then closed up for two feeding two-age groups. The schedule for the shows' midway several nights in a row to settle their differences.

Newport police chief suggested that the show change location to avoid further disorders and even more police interventions. The shows' midway is located in downtown Newport. The rides were two-thirds up Wednesday night (14) and remainder came from the management of a nearby carnival property charging that the traveling show was interfering with a civic carnival then in progress.

**Bright Spots Seen On Prell Horizon**

**HICKSVILLE, N.Y.—** This has proven far from the best area for Prell's Broadway Shows has experienced on Long Island, but two coming dates are expected to land it up to its usual good level. Next week the show plans to visit Westbury, a thickly populated area, and then move to Riverhead, where summertime population usually swells with vacationers.

Miserable weather in extremewould, riders that has expected unsoldyout result to date, but enough has been seen to have the management confidently predicting good things to come once the weather clears.

**Wade Greater**

**Nears Opening of Fair Route**

**CHEYOTITAN, Mich.—** The Wade Greater Shows have been playing Fun-O-Rama promotions under Jim's Club's sponsorship, will be the first fair since July 5 at Lake Odessa, Mich., the first fair in this series.

In preparation, show equipment has been refurbished under the supervision of manager Cameron D. Murray.

A substantial number of personnel changes have been made since the show opened in March. Former bearers have been added to the roster, including Frank Myers in the office, Bob Cook in the control room, and Roy Mitchell in the press office. The show is well-staffed and well-maintained.

**Shoot the Chute?**

**—**

**J. B. Davis**

**Sets Summer Park Season**

**PANAMA CITY, Fla.—** J. B. Davis, a veteran of 55 years in the amusement business, has his Southern States Shows starting its park-type operation. This will be his second season at the Westside Park location.

Davis, who owns the major show equipment and has all the necessary permits, has a small park-type operation. This will be his second season at the Westside Park location.

Davis has owned and operated his own shows for many years; he presently has 14 rides and a variety of merchandise concessions. Following the seaside season, the Davis park will play eight or 16 fair dates in Georgia and South Carolina, moving on to Florida in mid-summer. He will then go to the southern states to complete the year.

Davis, who is in charge of the show, is also an active member of the Board of Directors of the Southern Interstate Carnival Association and is active in many fraternal and civic organizations.

**In their overall operation, carnivals are expected to intensify efforts to give new types of shows. The Royal American Shows—five rings and a magnificent variety of entertainment—is being offered in the (Continued on page 94)
of the show were presented and ice cream and cake were served to more than 75 guests.

Mr. and Mrs. Bob Gove, former students of the school, attended the show with Bill Green Show, visited Johnny United Shows at Milwaukee, and brought Teresa Kelley their nephew, with whom they are visiting their son and Mrs. Lloyd Kelley, cousins of Johnny's United.

Frank C. Buech has moved up to assistant manager of Duye Great Shows. Ellsworth McBeth has taken over as the show's good will ambassador, and J. Hullingsworth has replaced Louis H. Murrell as supervisor of transportation. Oscar Kahage is now the show's Whirl foreman in Dial, concessionaires, recently joined the show. Horace Strabwer was retired recently at party given by ladies of the C. A. Strenf Shows before entering University Hospital, Charlotte, Vt., to undergo surgery. Her daughter, Frances, left the show to be near her during her hospitalization. While Strabwer was on his son's, Billy, remained on the show to continue the Strenf Shows concession operations.

Forest Flett has novels in the Sunny Moons Amusements... Mattie C. Helten, also recently gave a birthday party for 10-year-old Butch Hall, son of Mr. and Mrs. Bill Hall, Johnny United Shows. Those present were E. T. and Mrs. Bill Hall, Jr., and Virginia Jones, Ronnie, Sharon and Karen. LeMay, Tommie, Connie Lee Moran, Dover, and Reese and Hall. Butch received many gifts from young customers on show day, games, favors and prizes.

James N. Walker, seed dealer on the James H. Drew Show, escaped injury when the unit carrying some of the Tilas Wheel went out of control at Fowick, Wisc., Sunday morning, June 10. The show continues to get satisfactory business when given adequate money. Recent visitors were Mr. and Mrs. Harry Bolny, the central operations, new motel operators in Hernando. Jean Rita Novak from the L. F. Novak Home, New Brunswick, N. J., chided her husband, Gabriel Novak, we're talking to the many show people who have sent her flowers and cards during her illness.

The corporate name of Harlem's Amusements, Inc., has been changed to Harlem Amusements Ltd., effective June 14. Richard E. Upphahn is president, Mike M. Yanagida, secretary, of Harlem Amusements Ltd., Third birthday of Denise Coleman, daughter of Mr. and Mrs. M. Coleman, was celebrated recently with a party in Ronnie Bell's Girl Show top on the Pan American Shows. Three graduating were Mrs. John Ward, Floss Reeser, Mrs H. L. Hurley, her son Don Davage, Mrs. Walter Cary, Mrs. Bob Tuttle and son, Bobby, Danny and Sandra, Mrs. John Lee, Bonnie Bell, Mrs. Ray Smith, Mrs. Al Summers, Mrs. Kieth, Cassandra, Mrs. Smith, daughter and Judy. Mrs. Mische Gilbert, Mrs. Candie Hoar, Mr. Tommy; and Mr. Jimmy. Lani and Tommy Broome Jr. recently filled out the bill for the great teams on the C. G. Buck Shows while en route from Miami to their native in Doral, Fla. The Broome were with the Buck organization last season, and this year Mrs. Broome is the places des arts in the Girl Revue, and Broome acting as assistant for the dressing room of the Oscar Duroe Ringo. They were unable to retain the show this season because of Broome's health.

Badderly Bros. Gets Good Biz At First Stand

LADNER, B. C. — Badderly Bros. Shows opened on (11) for a two days stand to good business, and threatening weather, then jumped to Coquitlam for the balance of the week with Elk Lodge auspices.

The show carries three major and as many kiddles rides, Bingo Jungs' Hunters' Dazzle Compound and 15 concession.

The show opened late this season, May 11, at New Westminster, to good business. Besides a number of still dates, the Klowena Regents booked in August along with fairs through Northern Columbia to Prince Rupert. Bill Badderly is manager, Lev Baddley, ground superintendent and assistant manager. Dick Watkin handles the advance and billing clerk.

Vermont Date Disappoints Continental

BARKER, Vt. — Ideal weather paced the run of Continental Shows in St. Albans, Vt., last week, but even so, business was not up to par. Alto most units were off the street due to much trouble, to serious money was in the offing. Show personnel attributed the disappointment to unstable weather conditions in town and the business of rural folk with their crops, what with the season's first good break in the weather rolling around at that time. Continental is spotted here on the Barnes-Musser side in the town of Berlin.
CHICAGO — Gene Vaughn has agreed to sign in a stunt feature, followed by the Chicago Shows, Paul Olson, manager and co-owner, indicated during the shows stand here.

Maurice (Levy) Cohen will be in charge of producing the shows. The show is to have all new-world, lighting and stunts. Charles Tricker's Rock 'n Roll Revue, now being released in Chicago, is to join at the show's first from, Anderson, Ind., the week of July 4. It will offer an all-Negro cast.

Make-ready for the show's first six shows are now in the air. The show will play one more still date—Toldeo, O.—before its first fall tour.

Vinyl Person, press agent, was hospitalized here for several days and then resumed his duties. He plans to make an easy trip to Chicago for a check-up by his doctor, then rejine the show at Anderson.

A torrential rainfall greets the show here opening night, Monday (July 18), but the bad weather did not take a decided turn for the better. Indications were that the show, if given the weather, would be a strong finish here.

Besides Olive and Person, the staff of the Olson Shows includes of Lou Barber, assistant manager; J. E. Macomber, assistant bookman; Dan Macfarlane, assistant to the secretary-treasurer; Chester Mays, consolidation secretary; J. G. end general agent; Louis Rice, legal representative; Jack Morgan, treasurer; George Powell, purchasing agent;

Sensational Ortons Join Lynch Shows

HALIFAX, N. S.—The Sensational Ortons, now free the with the Halifalnd-based Billy Lynch Shows, have pulled up considerable mileage since this morning.

They played the prairie provinces of Western Canada with the Orton David, the week of July 2, when the show closed its tour at Edmonton. From Edmonton, the Ortons jumped to Medicine Hat, a distance of mere 2,000 miles—to pick up a rail for a new stop. They dashed 1,500 miles more to join the Lynch Shows here. They will continue with the Lynch Shows all about the third week in September.

Polowell Buys Four Trailers

STANBRUG, O.—Four trailers will be purchased by four trailers for the Polowell operation, were guests of Lloyd Saslow and Baxter Westbrook of the Penn Frontier Shows during the recent, last Columbus, O., fair. Frank Gormus and Johnny Bass have been frequent visitors at the Polowell headquarters in Columbus, O.

During the engagement at Xenia, O., these men helped to get some of the W. S. Kyll Shows, and Mrs. Billy Sellers, former, move their trailers and personnel, were nightly visitors.

Jersey Dates Fizzle

WOM Pushes Building

SOUTH PLAINFIELD, N. J.—Only meager business has resulted here for the World of Marth Shows in its first try at this location. Business last week at East Brunswick, N. J., was good, it was said.

There has been little fault to find with the weather. There are cool, calm days have been open for opening at Portland, Me. The opening was delayed rather than to settle for an abbreviated performance that would have been required by the light business at East Brunswick.

The expectations are to be expected. With the size of the show, it was decided to advertise the show, and then the time the show arrives in Maine, news has been added to the recently acquired.
Walt Nealand
Back to Marks
Publicity Post

“AMERICA’S MOST SPECTACULAR MIDWAY”

FAIRS - FAIRS

STARTING JULY 2. MADISON, WIS., 30TH EAST SIDE FESTIVAL; FOLLOWED BY DELAVAN, WIS., CELEBRATION; THEN THE FOLLOWING OUTSTANDING ROUTE OF FAIRS:

WISCONSIN FAIRS

ELKHORN MARION ELECTRIC

DARLINGTON (CENTENNIAL)

ARKANSAS FAIRS

ASHTON BATES ONOMICORE

PINE BLUFF, ARK.

MISSISSIPPI FAIRS

Kosciusko Cleveland Bruchville

GREENVILLE

RIDE HELP

MEN ON ALL RIDES. ESPECIALLY FERRIES. WHEEL.

SPECTRUM, TIL, LITTLE DIPPER, KIDS RIDE, MONEY

MADISON, JULY 28

APPLETON, WIS.

WWW.AMERICANRADIOHISTORY.COM

WANTED:

WANT CONCESSIONS: 1956 EDITION OF DIXIE GORDON’S CLUB 18

WANTED WANTED WANTED

FOR BLOCK BUTTER 100% 3 INCH WHEEL FOR ALL RIDE MACHINES DICKENSON, PA. FARMER, CATERING, THE FARMER, FREE SHOWS FOR ISLAND CITY PISTON, FREE SHOW. WANTED.


WANT FOR JUNE 3 & 4 AT PARK RIVER, N. D.

WANT FOR JULY 3 & 4 AT PARK RIVER, N. D.

GRIGGS BROTHERS SHOWS


CHARLES GRIGGS, Owner & Gen. Mgr.

FOR SALE

18-CAR CATERPILLAR

in excellent condition, new treads, sold one season.

BOX NO. 425, 6/F THE BILBOURD, CINCINNATI 32, OHIO

WALLACE BROS. SHOWS INC.

JUNE 30, 1956

THE BILLBOARD 89

CARNIVALS

Wanted for 4th of July Celebration, LA PORTE CITY, on the streets, sponsored by Chamber of Commerce. These day programs July 2, 3, and 4. This is a BIG DATE.


KEMPER Skonwold Days, on streets, July 22-24; CLARION Celebration sponsored by Junior Chamber of Commerce, July 22-24; EUSP Farmers’ Day, on the streets, July 30-31.

All Those Celebrations are in IOWA.

Want for the first 2 big fairs in IOWA: Butter Co. Centennial Fair, ALLISON, Aug. 2-8; Jackson Co. Fair, MADISON, Aug. 8-12; also Central Iowa Fair, MARSHALLTON: Cast Co. Fair, ATLANTIC, Clayton Co. Fair, ELMER.

WANT

CLIFF, Thomas, 1302 West 33rd St., Indianapolis, Ind.

GOLDEN GATE SHOWS

WANTED

WANTED

Girls who have a few forewords and interested in all rides. No guarantees granted. We do guarantee a steady income for those interested. For more information please handle Concession Agents for official Concession Agents, men and women for Grind Tractors.

Write for Wire or nite or info. Come visit us. Call, June 30, 1947.

WANT

FOR JULY 3 & 4 AT PARK RIVER, N. D.

PRE-4TH OF JULY AT HARDEE, FL.


WANT

STAN'S NELL'S SHOWS

Write: P.O. Box 221, West 33rd St.,Indianapolis, Ind.

INCLUDE THIS NEW SENSATION IN YOUR ACT!

The Cobra in the Basket—the latest and most novel bird in show business. Write now for details.

H. MILLER, LAX,

29 W. VARDEN AVE.

CHICAGO 1, I1.

FOR SALE

SHOWS. WILL book any Grind Show with our equipment. Little Miami and the Dixie want Girls for Grind Show, top salary. All pay-roll will town and work every week. Salary starting for in the City and first of September. Rides will book 7th and Oct. 20%. Will book. by lease. Merry-Go-Round. HELP: Personnel for Ch limited, salary $50.00 if you know your business. Also Personnel for new Allen. Merry-Go-Round. Fair in Kentucky, Tennessee, Arkansas and Louisiana until Nov. 15. Big Dip payroll this week. Can use couple of good Grind Show Agents. Aberdeen, Ohio, this week. All Wire in Western Union, Marysville, Ky.

CHARLES GRIGGS, Owner & Gen. Mgr.

P.S. Isabel Madison would like to know history of Missy Geyser, Rob Sullivan, Hege Gibson and William Walker
CARAVELLA AMUSEMENTS
CONNEAUT, OHIO (on Lake Erie), SEVEN DAYS, JULY 8 & 9, including Sunday.
LAST CALL FOR THE SEASONS BEST 4TH OF JULY DATE
CAN PLACE FOR BEST PENNSYLVANIA AND OHIO BONA FIDE DATES
CONCESSIONS: Concessions, Quahog, Chowder, Ice Cream, Shakes, Fries, Onion Rings, Soft Drinks, Concession Concessions. Title: The Whirl, Moon Room and our same Horse Ride not conflicting. Mineapolis, Chicago, Cleveland, Columbus. The best rides of any size in the region. Concessions for the Porter County Fair, Valparaiso and the Great Whisky Valley Fair at Erie Heights, Ind., and other large fairs on our route.
All address this week. Wire Western Shows.
JAMES H. DREW SHOWS
Olive Hill, Ky. (No Phone Calls)
SONNY MYERS AMUSEMENTS
Can place for Malone, Mo. Blue Grass festival, starting June 30, and Northwest Missouri's biggest 4th at St. Louis, and balance of season.
CONCESSIONS: Crab Outh that will cater to the people, Caesar or Ice Cream. Have exclusive option for a well framed Photo, Hi-Ocine, Basketball, Center Rides, Long Range, Cars, Exhibits, Ring Bells, and other Concessions. Will plug a use, or small Grid Shows, low percentages.
We have a proven route of fairs and celebrations. Playing Iowa, Kansas, Nebraska, and Oklahoma. Closing second week in October at Great Falls, Mont., and other fairs on our route.
Contact BILL DILLARD, Manager, Sonny Myers Amusements
Malone, Missouri, this week; then on our route.

GEM WITH TOURING KIDDIELAND

Beautifully Restored Old Band Organ Delights on Royal American

A MAGNIFICENT German band organ, believed to be anywhere from 60 to 75 years old, is proving a gem on the Kiddieland with the Royal American Shows. Art lovers, music enthusiasts, those who delight in antiques, and the youngsters are finding the organ a source of great pleasure. Carl Seelbach Sr., Royal American owner, is seeing his gamble, the expenditure of a considerable sum to restore the organ, pay off in added publicity and good will.

Mounted in a specially built, all steel, pneumatic-tied, 35-foot show wagon, the organ is beautiful to behold when silent or playing. This was not the case when Seelbach acquired the instrument last year in Kansas City, Mo., after considerable negotiation.

Piece by piece, he carefully dismantled the thousands of parts, discarded those no longer good. Then, just as painstakingly, he began the long tedious job of acquiring or making replacements. This proved monumental.

There are no standard parts to the organ. They had to be made to specifications by Crescendo from hand-made material. The work went on for several months in Tampa, and when the show hit the road in May, Crescendo was still at it. Only when the show played Davenport in June was the organ restored to operating condition.

Wicks Restores Murals

Meanwhile, Bobby Wicks, the Royal's accomplished artist, had spent many weeks, first working off much of the old paint, a time consuming task; then carefully repainting the organ after considerable study.

The wooden figurines were treated with soft paint to give this effect of sculptured plaster. For one mural, Wicks decided to copy the Angel Musicians (Musical Angels) by Reinz from the San Geronimo Church in Ruman. For this other mural, Wicks brought to life Bacchus, God of Wine, and Pan, Patrons of Shepherds, God of the Flocks, pastures, Forests and Wild Life.

Wicks did an outstanding job of restoration and of mural work. In the process, besides carefully selected paints, he used about $200...
CARNIVAL WANTED
FOR ANNUAL WARREN FAIR
ROSEVILLE, ILLINOIS
AUGUST 7-10
Contact: J. C. BAGLEY
314, Roseville, Illinois
Phone: 23, Days—or 328, Nights

WANTED
Wheel Foreman, top pay for top man.
Must drive if you can stand but
be good equipment, and take
in the picture. Want Concessions that work for stock
out on route. Big 4 of July around
Court House, Roseville, Ill. Ille.
H. C. SWINHEIR
PARADA SHOWS
Cem, Roseville, Ill., 771, 37, 23,
OR Regina, Ill.

American Beauty Shows
WANT
First and Second Men on all
Second, must drive and have
in charge of all Westerly Rides
and Basketball, also Long

REPLIES TO:
H. W. BARTHOLOMEW, MGR.
Camp, Iowa

DEGran's SHOWS
SOS

60" SEARCHLIGHT CARBONS, $30.00 PER CASE.
(Clean—Dry—Perfect)
COMPLETE 60" SPERRY
ARCH LAMPS, $55.00
(Now—While They Last)
60" SEARCHLIGHTS $375.00 each
AND 150,000 each
(A Suite Parts in Stock)
PUBLICITY SEARCHLIGHT CO.
33 West 32 Street
New York 18, N. Y.

* Make Long Distance Calls Person-To-Person to Mr. Weldon

HILLSBORO, OHIO, JULY 2 thru SUNDAY, JULY 8
ANNUAL 4th OF JULY CELEBRATION
NORTH FORK LAKE ON NORTH BEACH. OVER 100,000 PEOPLE WILL ATTEND.
WATER WORKS, VENETIAN, STAGE RACES, FIREARMS, ENTERTAINMENT
DAY AND NIGHT.
World famous for Fourth of this event. No exception. Must have deposits.
Space is limited. Need Hanky Panky Agents and Ride Help. Contact us.

GRIGGS BROS., INC.

Atchison, Ohio: all write c/o Western Union, Atchison, Ks. 10.
R.B.L. will book one more show in this area for this spot.

SUNSET AMUSEMENTS
FIREWORKS, JULY 3-4-6 CELEBRATION
One of the few 3-Day 4th Celebrations. Circus and Shows and all.
Call G. A. Smith, or write to H. B. Dwyer, 303 S. 12th Street, Dallas, Tex. to book.

MAMMOTH CELEBRATION, Cochran, Ga., July 2-7
SPONSORED BY COOKES ALABAMA AGENCY PEPPERS ALL STATE SHOWS
RIDE HELP WANTED
Come on in. What Festival for new Octopus and Wheel. Second Man on all Rides. No would-be big shots or con men. Concessions for July 4-8 at Shivelyville, Ill. Rides only.

IDEAL RIDES
3701 Franklin Ave., Louisville, Ky.

WANT FOREMEN for Whip, $5.00 per week. Also Foremen for Fly-Plane and Caterpillar. All men over 21 years of age. Must drive same kind. Also want Sec-ond Man and Mechanic who can work a Floor. Can phone Pennsylvania Gogram. All wire.

FAMOUS AMERICAN SHOWS
CENTRE, ALABAMA

AGENTS WANTED
For Butlers, Banjo, Cole Ditson, Odd Acts, and every known form of entertainment. Write or Graph on. Address: Joe Stevens & Charlie Elder v/c Sabourin’s Just for Fun Show.

SOUTHWEST AMUSEMENTS
William 1. Tewer, 2413 Penman Rd., Abilene, Texas, New Mexico

PAUL H. MILLER WANTS AGENTS
For Pit Stew, Butlers, Punch Pitch, Pick-up Crew, and Drivers of all kinds. Clayton Kentford and Forest Dermare, contact.

DON’T BE MISLED —
We play 1 to 18, Pit with walnuts in ladies, July 5-15. Address: Carl Schumacher, 10533 41st Ave., Chicago, Illinois

STANDARD SHOWS
Want for 2 Big Celebrations — Lander, Wyoming; June 27-29 and 4-7. Location already booked. Call Wm. P. Hall, 17. 800 or Pray 1-0500 or Present S-5154, Detroit, Michigan.

WANT INDEPENDENT RIDES & CONCESSIONS
For June 30 and July 1 Near Detroit. Concession with Redman already booked. Call Wm. P. Hall, 17. 800 or Pray 1-0500 or Present S-5154, Detroit, Michigan.

FRAMES GREATER SHOWS

HARREY FRAME
This week Sibley, Pa.

FUNLAND SHOWS
Murfreesboro, N.C., Annual July 4 Celebration — 30,000 people last year. Slim Steak not connected here.

JWIMMIE CHANOS SHOWS
Want for Fairbury, Ohio, Fourth of July Celebration, July 3-7; Winchester, Ind., American Legion Celebration, and Spencerville, Ohio, Firemen’s Celebration, on the streets.

Want legitimate Concessions of all kinds. Boodle Bums, Pitch-It-You-Win, Fish Pond, Bingo Game, Hoop-It, Popcorn, Copper Jack, Candy Apples and Candy Floss. Help for Flying Monkeys, Animals on Wheels or any other color and valuable Help. Must drive six weeks. Want Shows for Portland, Ind., and Kendallville, Ind., Fairs for committee money only. All replies to JIMMIE CHANOS
Red Key, Ind., this week.

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Want legitimate Concessions of all kinds. Boodle Bums, Pitch-It-You-Win, Fish Pond, Bingo Game, Hoop-It, Popcorn, Copper Jack, Candy Apples and Candy Floss. Help for Flying Monkeys, Animals on Wheels or any other color and valuable Help. Must drive six weeks. Want Shows for Portland, Ind., and Kendallville, Ind., Fairs for committee money only. All replies to JIMMIE CHANOS
Red Key, Ind., this week.

JIMMIE CHANOS SHOWS
Want for Fairbury, Ohio, Fourth of July Celebration, July 3-7; Winchester, Ind., American Legion Celebration, and Spencerville, Ohio, Firemen’s Celebration, on the streets.

Want legitimate Concessions of all kinds. Boodle Bums, Pitch-It-You-Win, Fish Pond, Bingo Game, Hoop-It, Popcorn, Copper Jack, Candy Apples and Candy Floss. Help for Flying Monkeys, Animals on Wheels or any other color and valuable Help. Must drive six weeks. Want Shows for Portland, Ind., and Kendallville, Ind., Fairs for committee money only. All replies to JIMMIE CHANOS
Red Key, Ind., this week.
**Piggyback Operations**

- **NORTHERN PACIFIC**
  Service-B&N's trailers to car-truck-combines.
  Cars-40 53-foot flats.
  Terminals-From Minneapolis-St. Paul to Duluth-Superior, Fargo, Seattle, Portland, Tacoma, others.
  Interchange-Southern Pacific.

- **PENNSYLVANIA**
  Service-B&N's trailers to car-truck-combines.
  Cars-40 53-foot flats.
  Terminals-North Western, Santa Fe, Norfolk & Western.

- **READING**
  Service-B&N's trailers to car-truck-combines.
  Cars-35 47-foot flat cars.
  Terminals-Philadelphia, Reading, others.
  Interchange-With Western Maryland, with North Western.

- **ST. LOUIS & SAN FRANCISCO**
  Service-Common-carrier truck freight from subsidiary company.
  Cars-35 42-foot flats.
  Terminals-St. Louis, Dallas, Fort Worth, Kansas City, Tulsa, Oklahoma City.
  Interchange-with Nickel Plate, Wabash.

- **ST. LOUIS SOUTHWESTERN**
  Service-B&N's trailers to car-truck-combines.
  Cars-60 40-foot flats.
  Terminals-St. Louis to Arkansas, Louisiana and Texas points.
  Interchange-Southern Pacific, Nickel Plate.

- **SANTE FE**
  Service-B&N's trailers to car-truck-combines.
  Cars-45 53-foot flats and 10 80-foot flats.
  Terminals-From Chicago to Kansas City, Denver, Hutchinson, Dodge City, Oklahoma City, other points in Kansas, Colorado, Oklahoma, Texas and San Francisco to Los Angeles, San Diego, El Paso, points in Arizona and New Mexico.
  Interchange-At Stockton, Calif., with Western Pacific and Conventional passenger and freight at Chicago with Wabash, with several Eastern roads.

- **SOO LINE**
  Service-B&N's trailers to car-truck-combines.
  Cars-4 53-foot flat cars.
  Terminals-Minneapolis-St. Paul to Neenah-Menasha Apetlets, Ws.

- **SOUTHERN PACIFIC**
  Service-B&N's trailers to car-truck-combines.
  Cars-195 53-foot flat cars; 58 41-foot flats; 250 on order.
  Terminals-Portland, West Coast, Southwest, Texas.
  Interchange-With Northern Pacific, Union Pacific, Frisco, G.
  Interchange-Northern, Cotton Belt.

- **TEXAS & NEW ORLEANS**
  Service-B&N's trailers to car-truck-combines; common-carrier freight of subsidiary truck line.
  Cars-177 53-foot, 40-foot flats.
  Terminals-In Texas and Louisiana, with Southern Pacific, other.

- **TEXAS & PACIFIC**
  Service-Trailers of private car-truck.
  Cars-3 flat cars.
  Terminals-Fort Worth, Odessa, Texas.

- **UNION PACIFIC**
  Service-B&N's trailers to car-truck-combines, trailer of private carrier.
  Cars-42 and 53-foot flats.
  Interchange-Southern Pacific, Western, North Western, Wabash.

- **WABASH**
  Service-B&N's trailers to car-truck-combines.
  Cars-70 53-foot flats; 20 75-foot flats.
  Terminals-Eight cities, including Chicago, Kansas City, St. Louis, etc.
  Interchange-With nine roads, including Union Pacific, Santa Fe, 
  Interchange-Southern Pacific, North Western, Wabash.

- **WABASH**
  Service-B&N's trailers to car-truck-combines.
  Cars-70 53-foot flats; 20 75-foot flats.
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  Interchange-With nine roads, including Union Pacific, Santa Fe, 
  Interchange-Southern Pacific, North Western, Wabash.
PARAKEETS
CARNIVAL BIRDS
Wire Your Order
24 Hour Service
For Quality See
COMICK BIRD FARM
8000 SO. WESTERN AVE.
LOS ANGELES 47, CALIF.
PHONE: PLEASANT 5 5294

WANTED
DANCERS
SINGERS
BAR MAIDS
WAITRESSES
Apply TOMMY THOMAS
Club Macl. Cent. 52 Decatur St.
Day Venue. Tt., after 8 P.M.
Phone 6-5143

CUSTARD TRAILER
FOR SALE
Stainless steel body, Electro
freeze and accessories
Can be seen New York City.

BOX 29
The Billboard
1344 Broadway
New York, N. Y.

JACK COOK WANTS
SHOW HELP AND AGENTS
Hal-hand. Working Outman, Second
Queen and third King Party Agt.
Crit. D. of America; Hainy Frank Agt.
Meet at room 537, Park, 21st
August 22nd, 1954.

WANTED AT ONCE
MITT READERS
Carried in all parts of the State.
Write to Mrs. Marguerite Stone
826 West, Center, Beaver, Pa.

WANTED TO BUY
TRAILER GRAB
12 x 12 GRAB STAND
Must be wire frame. Write to
F. L. JENKINS
2160 Oakland Ave.
St. Louis 19, Mo.

WANT A-1 WHEEL FOREMAN
Two weeks' and extra time.
Low rates.
Write for details.
BERNARD THOMAS
Art S. Thomas

EDWARDSBURG, MICH.
RIDES WANTED
For S.S. Michigan Homing Club, West
System.
Write or call

PRODUCING AMERICA'S BEST
CARNIVAL & CIRCUS
SIDE SHOW
BANNERS
Snap Wyatt Studios
P.O. Box 300, St. Louis, Mo.
Phone: 641-2000

THE BILLBOARD
JUNE 30, 1956
TOP VALUES

Ladies' Toyo CAPS $3.75 doz. $42.00 gr.
KIDDIE STRAW ETON CAPS $3.75 doz. $31.50 gr.
STRAW Jockey CAPS $3.25 doz. $36.00 gr.
KIDDIE FELT ETON CAPS $2.00 doz. $20.00 gr.
FELT Jockey CAPS $2.50 doz. $28.00 gr.
RUBBER HORSE, INFLATES w/saddle $33.00 gr.

FAST SELLING ITEMS

ASMODAL HATS $6.00 doz.

KIDDIE STRAW ETON CAPS $2.75 doz. $31.50 gr.
STRAW Jockey CAPS $3.25 doz. $36.00 gr.
RUBBER HORSE, INFLATES w/saddle $33.00 gr.

SCHATTUR NOVELTY CO.

TERMS: 1/4 DEPOSIT WITH ORDER, BALANCE C.O.D. P.O. NEW YORK
Telephone: Cleveland 7-8986
144 Park Row, New York 7, N. Y.
SEND FOR CATALOG
...The News is the Nose!

ON OAK'S BRAND NEW
MICKEY MOUSE NOSE BALLOON

A Real Nose for Profit
HIT THE STREET FOR BIG BLOW DUG WITH THIS OUTSTANDING OAK EXCLUSIVE!
- PRE-SOLD TO MILLIONS THROUGH TV.
- ONLY OFFICIAL MICKEY MOUSE CLUB BALLOONS.

2 BIG BALLOONS!
No. 14 HMS with BLACK EARS and STRETCHED FOR BIGGER VALUE AT THE HANDOUT.
No. 14 HM—ASSORTED COLORS FOR SALE INFLATED WITHOUT BLACK EARS

OUR 40TH YEAR
SEE YOUR JOBSER TODAY!

The Oak Rubber Co.
RAVENNA, OHIO

PIPS FOR PITCHMEN

BY BILL BAKER

SOME TIME AGO...
This is discussing the inconsistencies of many of our fellowmen, some wise old character suggested that it was rather imprudent for people who live in glass houses to be throwing bombast. We make note of that counsel here because this corner is amused occasionally by some of the ethical blowhards it gets from none of the oldtimers in the trade who smear their ears off because the space is oftentimes filled with the pattering of pitchers of a more recent vintage. The aforementioned amusement is evoked by the fact that it is not out of 10 times the pipe doing the bellmanaching is himself guilty of a much-longer absence. We are always glad to hear from both the old and new novices of the pitch brigade, so let's keep the jab coming and keep everybody happy. Monty Elliott moves into a more substantial abode or quit heaving the boulders.

IN LINE WITH WHAT...
we mentioned above the glass newcomers, we welcome the following piece from Eddie Brubold, who is surely a REAL old-timer in the pitch fraternity and one who, incidentally, has been absent from this corner for a REAL long time. From San Diego, Calif. Elliott, It's been a long time since I've pipped to, but every week I buy a copy of The Billboard and scan the Pipes columns. I notice that most of the items that I've read recently are from J. E. L. Where are some of the old timers such as Eddie Calwood (the next

"NOW" IMPROVED-PRECISION MADS 4 IN 1 RAZOR BLADE TOOL

USE ANY USED DOUBLE-EAGE RAZOR BLADE
THE WORLD'S SHARPEST TOOL

Many Uses!
18 WISH ON COTTON-WILDS IN EVERY TOOL BOX.

PAINT SCRAPER
STRAIGHT PLANE

WINDOWN AND TIL SCREPER
CURVED PLANE

ACME CLAMP VISE
INCREASE YOUR SALES BY 40% DEMONSTRATE THE CLAMP VISE WITH THE RAZOR BLADE 4-IN-1 TOOLS

PITCHMAN'S PARADISE
DIRECT FACTORY PRICES
WE BOOK STORES—FACTORY DIRECT
WE PAY ALL POSTAGE ON ALL ORDERS

ART NELSON CRESTLINE COMPANY
350 W. Grant St.
Chicago 9, Ill. Puts Up Beautiful Artistic Samples

ELECTRIC PENCIL
Professional Model
3 Battery Operated Pencils
Deluxe Kit includes 3rd Battery Operated Pencil, Case, Clamps, Attachments and Manual.

B. E. STAFFORD, Electric Pencil 3301 S. Michigan, Chicago 18, Ill.

MEDICINE MEND
The Best That Quality and Service Built
For real insectors all of the time, control is important. Our medics are built for the best performance. Any medics are available in many colors and styles. Contact your local dealer for details.

IDENT BRACELET:
Aluminum, gold and silver, designed for the most elegant and fashionable use. All medics are built to last. Ask your local dealer or write for our latest catalog.

THE HOUSE-PUSH/SERVICE:
CETLONSA MEDICINE COMPANY
1741 Central Ave. Cleveland, Ohio

PAPER MEN
Contact Dan Knight
For your needs on Kansas and Texas State Farm Paper Unit

STATE FARM PAPER UNIT
P. O. Box 313
McCook, Nebraska
Sensationally New! Tri-Wonder BUG and ODOR-KILLER BULBS

Add fire any lamp in your home. Kills roaches, ants, fleas, mosquitoes. Destroys your unpleasant odors. Non-toxic, contains no DDT or lindane. Complete with 6 Smokeless and 6 Orange Blossom tablets, easy, ready method to kill roaches and fleas. Retail for $1.25. We charge $1.00. (Compare prices.)

Send $1.00 for Sample
CRESTLINE COMPANY
95 W. GRACE STREET
CHICAGO 12, ILLINOIS

ATTENTION, ALL COIL WORKERS!
My New 2-Cater Coil Is Ready For Shipping Now. Compare the difference in coils and save with this new coil which will increase your volume of sales immediately. Get the best looking coil. Sample FREE to all men now installing coils. Sent by Express, however. Order shipped same day as received. All rolls here now. No. Try. Easy to demonstrate. Have lots of stock on hand at all times and we have a ready supply. Don't keep us in stock. We will not let down. This coil will not plastic laminates or metal wire but made of genuine Bakelite and specially hardened to give a deep, rich finish. Carcass resist in all acids. Very fast at shaving is cheaper. Also comes in smaller sizes.

HAROLD NEWMAN
PHONE-WRITE-WHITE
UNIVERSAL IGNITION CO.
319 W. CARRIAGE ST.
DUTCHELAND, ILLINOIS

PITCHMEN
KRAFT

Formula 9 Car Polish. The hottest Fair & Store Item. Metal top and bottom can. An attractive package at an Attractive Price.
Write for Prices. Retail $1.00 for One. Three for $2.00. Store Demonstrators Wanted—Will Train.
KRAFT PRODUCTS CO.
4375 W. Buena Vista
Detroit 38, Mich.

NEW! NEW! NEW!
GREATEST DEMONSTRATION KITCHEN DEVICE IN 20 YEARS
- Can't tell you what this kitchen machine is yet.
- It will retail for only $7.95.
- Should be ready July 15.
- Sales will top every kitchen item ever demonstrated.

A FREE SAMPLE and a DEMONSTRATION PITCH IS YOURS FOR THE ASKING—SEND THIS COUPON and $1.00 TO COVER HANDLING CHARGES.
MIDWEST BROTHERS, INC., 20 H. Songamon Street
Chicago 7, Illinois Phone: Stanley 8-1214

ATTENTION, DEMONSTRATORS: This instrument is going to be the big money maker in years. Dealers will remember how rampant it was years ago. It looks much more than a year ago. It will make you money. We call it the MIGHTY-MULTI-PURPOSE WONDERSCOPE. It's made right now in our own plant and is doing great. It is now being offered on trial by the main downtown department stores, chain stores and the big department stores. A complete home, kitchen and the home maker, and will be a demonstration piece. It can be used in any home, including special pick and samples, each $1.00.

Our price to demonstraters is right for volume sale. We also manufacture and carry a complete line of Kitchen Gadgets and Fashion Items for demonstraters.

N. K. MORRIS MFG. COMPANY
AVON, NEW JERSEY

COOL WORKERS: $4.00 per gross for THUNDERBOLT IGNITION UNITS
Our production is geared to make sure you will never run short of merchandise. Deal with an active firm that will not let you down.
FILM AVAILABLE FOR TV.
F. O. B. Chicago, Illinois, or Monrovia, California, at $4.00 per gross.
Address other inquiries to Ignition Research, 441 E. Latham Waukegan, Illinois 60085
1544 South State Street, Chicago, Illinois, Phone: Wabash 2316 for United Ignition Research. 1221 South Myrtle Ave, Monrovia, California, Phone: Elliott 9156. Emission: Elliott 954-06.
ALL ORDERS SHIPPED SAME DAY
R. A. (Bud) Chalow
United Ignition Research
1911 St. Myrtle Avenue
Monrovia, California

Genuine PLASTIC TOWELS
EXTRA LARGE PACKAGE OF 5
TAKE IN BIG MONEY
REGULAR $1.00 PKG.
10 FREE WORKERS WITH EACH 100
OVERTIME SERVICE ANYWHERE
PALMER CO.
WA 3-1131
16307 EAST WARREN
DETROIT, MICHIGAN

DEMONSTRATORS!—WORKERS! LIGHTS—CAMERA—ACTION
Contact Going Up, Ready to Sell, With New Hot Items

ORCHIDS OF HAWAII, INC.

E. F. FITZPATRICK
Washington 1, Denver

BONLEY PRODUCTS CO.
25 W. Cherry St.
Charleston, W. Va.

Write Jack Levy for prices. You can buy from us with $1.00 down. Top prices. Top P. C. Samples $10.00 each, credited to your account.

Phone: Friends 6-0520-30

Th. BE BILLBOARD 101
ALLIANCE OFFERS YOU THE COOLEST DEAL IN THE COUNTRY
EMPIRE MULTI-USE REVERSIBLE WINDOW FAN
- ADJUSTABLE—Fits any win-
dow — Double Hung — Consec-
tively - Staked.
- EXHAUSTS stale air
- HEATS place in from inside
- NO DRAFTS directs air up-
ward—indoor.
- QUIET—two 8" blades for
minimum noise.
- 110-120 V. A.C. only
- Packed in carton
- Carry price tag of $19.95
Only $9.00 each
in lots of 2 or more
Sample 3/$0.90 each.

EXCLUSIVE EXTRA FREE
Portable steel Fan Stand included—nothing to assemble. Simplicity set fan in cradle.
Also available in fire 10" blades—same as above. $11.00 ea. in lots of 3. Sample $12 ea.

3-PIECE PEARL SET—3 Strand Necklace, 3 Strand Bracelet and Drop Earrings: Comes in White, Pink, Blue. Each Set individually boxed— $9.90 per dozen.
Ladies’ all leather French Purse. Outside Coin Purse, gold embossed — $12.00 per dozen.
101 Genuine Western Wallet. Top grain cowhide, ripper around small saddle wallet. In black and brown — $8.50 per dozen.
Lighters with floral designs — $1.20 per dozen.
Sunglasses — $1.00 per dozen.
Men’s Caps. Assorted — $3.00 per dozen.
25% Deposits With Order. Balance C.O.D., F.O.B. Chicago

Wanted: Agents, Distributors, Wagon Jobbers. Contact

ALLIANCE SALES CO.
4220 W. Roosevelt Rd.
Phone: Nevada 8-9812
Chicago 24, Illinois

IT’S AMAZING! 32" BEAR
ONLY $18.00
Despite Higher Costs for Labor and Materials. These Low, Low Prices! In gross lots.
25" MOUSE DOLL
As illustrated 
$9.00
In gross lots.
25" Collie
$10.50
In gross lots.
21"x14" Raven Pitch Poodle
$20.00
28" Raven Pitch Bear
$17.40
to gross lots...
36" Clown full size body
$4.40
to gross lots...
14" Clown
$0.00
to gross lots...

“Shoot the Chute?”
—Otto Johnson, 1132 NW 44th St., Oklahoma City, Okla., winner, June 16 issue CAPTURE Carbon Center.

GIVE TO DAMON RUNYON CANCER FUND

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson Ave.
Cincinnati 22, O.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson Ave.
Cincinnati 22, O.

Mail and packages addressed to persons in care of The Billboard will be held at the office of The Billboard, Cincinnati, Ohio, until collected. Mail must be addressed care of the Cincinnati office by Wednesday noon of each week.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
118 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT CHICAGO OFFICE
118 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
190 Arcade Bldg.
St. Louis 1, Mo.

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190 Arcade Bldg.
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190 Arcade Bldg.
St. Louis 1, Mo.

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KIPP BROTHERS' CARNIVAL NOVELTIES AND SUPPLIES

Just out! Our biggest and best Novelty and Premium Catalog in 76 years of expanding business! Write today for your copy of this 100-page booklet featuring Flags, Novelty Toys, Housewares, Balloons, Blankets, Slum, Joke Items, Plush-Dolls, Hats, Glassware, Advertising Premiums, etc. Please state your business, give your permanent address and mention Billboard Magazine.

SPECIALS SPECIALS SPECIALS SPECIALS SPECIALS

We've lowered our prices—so low in fact we can only promise to maintain them until July 10th this year. So H—U—R—R—Y . . . When writing for your catalog take advantage of the buys you see on this page, and at the same time receive a FREE GIFT from us. If your order totals $25.00 or more, you'll receive one of our best Canvas change aprons, and if your order totals more than $50.00 we will include an EXTRA SPECIAL gift. State if gift is for man or woman.

PLUSH & DOLLS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elephant Plush Bear</td>
<td>$20.95</td>
</tr>
<tr>
<td>Stuffed Counting Bears</td>
<td>$5.95</td>
</tr>
<tr>
<td>Special—Stuffed Counting Bear</td>
<td>$20.95</td>
</tr>
<tr>
<td>Special—Plush Bell</td>
<td>$4.95</td>
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CARNIVAL SUPPLIES

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinwheel Mobile</td>
<td>$1.70</td>
</tr>
<tr>
<td>Pinwheel Mobile—Jr.</td>
<td>$1.50</td>
</tr>
<tr>
<td>Pinwheel Mobile—Fol.</td>
<td>$1.25</td>
</tr>
<tr>
<td>Pinwheel Mobile—Jr. Fol.</td>
<td>$1.00</td>
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BEACON BLANKETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Bead Blanket (New State Design)</td>
<td>$5.95</td>
</tr>
<tr>
<td>Christmas Blanket</td>
<td>$4.95</td>
</tr>
<tr>
<td>Christmas Blanket—Fol.</td>
<td>$3.95</td>
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</tbody>
</table>

GLASSWARE SPECIALS

We brought all the Rolaflow tea factories in bulk! Package sees! See Specials, Page 3 of this front cover page. $1.25—$1.50 Fronted Plate (Packed 12) per.

NOLLYARD & MIMA NOVELTY BEAR—3 Doz.

SPECIALS SPECIALS SPECIALS SPECIALS SPECIALS

NOVELTY HATS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Snap Brim Novelty Hat—Doll</td>
<td>$1.70</td>
</tr>
<tr>
<td>Snap Brim Novelty Hat—Man</td>
<td>$2.25</td>
</tr>
<tr>
<td>Snap Brim Novelty Hat—Boy</td>
<td>$2.75</td>
</tr>
<tr>
<td>Headband Novelty Hat—Doll</td>
<td>$1.25</td>
</tr>
<tr>
<td>Headband Novelty Hat—Man</td>
<td>$1.75</td>
</tr>
<tr>
<td>Headband Novelty Hat—Boy</td>
<td>$2.25</td>
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GAME WHEELS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>36&quot; Wooden Carnival Wheels</td>
<td>$3.50</td>
</tr>
<tr>
<td>36&quot; Wire Carnival Wheels</td>
<td>$3.00</td>
</tr>
<tr>
<td>36&quot; Wood Carnival Wheels</td>
<td>$2.50</td>
</tr>
<tr>
<td>36&quot; Wire Carnival Wheels</td>
<td>$2.00</td>
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The NEW action toy!

RADIOS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Portable, Clock</td>
<td>$1.25</td>
</tr>
<tr>
<td>Table Models</td>
<td>$1.50</td>
</tr>
<tr>
<td>Quality Right</td>
<td>$1.75</td>
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</tbody>
</table>

TEA CARTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Wrapped Iron with 22&quot; double glass, $2.25 each, 10 for $22.50.</td>
<td></td>
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</table>

TELEGRAMS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>All-Special—$1.00.</td>
<td></td>
</tr>
<tr>
<td>All-Special—$2.00.</td>
<td></td>
</tr>
<tr>
<td>All-Special—$3.00.</td>
<td></td>
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<tr>
<td>All-Special—$4.00.</td>
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<tr>
<td>All-Special—$5.00.</td>
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</tbody>
</table>

MANY OTHER CASES

OPEN SUNDAYS

32 PC. WHITE CHINA SETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service for six individually packed</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

Also: Planters—Yases—Figurines, etc. $2.25 EA.

For Winter and Summer use.

ADLER SALES CO.

303-305 East Carson St.

NEW WHOLESALE HOUSE IN TOWN

Complete Line of All National Advertised Merchandise Speciality Catalogues—Costume Jewelry—Carnival and Dodger Supplies—Premium Users—Wagon Jobbers

AL'S SALES CO.

JUNE 30, 1956

THE BILLBOARD

MERCHANDISE 103
STANDARD INDUSTRIES, Inc.

SURE-FIRE HITS FOR THE FAIRS AND CELEBRATIONS
PLUSH TOYS
BIRD CAGES
BINGO ITEMS
GLASSWARE-
NOVELTIES,
SLUM

Send For Your Specific Listings Today
ACME PREMIUM SUPPLY CO.

PARAKEETS and CAGES

Summer Specials

Chicago Bird & Cage Co.

25 POP RECORDS IN
CARRYING CASE

Hi-Powered Value!

All New!

2,000 Parakeets and Cage Specials Only $13.88 each

Free Catalog

Send for Your Specific Listings Today
ACME PREMIUM SUPPLY CO.
When answering ads... Say You Saw It in The Billboard
PROMOTIONAL & NOVELTY LAMPS
for BINGOS—CARNIVAL CONCESSIONS—PARKS

Here's a surefire investment with an eagling line of unusual incoming lamp-Gam."orad the money makers.

OTHER SUCCESSFUL SELLERS!
A popular lamp on an unusually wide stand with reflection mirror and genuine leather shade looks $4.00 each packed in 4 units.

$4.00 Bear
Fora, 400, HUNTED (61) 600,150.00, $150.00, $138.00.

CUP AND SAUCER LAMP
Bear, $4.25, $12.00, $3.00, $1.50.

HENRY LEWIS LAMP SHADE CORP.
1020 5th Street
New York 2, N. Y.

THURSDAY

11" RUBBER MONKEY
$21.00

10" RUBBER CLOWN
$18.00

HENRY LEWIS LAMP SHADE CORP.
1020 5th Street
New York 2, N. Y.

HERE IS A FAST SELLING ITEM
HURRICANE LANTERN

The most perfect for Campouts—Fishermen—Homesteaders—Farmers—Emergency Light—Hang on Wall or on Table—Like Bess in Ash Tray.

Terms: F.O. K. 25% deposit with order Mininum order two doz.—prompt delivery.

Concord Mercantile, Inc.
1133 Broadway
New York 1, N. Y.

REPUBLICAN RALLY LAPEL PINS

With Dutch back
A SURE FIRE MONEY GETTER!
Republican with "O.K. 1"* embossed on back, painted, rubber imprints to match all wearing apparel. 36 on an as new back.

$10.00 for a yard (36 doz.)
25% deposit, balance C.O.D., N. Y.
SIRO JEWELS
24 West 14th St.
New York, N. Y.

PANDA BEARS
5" $18.00 Gr. $11.00 4.80 Doz.

RUBBER SOUWALKER ELEPHANT or 4 ASSORTED
Small, Special Price...$14.40 Gr. Large...36.00 Gr.

$1.80 Doz. $21.00 Gr.

WIND UP FOR JUMPING DOG

BATONS $17.00 Gr.

STRAW DOLLIE HATS

$16.00 Gr.

16" $21.00 Gr.

12" $18.00 Gr.

8" $8.40 Gr.

BLACK METAL SABER & SHEATH

$1.80 Doz. $21.00 Gr.

SPARK RIFLE POP GUNS

20" Bell Action, Doz. $3.75

21" Breaking Barrels, $5.00

24" Dub. Cork Rifle, Doz. $5.50

MOTORCYCLE CAPS

Black or White $6.50 Doz. $75.00 Gr.

LADIES TOYO CAPS

$3.25 Doz. $6.00 Gr.

JOCKO CLOWNS

25% Deposit With Order, Balance C.O.D., F.O.B., N. Y. C.

JOKE CLAWS

12" $20.00 Gr. $12.00 38.00 Doz.

CHARLES SHEAR

150 Park Row, New York 7, N. Y.

All Orders Shipped Same Day

All Prices Subject to Change

Attn: Carnival and General Merchandise Jobbers
Buy Better...Buy More Conveniently
At the Big 2nd Annual

ASSOCIATED VARIETY AND NOVELTY MFRS. SHOW

to be held for 5 DAYS at the

MORRISON HOTEL, Chicago, Ill.
July 29th to Aug. 2nd, 1956

2 Floors...200 Lines...Thousands of Items


HEADQUARTERS: 245 Custom House St., Providence, R. I.
THE NEW SENSATIONS FOR 1956
LIFETIME COIN Purses
MITE MIDCET

Now you can make more profit than before by offering your customers a selection of clean, attractive, and modern purses at prices you can afford. These purses are made of the latest fashions in leather, fabric, and vinyl, and are available in a wide range of colors. They come in a variety of sizes, from tiny wallets to large handbags. Offer them to your customers and watch your profits soar!

SPECIAL - ELEPHANTS

Just arrived, real Indian elephant tusk wallet, large change, all in leather, with elephant head design. These are a popular item and sell quickly. Display them in your store today and watch them fly off the shelves!

BABY SHOE

New in a midget version of a baby shoe that is perfect for the newborn baby. These shoes are made of soft, durable material and are available in a variety of colors. Offer them to parents-to-be and watch them fly off the shelves!

ATLAS NOVELTY CO.

1128 16th Street
Denver 2, Colorado

HEART DISC CLOVER NECKLACES

$16.50 Gross and up

Miller Creations

Watertown, Mass.

MAKE A FORTUNE SELLING TOWELS

Get MILLIONS of orders for a SELLING TOWEL. Write for standards and samples. 400 sets to start and 200 sets monthly. You can make a fortune with this business. Write for full information.

MORE BUYERS WILL STOP AND READ YOUR AD IF YOU USE

DISPLAY CLASSIFIED

RATE only $14 per inch

INTRODUCING SLUM

GREATEST DEAL ON THE LOT!

$6.75

KLNODIKE

35 Cornwall St.

THE BILLBOARD

JUNE 30, 1956

THE NEW SENSATIONS FOR 1956
LIFETIME COIN Purses
MITE MIDCET

Now you can make more profit than before by offering your customers a selection of clean, attractive, and modern purses at prices you can afford. These purses are made of the latest fashions in leather, fabric, and vinyl, and are available in a wide range of colors. They come in a variety of sizes, from tiny wallets to large handbags. Offer them to your customers and watch your profits soar!

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GREATEST DEAL ON THE LOT!

$6.75

KLNODIKE

35 Cornwall St.

THE BILLBOARD

JUNE 30, 1956
**MEXICAN JACKETS**

100% wool in all colors.

Available in "Dancers" or the embroidered styles, in all sizes and colors.

Dancers: Sizes 34-40...$6.90 ea.

Embroidered:

Sizes 34-40...5.90 ea.

Send for free catalog by mail or COD.

MEXICAN RINGS

At last we have them. Nickleclad color, terracotta finish, $1.35 ea. and $4.50 ea. with steer argent. Both prices if in goose lots. If less than a gross, $1.50 ea.
CONCESSIONARIES AND GIFT SHOPS

MAKE BIG MONEY

WITH GENUINE HAND WOVEN
INDIAN STYLE
WAMPUM BEADED NECKLACES

Assorted designs & prices

15" long

GOLDEN WAVE OF THE MOVIE MARKET!

More than 1000 styles

GOLDIE LEWIS LETTERHEADS and in 30 different colors

Send $5.00 now for samples. Address your request to:

Goldie, 305 North Manitoba, Chicago 11, Ill.

TERMPIC

$4.00

SILVER RINGS

Calico Indigo

YOUR COST

ONLY $4.00

per dozen

in grade A.

49c

Complete line of genuine and traditional Winter theme designs.

$1.25 per dozen - forms close Thursday

DECKER WANTED FOR TRAVELING

Drum, Bass, Violin, Saxophone, Clarinet.

THEATRE EXPRESS

2736 Broadway, Grand Forks, N.D.

SPECIAL PAY phone call - 5755

VANITY TABLE LAMPS

To Our Premium Trade Only

$12.00 each - Sample $1.50

Forms close Thursday for the following week's issue

MISCELLANEOUS

JAY HENDRICKSON ORGANIST

MANY YEARS ENJOYING PATRONS

AD Morris, 393 W. Brady St., Springfield, Ill.

RODO LEATHER GOODS CO.

215 N. 1st St., Minneapolis 1, Minn.

WANTED TO BUY

30 2" PAPER WHEELS, WHITE 1000, BLACK 250, RED 300, BINDER PAPER, BRAND NEW.

UPDATE WANTED FOR FORWARDER

Write to:

ROBERT S. SMITH

CAMBRIDGE PRODUCTS CO.

111 Woodlawn Ave., Chicago 14, Ill.

WANTED

ROCK & ROLL SAND

Ask for:

TONY THOMAS, Club Harold Grove
Key West, Fla., after 6 p.m.

Phone 4-1797

VAUDVILLE ARTISTS

LADY PIANIST, RING CASH, NICK, and HARRY NELSON.

CHICAGO, P. O. Box 150, Hamilton, Mont.

FAYE ROBERTS, 9751, 102 N. 30th St., Omaha, Nebr.

FREE FOR SHIRT LOUNGE OUTFIT. Phone 2250. Please don't wear hats.

CA & G SALES

1000 MILWAUKEE AVE.

CHICAGO, ILLINOIS

The Best Sales Boards and Jar Games

Write for information

C & G 6 HAS MOVED TO
LARGER QUARTERS

Keep Your Coat Cool With
This "FAC" Summer Coat

Lightweight, 2-tone, size 10-32
certified

Write for New July Merchandise

C & G SALES

1000 MILWAUKEE AVE.

CHICAGO, ILLINOIS

JUNE 30, 1956

AT LIBERTY

ADVERTISEMENTS

5c a Word

Minimum 10c

Racism in full must accompany all ads for publication in this column.

No cash accounts.

Forms close Thursdays for the following week's issue.

AGENTS & MANAGERS

WILL BOOK YOUR AQUATRIP with

OUTSTANDING DISCOUNTS

RUGBY RE RUGBY

RUGBY RUGBY RE RUGBY

ELECTRIC DART BOARDS

"YOU HIT YOUR LIGHT UP ON THE SCORE BOARD!"

Bring in your darts and our

2 X 126" ELECTRIC DART BOARDS

RND

WE MANUFACTURE

SHRINE CIRCUS FEZ

Buddy Earl, 8 return tickets were given him lead (the two). Walter's latest winner was

UNGUR SUPPLY CO.

215 W. Wasee St.

Chicago 7, Ill.

SPOTLIGHT VALUE

Packed with "SELL"

Price for PROFITS!

CEL-MAX Ensemble

$4.99

VEY CHAIN

EXPANSION RING

JEWEL WASH

YELLOW TOPS

NATIONALLY ADVERTISED

Write for Free Catalog

Specials

WATERPROOF

$8.75

with stretch band

Lumino Tension-Band

YELLOW TOPS

Bilbao

VIII

NATIONALLY ADVERTISED

Write for Free Catalog

AL ZEIGER AND SON

706 SANSON ST., PHILA. 6, PA.

WALNUT 2605

MOUSE EARRINGS

RED Hot Sellers!

Sentimental, hand-crafted, cased with crystal, hinged, purple, purple, swirled.

FAIRWORKERS

We Carry a Complete Line of Everything!

WE FEATURE

49c & 59c EARINGS

We Can Service Your Orders.

BIELE PROMOTIONS, INC.

21 East Madison St.

Phone: Randolph 6-1550

Chicago, Illinois

THE BILLBOARD
NEW NOVELTY EXPANSION BRACELET
CAN ALSO BE USED AS A SCARF HOLDER OR PONY TAIL ORNAMENT
Available in either white or yellow finish with highly polished round disc or heart shaped yellow finish with rattle. Available in the size of a scarf holder or ponytail. Payable only.
No. 2378A, $4.00 per doz. Per gross, $45.00
Extra disc with jump rings. No. 2378A, per. . .1.75.

CHICAGO'S NEWEST and FASTEST GROWING DISTRIBUTOR of NATIONALLY ADVERTISED MERCHANDISE

2 Special Get Acquainted Offers:
Men's 6-Piece Harvest $59.50 Watch Set
6-1 in 1 Magnetic Earrings

MEL'S MERCHANDISING SALES CO.
MEL MARKS, Owner
Correspondence located at E. F. E. & Associates
2424 Milwaukee Ave.
Phone: Balmoral 1-2320
Chicago 47, Illinois

This Is Hot! A NEW CONCEPT IN COSTUME JEWELRY MAGNETIC EARRINGS

A JEWELRY INNOVATION

JOIN THE FUN! BE A GAGSTER!

CHICAGO'S NEWEST and FASTEST GROWING DISTRIBUTOR of NATIONALLY ADVERTISED MERCHANDISE

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A JEWELRY INNOVATION

JOIN THE FUN! BE A GAGSTER!
Sensational 3 in 1 Combination Sell-on-Sight 'Natural' Pitch Item!

1. TIE CLASP 2. PEN KNIFE 3. MONEY CLIP (1 MANY OTHER USES)

Kellogg's

"Sensational 3 in 1 Combination Sell-on-Sight 'Natural' Pitch Item!"

$4.10 per doz.

CUTTLER & COMPANY, Inc.

12 Broadway, New York 10, N.Y.

MEXICAN JUMPING BEANS

"WHERE MOST ORIGINAL CURIOSITY IN THE WORLD"

"They Jump, Walk, Climb—Do Everything But Talk"

FREE GAMES SUPPLIED!

PERFORM THE MOST AMAZING TRICKS WITH

"The Original Two-in-One Jumbo Jumping Beans"

Red or white beans in dizer box...

Dozen, 12c. OZ. 25c. Box of 6 dozen, 60c.

SAVE—ORDER BY the CASE at $12.30

WE INVITE jIBEBS INQUIRIES

TERMS:

1. Include purchase with order.

2. "For your use, post paid, upon request."

3. Send cash, check, or billable to

4. "Cash only on approved account."

Summer Specials for Engravers All New Large Hooks

No. 3/100 Clear Aluminum Hooks $1.95 each

No. 3/101 Clear Aluminum Hooks $2.75 each

No. 3/102 Clear Aluminum Hooks $4.50 each

24" Chrome Necklaces

No. 3/114 DISC.... $22.00 each

No. 3/115 HEART...

No. 3/116 CLOCVER... $27.00 each

No. 3/117 OCTAGON...

"Summer Specials for Engravers."

CUTTLER & COMPANY, INC.

12 Broadway, New York 10, N.Y.

MEXICAN JUMPING BEANS

"Where most original curiosity in the world."

Free games supplied!

"Perform the most amazing tricks with the original two-in-one jumbo jumping beans in red or white beans in dizer box."

Red or white beans in dizer box...

Dozen, 12c. OZ. 25c. Box of 6 dozen, 60c.

Save—Order by the case at $12.30

We invite jibes inquiries.

Terms:

1. Include purchase with order.

2. "For your use, post paid, upon request."

3. Send cash, check, or billable to.

4. "Cash only on approved account."

Summer specials for engravers.

NEW LACE ENGRAVING TIPS

No. 3/100 Clear Aluminum Hooks $1.95 each

No. 3/101 Clear Aluminum Hooks $2.75 each

No. 3/102 Clear Aluminum Hooks $4.50 each

24" Chrome Necklaces

No. 3/114 DISC.... $22.00 each

No. 3/115 HEART...

No. 3/116 CLOCVER... $27.00 each

No. 3/117 OCTAGON...

"Summer Specials for Engravers."

CUTTLER & COMPANY, INC.

12 Broadway, New York 10, N.Y.

"The Original Two-in-One Jumbo Jumping Beans"

Red or white beans in dizer box...

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Summer specials for engravers.
Finnernan Gets Top Sales Post With Eastern

NEW BEDFORD, Mass.—Finnernan has been named assistant director of merchandising for Eastern Vending Co., Inc., of Rockford, Ill., Eastern president, announced this week.

Finnernan's residence in the vending industry has included a three-year stint as president of Spacar-New York and six years as director of vending magazine's 1956 Market and Trade Show.

NAMA MEMBERS ALERTED FOR '56 FEATHER DRIVE

CHICAGO.—Members of the National Automatic Merchandising Association were alerted recently to preparations to support the 1956 United Cystic Fibrosis Fund campaign that begins in September.

This is the seventh consecutive year that NAMA will use the '56 Feather Drive

Finnernan:

Cig Sales Show 4.7% Gain in Four Months

RICHMOND, Va.—Cigarette sales in the United States during the first four months of this year increased 4.7 per cent as compared to the same period in 1955, the Tobacco Council reported.

Muteoscope Bows Lord's Prayer Medal Machine

NEW YORK—International Muteoscope announces production of a Lord's Prayer medal vending machine.

The eventual sale price is 15 cents, and the medal which is inscribed the Lord's Prayer.

Buffalo: Whether vending operators or restaurant men should run industrial automatic cafeterias has long been a point of industry debate.

Three St. Louis Vending Firms Face U. S. Charges

ST. LOUIS—In Federal Court here two are cases against St. Louis vending firms involving the Gillette razor blades, makers of shaving supplies.


DETOIT.—Joyce A. Taylor, president of the United Vendors of Michigan, was elected president of the Michigan State Industrial, Inc., by acclamation.

Cig sales increased 4.7 per cent during the first four months of the year, according to estimates made by the Tobacco Council.

Three vending machines have been completed and the full program is now under way. Initial plant call for monthly programs are scheduled to be published.

The month in which they will be published is Thursday, July 21.

March 21

Next month's theme is "How to Use the Right Tools." A copy of the next month's theme is "The Right Tools for the Job."
Fette to Direct Candy Industry
P-R Fund Drive

CHICAGO—William A. Fette, Schuricht Candy Company, has been named chairman of the steering committee to direct the $250,000 fund raising campaign for the proposed public relations program of the National Confectioners' Association.

The public relations-publicity program is designed to cover all aspects of the candy industry, including the vending industry. It was prepared by Carl Ross & Associates, Inc., New York, one of the country's leading public relations firms, in cooperation with the Confectionery Industry Promotion Committee. (The Billboard, February 18.)

Sugar Deliveries Up

Deliveries of sugar for U. S. consumption during the first quarter of 1956 totaled 2,663 thousand tons—200,000 tons more than during the same quarter in 1955. According to Agriculture Department figures released March 19, this year's deliveries were 2,611 thousand tons ahead of last year, and 2,000 tons greater than in 1954. The recent price move has been responsible for part of the increased volume of deliveries. Average New York refined sugar quotations from January through April of this year were 8.67 cents per pound.

150 Ops Expected
At Chicago Showing Of Cole-Spa Line

CHICAGO—More than 150 operators were expected to attend the introductory showing of the newly designed Cole-Spa Special line of Cole Products Corporation's three and four-flavor selection vending machines held Monday, (25 and 26). The display was originally scheduled for last week, but was postponed because of the weather. At the first stop, seven operators held in St. Louis Wednesday and Thursday (20 and 21) about 75 attended, Richard Cole, vice-president, stated.

The line will be shown Wednesday and Thursday (27 and 28) at 50 West South Street, New York City; Thursday and Friday (28 and 29) at the Schroeder Hotel in Milwaukee, and at the Stater Hotel in Cleveland.

Other showings scheduled include: July 10 and 11 at the Atlantic-Box-Aid-Ballroom Hotel, Atlanta; July 16 and 17 at the Baker Hotel, Houston, Texas; and at the Baker Hotel, Dallas.

No dates were announced for July showings to be held in Milwaukee, Seattle, Kansas City, Los Angeles, Cincinnati, Chicago, Springfield, Ohio, Pittsburgh, Baltimore, and Washington.

All showings are from 9 a.m. to 5 p.m.
NEW! NEW! NEW!

EXCLUSIVE NAVI'S SALES AGENT

SPECTACLES GENIE LAMP

RUBBER FINGER SHOE

LARGE BABY SHOE

OWL WITH JEWEL EYES

SKULL WITH JEWEL EYES

Send 35c for Regular Sample Kit of Charmes

SUPER LOCK—the perfect pendant for all Cigarette machines. Send 25c and sales tax. Centuries... our complete line.

World's Largest Selection of Miniature Charmes

PENNY KING COMPANY

2536 Mission Street

San Francisco 2, Cal.
COINMEN YOU KNOW

Salt Lake City

By STAN BOWMAN

STARTS ARCADE RUN. H. R. Rich, bulk vending operator, has started his annual run as bulk operator of the Arcade at Salt Lake City. He seems to have kept his buys in hand—and his family busy running their route, plus the Arcade. . .

Oscar Stevens, music operator from Afton, Wyo., in town looking over new machines and seeing how some are doing. . .

Boy Sparks, Nephi, Utah, joke box operator, also spent a few days here.

Fred Newman, Royal Manufacturing Company (cigarette machine), San Francisco, Calif., is here. This is his first time in the home port for eight months. . . Another San Francisco dealer, F. Jones, Seattle distributor, was also visiting old home town here.

Lamar Fillmore, music operator from Orem, Utah, in town buying records for his shop. . . James Mayer, music operator in Salt Lake City, has had some requests for change-over to disc, but is holding his time until other spots make the switch. . . .


GUGGENHEIM'S "GLO-LANTERN"

Really glows in the dark!

Looking for a brighter sales picture? Want to sell the biggest volume of all, yet make more money? Here's the answer...GUGGENHEIM'S "GLO-LANTERN"...the greatest next to nothing you ever sold! Just place the GLO-LANTERN in your window or at the front of your counter, and watch the sales roll in. . .

These are the "GLO-LANTERNS" that look like the night star and that are mounted beside every display. . .

All in Gray and Black. . .

Manufacturing machines... The all-time favorite of the vending business. Works all day and all night. . .

Available in all locality. . .

Available in all locality. . .

Multiple orders accepted. . .

Manufacturing machines. . .

Finnigan Getters

Continued from page 115

Finnigan Getters are used in vending machines to catch and reclaim merchandise for the operator. The Finnigan Getter is a plastic container that is inserted into the vending machine and catches any merchandise that drops below the vending mechanism. The Finnigan Getter is designed to catch everything that falls out of the vending machine, including merchandise that is not dispensed properly.

Joyce Electad

Continued from page 115

Joyce Electad, a well-known coin-operated machine company, is continuing to sell its coin-operated machines. Joyce Electad has a new line of machines that are designed to improve the customer experience, including a new digital display and improved sound quality. The company is also working on new features to make the machines more user-friendly, such as touch-screen displays and voice-activated commands.

Coca Beans

An estimated 24.7 million pounds of Coca beans were processed during the first quarter of 1955, an increase of 20 percent over the same period in 1954, according to the Agricultural Marketing Service.

The increase in the volume of Coca beans was due to the higher prices paid for the beans during the first quarter of 1955. The average price paid for Coca beans in the first quarter of 1955 was $2.32 per hundredweight, compared to $1.95 per hundredweight in the first quarter of 1954.

Walnuts, Almonds

Production of California walnuts is forecast at 73,000 tons in 1955, an increase of 10 percent above last year's crop of 70,100 tons and 12 percent above average for the past 12 years. California walnut producers expect a good harvest during the current season, with yields per acre expected to be higher than in recent years.

Walnuts, almonds, and pecans are the most important tree nuts produced in California. The state is a major producer of these nuts, and exports them to many countries around the world. California walnuts are known for their high quality and are used in a variety of food products, such as chocolate bars, cookies, and snack foods.
In-Plant Partner Success

* Continued from page 115

cabinet had been heavily damaged by fire. The vending machine replaced the cabinet. As management was relieved of the responsibility for the cabinet, maintenance is passed on to the operator.

Also, before the installation, a high percentage of employees bought their own lunches. The machine has been in operation for two months now, and sales have increased by 60 percent.

No Cooked Noodles

The unit has four columns of cabinets for vending units for 25 cents and two columns of cold-sandwich cabinets for 25 cents. When a sandwich is to be vended it costs 3 cents, a sticker then attached to the wrapper and the sandwich is vended at 25 cents. Reason for the sticker instead of the nickel is that the heating unit will cook the sandwich. Build now, the U. S. Rubber operation is serving at a pilot location. Next week, another location, the Erie County Bank with 200 employees, will be set up. Before the installation at the bank a hotel showing for Buffalo Suburban employees was held. The display is such that five more locations have been lined up, with installations expected to be made this summer.

Pre-Cooked Burgers

A standard hot sandwich on the U. S. Rubber line is a 1/4-pound beefburger. While the cooking unit in the machine will cook the sandwich, it is partially precooked on the Colonial House Sammy. This is done to prevent change after cooking. So, without additional treatment, the sandwiches appear a natural red, even the taxonomy thereof is cooked.

Pork Lunch is another item another item which appears to be selling well. The item is a sandwich made with a mixture of British cheese and beefv in plastic or canvas containers, filled with bacon and lettuce.

Salads and puddings will be vended in the cold sandwich cabinets, with pudding being dispensed in the hot beverage section.

NAME'S THE THING

When new locations are solicited, a company is identified as Colonial House, not Art's Vending. The reason is that Colonial House restaurants are 24-hour-day; playing spots well known to Buffalo residents. Art's Vending, while it may be well known in automotive merchandise, of course, is not the general public.

When the U. S. Rubber plant gets its additional 350 employees, Christmas plans to add another 50 locations, requests for the units can not handle more than 300 employees with the same unit if they have the same lunch period. Hopes of congestion around the machines.

In addition to the five locations which the firm plans to set up in the coming months, requests for another 25 installations have been made. Christmas said.

Again, the drive is for call for its installations near the cash registers at Colonial House restaurants for the take-out trade.

3 St. Louis Firms

* Continued from page 115

was authorized by Gillette to sell coin-operated dispensers for Gillette shavers, a poster campaign post cards in selecting profitable sites for machines, and supervise the operation of the machines.

In addition, it has provided for the commission of a special group, appointed to select profitable sites for the machines that were not delivered. Orders in the past eight months for machines that had amounted to $300,000 in 1927, partially insured inspectors were appointed.

Gillette Suit

In its suit against Automatic Sales and Post-Deal, Gillette said the firms be enjoined from using the name Gillette, the description, or in any way to use the same.

It further charges that the defendant firms, operating in a number of states, and interstate commerce, of making false representations with having exclusive rights for the distribution of Gillette blades then rendering.

Named as defendants are five individuals: Arthur Strider, Sol Cotler, Homer Williams, Joseph Wolmer, Ben Weisenman, Oscar Schlesser, Jr., Max Barnbuah, Alfred Talbot and Thomas J. Consollego.

WE GOT 'EM! 3 STYLES OF POPPETS...

RO. 1-10Men Poppet 130c
RO. 2-12Men Poppet 2.00c
RO. 3-20Men Poppet 2.50c

Champs and Poppets 2.75c

LET US TAKE CARE OF YOUR CHARM REQUIREMENTS

IMMEDIATE DELIVERY ON POPPETS AND SASSY SAYING PINS

SPECIAI: 25 510-51017 gems in 100 quantities ordered 11/13/75

PLASTIC-PROCESSES, INC., 61 Union Ave., Freeport, N. Y.
MUSIC MACHINES

Used Juke Box Market Firm Despite 200 Selection Units

CHICAGO—The market value of a used multi-selection juke box on the Chicago used equipment shows the production of 200-selection machines.

This is the consensus of many factors checked by The Billboard and is confirmed by impressive figures from the Price Index.

What’s holding the prices up? Distributors and manufacturers agree that the single biggest factor responsible for the high price being received is the shortage of juke boxes.

A good juke box market was thought to be the second most important factor in keeping prices up on used equipment.

A good example of how the prices of used equipment are holding up is reflected in The Billboard’s Price Index, which shows the second highest used price in any four-week period, as measured by the index, introduced in 1953, according to the used juke box price group.

The index, which is an average of less than 5% higher than the year before, shows a jump of over 4%.

AM’s E-120 dropped from an

N. Y. State Ops Re-Elect Pavesi WOG President

WHITE PLAINS, N. Y.—Carl Pavesi, president of the Western Operations Group, was re-elected at the annual meeting held here Wednesday evening in the American Legion Hall.

Other incumbents elected were Seymour Polk, secretary, and Lou Trachtenberg, treasurer.

Pavesi, also a director of the group, will continue in that position.

Prior to the meeting, the Western Distributing Company exhibited the new Musical 204 at a cocktail party.

Herman Moves To New Office

NEW YORK—The Herman Distributing Company, local Rock-Ola distributor, have moved into new quarters at 638 10th Avenue here on premises formerly occupied by Dave Sickert.

Previously, the outlet occupied much smaller space across the street at 629 10th Avenue, which will be primarily for sales, while the rental space remains at 1050ues 34th Avenue. Bud Sickert, of Dick Sickert & Co., will serve the area.

At the 718th Annual Meeting of the National Association of Recording Merchandisers, held in Los Angeles, Herman will hand the New York office over to the Levay brothers, who are to take over the office.

BOSTON—A former poet, Twktewit, E. J. man, now a successful distributor, has been appointed to head the sales of the new line of record players to be marketed in Morocco. This line is being handled by Junior Animals, Inc., who will distribute the new line to the retail stores.

Several dozen small counter boxes have been placed in the market in major cities, and several hundred are in the hands of the distributors.

Dollar Shortage

Getting dollars to buy equipment is a problem for the industry. A few dollars are stuck in the banks, and the money is not being spent as it should be.

The shortage of dollars is a problem for the rental companies, who are unable to buy new equipment.

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The transit spots, the awning nightclubs and the downtown restaurants don't have this problem because nine chances out of ten there is a new audience on location, because people are taken, as apt to remember what kind of joke box the spot used to have, their own is selling convenience, atmosphere or quality food and is now worried about whether the joke box is set for nickel or dime play.

How does an operator overcome this competition and opposition when moving into average spots with dime play? According to MOf operators it calls for pre-selling courage and timing.

Selling a location owner on why dime play is necessary is not an easy job. You have to be quick to point out that it takes perseverance and a positive attitude.

Timing, another operator pointed out, is nothing more than thinking ahead. "If you have two dime plays in your shop to dime play, then move the three machines into our neighborhood rather than spreading them all over town," he said.

Another operator said: "If you have a competition in your own street, then find out where he's changing his machines. Then, if you have a choice of locations for a nickel, do not say, 'you can install it in a spot where dime play is already taking hold.'

In other words, they say, it takes more than one call to sell dime play. "It shouldn't be a hopped-up, well-gussied campaign," they said.

How about Bargains?

Operators also say it's a good bargain for quarter play, such as four or five tunes for a quarter and one tune for a dime. Operators who have tried it report that it works fine. They point out that collections increase and make it easier to switch to these for a quarter at a later date.

Certainly, as more and more operators begin to experiment with dime play, the demand for it will increase. Florida operators said that all the talking in the world for dime play doesn't have as much importance on an operator as one good dime-play location.

Dime Play Is a Must . . .

JOE N. ROTHKOIP, Onaga, Neb.: "I would rather see my phonograph route than convert back to nickel play. Dime play is the key of high operating costs.

J. H. MILLER, Miami, Fla.: "From experience with conversions to dime play, these three tunes for a quarter on your phonographs, we fully

The area change, our locations are making more money, too, and we have better relations with them than ever before."

C.C. CARRUTH, Chillicothe, Ill. believe all joke boxes will have to be converted to dime play, and it is either going to be partial or full.

HEDGES AMUSEMENT COMPANY, Silver City, N. M.: "We believe the most important thing to be accomplished is to have the operators to convert to dime play. The nickel play is done, and in most of the sections, has created in some instances the opinion that nickel is a losing proposition."

HARRY GOLDMAN, Newark, N. J.: "Our dime play spots are holding up our average on our route play."

D. GORDON, Toronto, Canada: "We feel that dime play will be the most important thing to the public, but other operators. Nevertheless, we predict that soon and some nickel play will remain in this year, and will add their weight to the dime box. Where a dime play has been established, take up to 35 to 50 per cent of the sales of the nickel play, other are doing about 40 per cent more nickel play.

JEROME B. O'NEILL, Clevelan, Ohio: "I changed to dime play on our route of 120 locations one year ago. Today, I have only about 15 per cent on dime play. I consider it the best move in the history of our business. The only problem is that we receive 10 cents per location and public opposition forced me to return. Only those locations have remained on dime play."

New 10c Play Ideas . . .

JOHN BANAS, Warren, Mass.: "I would like to see some manufacturers carry dime play, such as straight dime play for single selections, 15-cent play for two selections and 20-cent play for four selections."

H. JOHNSON, Crystal Falls, Mich. "I think record distributors, as well as joke box distributors and manufacturers, should do everything they can to help operators convert to dime play."

MIAMI 200-Play

Continued from page 130

they should be given a prominent position. The most operators said they did not think Ef's pulled more play than singles, they did say that they would reduce their selection to dime play. Operators said that about 20 Ef's would do this. The remaining 15 records on the machine should come from the operator's own inventory. They should be records that have pulled well for the operator at one time or another, and still have a chance of getting some play. If the operator's inventory is large enough, he can move the records from location to location or afford cloud spots on a dime box. New titles should be used when records are shifted.

Not one operator said that he had purchased a dime box machine. He would rather than to buy more records per machine once the photograph is stocked.

DIME PROFIT PROOF. Profits do increase when a joke box is converted to 10-cent play. Matti explained that the Falb Company, Fayetteville, N. C., has found. He backs his statement with chart of collections in converted locations. (Page 83, The Billboard, June 23.)

OHIO PIN GAME PICTURE. Operators to seek rebanning on State's Supreme court ruling labeling free-play pinball machines "gambling devices." Meanwhile, action is halted by 1944 temporary injunction preventing the removing or confiscations of pinball games from locations. (Page 90, The Billboard, June 23.)

CONVERSION, Story by Wil- liam Blatt, Miami music operator switching to dime-a-minute. In letter to the editor, he contends the operator builds his own head. By discussing move with location owners, Blatt overcomes obstacles. (Page 93, The Billboard, June 23.)
Two Problems:  
Get 10c Play, Then Keep It

MILWAUKEE—There are two location problems with regard to dime play at present. Getting the location owner to accept the increase in price, and getting him to stick with a dime machine.

That's the opinion of Sam Has- 
kins, head of Hastings Distribut- 
ing Company, one of the most re- 
cent major firms here to join the 
order to distribute machines. When "they ask for a change, we automatically go into a pitch for dime play," says Hastings. "Tavern keepers are busi- 
nessmen and know first hand that 
nothing is more profitable than the 

easy and costs to maintain and service.

With regard to making dime play stick once an operator has it installed, Hastings said: "The best way to approach the location owner about the increase in price, the owner can point out how it is only more expensive when playing one coin."

He offered the big joke box customers a bargain. He has this machine that plays dime play, five times for a quarter. Does it work? Hastings reports that collections are up on his dime play locations from 25 to 50 per cent over sales when dime play sticks. For the fa- 
timber, four steps are up about 100 per cent.

Bunting Named Salt Lake Outlet For Wurlitzer

SALT LAKE CITY—Appointment of the newly formed firm of J. E. Bunting as representative for Wurlitzer Company distributor in the area, has been announced here today.

Headed by J. H. Rutter, the 
firm was organized under the name of Bunting, Rutter and Company, including offices, parts and accessories, service department, repair shop, storage space, and large off-street parking lot. 

Commenting at an appointment, Rutter stated that his firm will be a distributorship only and will not operate any service.

L. W. Petree, Wurlitzer service manager from North Ton- 
awanda, N. Y., is in Salt Lake City as- 
tisting Rutter in special showing.

The territory covered by the new firm, previously covered by Deas Sales, Wurlitzer distributor in Denver, includes offices Utah, Idaho, Western Wyoming and parts of Nevada.

The Billboard Index  
WISCONSIN

PINBALL GAMES

Most Active Equipment (For four-week period ending with date issued June 23, 1956)

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The 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.

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IT'S MORE FUN TO PICK TUNES IN THE WURLITZER 2000

TWO OR MORE PATRONS CAN SHOP THE SELECTIONS SIMULTANEOUSLY...

Tune choosing from the 200 selections on the Wurlitzer Model 2000 is fascinating fun in itself. There are 40 top tunes on the center panel—plus 20 more on each of the two roto-page "books" that flank it. A full 80 selections in sight at all times. Pages are power-turned by a finger touch on the twin illuminated bars. This novel "his" and "her" book arrangement enables two—or even more patrons to shop the program at the same time. Make-selection is an easy matter also. You press one numeral and a letter button in any sequence. All in all, this dramatic innovation has proved in itself a powerful play stimulator—one of many reasons why the Wurlitzer 2000 is boosting earning records wherever it is placed in location.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION
WURLITZER
CENTENNIAL MODEL 2000
SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
AMUSEMENT MACHINES

Communications to 118 W. Randolph St., Chicago, Ill.

JUNE 30, 1956

71-Model Output Tops 1955
Period Despite Spring Crop

First 6-Month Report Shows 42 Pool Units, Pinballs at Par, Few Shuffles

CHICAGO — Output of new coin-operated amusement games has gone up by a third from 1955, despite the fact that only half a dozen new models have been introduced this year.

With the 1956 production year at the halfway mark, the trade is designing as many as 50 new amusement games to enter the market. This is more than double the number of game models introduced thru 1955, the figure is ten percent.

While it is noted that the number of game models has increased this year, it is also noted that it is expected to be about the same as the previous year. Among the models are:

- Shuffleboard
- Pinball
- Pool games
- Arcade games

Of these, 16 are electric pool models, 30 are shuffleboard play types. Most of the pool models — especially the electric ones — are sold to one another in a market.

Probably in no other six-month period in coin machine history has any one type of game become the production line of amusement operators. Pool production reached its peak after the turn of the year, with 90 pool games having been introduced in 1955.

4-Month Boom

First quarter sales were up on the market last August, pool games, in the short period of four months, passed $100,000 in production of all other types of games. A total of 120,000, in the same period, of all types of games were bowed last year.

With new pool games still being introduced, it is noted that TV is the game of the TV industry. While it is only in the month is expected to increase by a second-year of the year.

It can be seen from the figures, that pools alone account for five times the types of games originally suffered due to the high-flying success of the pool game.

Bowlers Dip

In contrast, while pool games led the 1955 output, 27 pinball games (23 models and 8 auto models) were bowed in that year, and 23 shuffleboards were introduced. While pinball production is far from over, shuffleboard is in a death stretch. With the advent of the cue game, however, as pool game grosses dropped off in the past month, another type of game is gaining.

The current relative scarcity of new game models being introduced can be attributed only in part to the usual summer season backlog in production schedules. Manu-

facturers are in high gear, however, and there is currently no strong location piece to capture the market.

Models in the industry feel that if such a new city gun on baseball games, re-

would seem upward as it did last August when the pool game was introduced on the market.

In the meantime, distributor sales of pool cue equipment remain in a healthy state. Late model pin-

ball, shuffleboard and Arcade games are all selling at a high-

tee-than-average rate for this time of the year.

(Chicago, June 18)

United Links Pool, Shuffle Bowler in New-Location Game

Uses Cues, Balls With Bowler; to List At $545; 1st Shipments in Last Week

Valley Preemms Rack Pool, New Cue Ball Game

RAY CITY, Mich. — Rack Pool, a new version of the coin pool game featuring cue ball play, was bowed last week by Valley Manufacturing Company here.

The game is played in the same manner as the regular pool game, but in to two units, additional to the 10 color balls, there is a larger-sized cue ball. The cue ball must be hit first, according to the rules, to knock other balls into holes, or to block or knock any of the opponent’s. Since the cue ball is of larger size, it will remain on the table longer, having a good chance to reach the hayfield slots as do the other 10 balls.

Earl Feddick, Valley president, said that shipments of Rack Pool have not been made to distributors. Most other coin amusement games have not been licensed in Detroit or New York.

Feddick said the firm is working on “three new ideas” in the pool game field, the Rack Pool is one of these.

At present Rack Pool is available only in the downtown American Radiohistory.

CHICAGO — Grosseto coin pool game, recently introduced by operators can do plenty to keep the pool game at the highest possible level.

That’s the conclusion of Herb Perkins, head of Purveyor Distribut-
game houses.

Perkins offered the following points for keeping games looking live:

1. Keep the table level. The table should be level, when looking level.

2. Carry a brush. With it, the operator can keep dirt and dust from the table, keeping the game looking live.

3. Clean the ball bumpers. The ball bumpers tend to get very dirty, mar the appearance of the game.

4. Mark the wood. The table surfaces should be kept sparkling. Shuffleboards dour, 70-70 years ago, for the reason that operators didn’t keep the games presentable

5. Replace warrped cues. Cues are depreciated, they may be warped. Rather than trying to mend broken or bent cues, operator should buy new cues. Price of new cues is down considerably from their previous level.

CIAA License Move

Gains Initial Okay

City Promises Co-Operation If Operators Will Oblige

CHICAGO — The city will cooperate with the coin-operated amusement gaming industry here, if the operators will return in kind. That is the gist of the results of the first meetings of Chicago Independent Amusement Association representatives with city officials.

Operators here have long fa-

ved a change in city game license-

ning laws. Most generally in favor of having licenses pre-rated thru the year, rather than the present system of licensing on a strictly an-

ual basis. Opa also desire a reduction in the license tax to transfer licenses on machines to those operators making necessary changes of equip-

ment on location.

In her own words, there are a number of other irregularities, such as the fact that pool operators can’t have a Mr. Nastasi, the owner of a machine in the machine business, have joined the Chicago Independents. License will be sales manager and will han-

dle sales thruout Louisa.

License will act as general manager.

The United plans to continue the same games and offers as those on location games, but no well-known names are given.

At the monthly meeting last Tuesday (10) CIAA members were told by their legal counsel, Milton Guttenberg, that the city licensing department are ‘very

(Continued on page 190)

CHICAGO — Parade is the new in-line pinball, topped last week by Bally Manufacturing Company. Parade is offered to the trade by Bally Manufacturing Company.

The standard game features an "Extra Line." Describing this feature, Jack Nelson, Bally representative, pointed out that the score-card on the back wall is the familiar 35-minute feature, with automatic roll-up for the remaining 30 minutes.

Parade also contains the Bally "Magic Squares" feature, with double, triple and quadruple score feature of previous Bally games.

How It's Played: Kelly, Rotation on Coin Table

Bally Ships Parade, New In-Line Pin

OPP CAN USE SPIT ’N POLISH TO UP GROSS

SACRAMENTO — Seventy-three pinball operators are being used by the State Franchise Tax Board to determine the value of $400,886 allegedly due in back taxes.

Robert C. Kirkwood, State con-
troller and chairman of the board, said at a meeting of the 35 casinos that they were given the list of due taxes by the Board.

According to a tax board spokesman, the claims for back taxes were made against the operators who have been assessed for 1954, 1955 and 1956.

The Board representative also declared that evidence in the cases has been disallowed with the tax on gross income from the machines as the definite tax on income from an alleged gambling operation.

The cases will take many weeks to file protests. The assessments can be appealed to the Board of State of California.

Marcello Heads
Huey Distribut Co.

MEMPHIS — In the June 23 is-

and the verdict, we in-

the cities of New York, Philadelphia and Houston.

Vincent Marcello is very much the owner and operator of Huey Distribut-

Company, Vincent Marcello, a

the Jefferson, N.J., for 15 years.

In addition to being distributors

(Continued on page 199)
Dave Gottlieb Donates $250,000 for Hospital

CHICAGO—It seems that Dave Gottlieb, president of D. Gottlieb & Company, isn't satisfied with just building pinball games. Now he's building hospitals, as well.

To top off the occasion of his 50th wedding anniversary, Gottlieb announced to family and friends gathered at the Drake Hotel that he had donated $250,000 to the construction of a new hospital in the Oak Park-River Forest suburban area of Chicago.

Gottlieb started in the coin machine business in 1952, first manufacturing a penny arcade game. The firm prospered and grew, becoming one of the principal five-half cent manufacturers in the industry. The firm built its present plant in 1940, one of the latest factories in the industry built from the ground up as a coin machine plant.

Success of the Gottlieb company in many ways, is a family affair. With him are his wife Nettie, three children, Nettie, Nate, an executive with the firm for the past 24 years, and Sol, who has been with the company 16 years.

Dave Gottlieb, Dave's son, has been directing the firm's advertising and promotions program since 1947.

The gift for the proposed hospital, according to Gottlieb, is a reflection of the fact that the company has deposited in the street of Gottlieb Enterprises.

The donation is intended to start a movement for a new general hospital, to serve all the people in his suburban Chicago neighborhood. Gottlieb plans to finance the project with funds among his friends and to organize a board of trustees to direct the project. Gottlieb has been active not only in the coin machine industry, but in welfare and Jewish religious affairs as well.

Silver, Noto Open Bulk Firm in San Francisco

SAN FRANCISCO—Leo (Hi) Silver and Sam Noto, veteran coin machine men, this week opened the Silver-Noto Merchandisers at 307 Central Avenue, here, handling bulk vending supplies and equipment.

Silver said that while service will be all-inclusive, the firm will specialize in importations and also carry a complete line of novelties, candy, hall gun and cabinet stands with rubber-tire casters.

Silver entered the bulk vending field in Los Angeles in 1930. Moving to San Francisco some years ago, he operated as well as distributed vending equipment.

Prior to moving here, Noto was an operator in Los Angeles, where he was in business with his brothers, Joe and Carl, in the Nottely Novelty Company.

New TV Tube Tester Bowed at Op Sideline

DETROIT—BeaTest Tube Testing Machine Company here introduced its new TV and radio tube testing machine which the coin machine operators have been eagerly waiting to buy as a source of added location income.

The unit tests over 250 different television and radio tubes, according to the firm. The tester can handle location selling tubes, with the operator making a commission on new tube sales.

COINMEN YOU KNOW

Continued from page 119

the study of William's Cane, as says it holds up as one of the big sellers, New Goose II Fly proving a good piece. . . Martin Caruso, of Paterson, working valiantly to keep 10 cent players on his route, but finding things a little tougher as the dry banned pin games. . . Larry Tortorici, Larry's Music; Everett, also finding competition pressing him on maintaining future sale.

Ed Barcley, Associated Amusements (Rock-Ola), dashign up and down to the North Shore these days watching the crowds flock into his Playland Avenue. Ed and salesman Al Levine are planning an extended tour of the Connecticut towns. . . Looked like Rhode Island week in the Hub with many operators from that State visiting around, such as John Clement, of Providence, and Tom Zonelli, of Pots-tuck, shopping.

The new 200-model joke boxes and the latest in game equipment are attracting many out of town operators these days. In recently from Maine, Joe Glatser from Bangor; Bernard Michael, Water- ville, and Charles Billman, of Augusta. In buying music and games from New Hampshire were Oscar Pratt and Louis Taube, of Manchester, and Peterson & Schaefer, of Exeter. Al York, of Brockton; Martin Ferraro, of New Bedford, Al Dolin, of Hyannis; John DeStefano, of Waterville; and Joe Desros, of Beverly, were also along coin row.

Twin Cities

BY JACK WEINBERG

LIEBERMAN DUE HOME. Harold Lieberman, of Lieberman Music Company, Minneapolis, is due home about July 1 with his wife after having a three-month tour of Europe and Israel. He'll return to find (Continued on page 120)
YOU CAN CALL YOUR OWN DEAL ON POOL GAMES IF YOU CALL BILLOTTA NOW!

Immediate Deliveries
United Gertsh's Torединor - PICCADILLY - REGULATION - SELECT BOWLS
SEEBURG 100 - WALL BOXES

100 BINGO MACHINES AT $60.00 EACH

Fresh from stock—shipped A. L. less for less info. $10.00 nearer. Ask early before plan expires. Write for list. 1/3 deposit With Order.

N. D.

KD. MIDWEST CONE MACHINE CORPORATION

727 S. Jefferson Ave., Chicago, Ill., Dept. A

CINEMEN YOU KNOW

**Continued from page 125***

that the AMI new 200-play phonograph has been introduced and is being exceedingly well received by operators in this territory, according to Lew Robin and Sid Levin, who have been in charge of the box all along.

A showing of the new Wurlitzer 200 is planned by Sander Distributing Company of La Crosse, Doc. Butts, M. N. D. Irving Sander will be in charge. Shows were conducted last week in the Quad Cities of Davenport, Rock Island, Moline and East

Moline and to Waterloo, Ia., by Sandler, with operators in those areas expressing considerable enthusiasm over the new models, he said.

Matt Engel, Mayflower Distributing Company, St. Paul, reports business here is holding up in fair shape, with pool games still getting attention from operators. Some Lieders and Laffin games are in St. Paul where Archie Laffin is in charge, they're waiting introduction of the Mayflower line to start in that city. Business otherwise has been moving along in fair manner, it's reported.

Sid Levin is looking for a book on "How to Go Fishing—and Catch Fish." He was in a party which also included Sid Nash on a fishing trip to Bayfield Wisconsin, Tom Perrella, Minn., et al. Levin is the smash hit man on that is everyone except Levin, who had to settle for only two. Nash said that if Levin can't find the book he'll write the one for the Leiberman Music maestro...

Rose, incidentally, reports that Coffee Veed Company, which he recently took over, is doing very well and that "It looks like a future in the coffee business." He operates in excess of 100 units.

Lawrence Heiman, of St. Cloud Minn., recently bought out the coffee business in Fort Atkinson, Wis., and Jerry Harris, of the Omaha office of Leiberman Music Company—both Wurlitzer men—have taken over the operation.

The Quad City Ledger reports that Southern Minnesota and reported business at the Riverside, Joe Real, Conner, Wis., came to this market to buy Minn. machines. E. F. Brasher, Chaska, Minn., stopped in for bowlers... Shopper for a new M. B. Wickham, and Morris Berge, of Northwest Sales Company, Dubuque, and Art Shurr came from Mason City, la., to see the new AMI-200-hop-machine they have been dealing with... Joe Tretake, at Fairmont, Minn., bought new machines from Biddle LIEBERMAN.

Vera Foster and Irv Corson, Acme Music Company, said top tunes in the pool weeks this week in the area are "You're The One in Nova's "Luda" on Capitol, Doris Day's "Whatever Will Be, Will Be" on Columbia, and "In A Mellow Mood" and "Love on Mercury, and Claudettes "Love Never Changes" on Cadence.

Los Angeles

By SAM ABBOTT

OPERATOR IS FATHER AGAIN... Loren Farmer, who operates with his father, E. F. Fred Ross, in Pasadena, is passing out cigars with the arrival of a daughter, the Farmertons' newest son, who arrived in Seattle last week. The baby, one of twin girls, was born in Chicago, for where they will vacation. They will return to Seattle in two weeks with a new addition to the household.

Midsouth Music Company is sponsoring a Seeburg service school under the direction of Nick and Vini Lanziloro, service managers of the firm... Work is progressing on the new building for the California Music Company in this city, near the corner of West Fair and Harvard. Both Sam Rickles and Gabe Orland, of the firm, are watching the progress... Charles A. Robinson, of the company, says the building is taking a few days off. While C. A. is away, Dave Wallach, salesman, is staying in town, returning here from Arizona... Al Bettema, C. A. Robinson Company, became a father-in-law for the first time Sunday (24) when his daughter, Sylvia, was married... William Cousins, Miami, Florida, machine manager and distributor, is remaining in Europe for a longer stay and deferred his arrival here until after November's show. Z. M. Marshall, of the Sales Company, reports... Jack Leonard, of the Badger Sales parts department, may have to fly to his vacation to visit his father on the Royal American Shows to break in a new man in his department... Jan Lynn, who was with the firm for 15 months, resigned... Harry Schuster, manager of the Eddie Guettman, phonograph store at the Badger Sales Company offices from vacation. Fred Conant, also of Badger Sales and in the coin machine sales section, reports that the supply of the General Mabulle pool table tops has just arrived... Sid S. Snyder, popular San Bernardino operator, was in the east taking the new precision merchandise, says they plan a careful study of the business before making any major expansion.

Wayne Copeland, Sierra Distributors, Wurlitzer distributors, has just completed a remodeling project to create new offices for salesmen. One of the offices finished is for Ed Wieder, who joined the firm after the recent death of Harry Music. He also under went a remodeling of the show room to get added space for displaying those new coin box phonographs which is due to be shown in September. Also at Laymon's Noel Office (one show) vacation. Charlie Daniels, Jimmy Winken and Bill Fritz enjoyed a fishing trip down to Corpus Christi. The West End shows have included the gardens of Lucille and Paul Laymon on their tour scheduled for Beaver, Lancaster, la., for supplies... George Van Daele, kicker, radio salesman, has been away for San Francisco... Jack Neel made his regular semi-monthly trip to Los Angeles for phonograph appointments, secret of United, which is in line for Los Angeles... H. V. Atwood, metropolitan sales manager, has given a careful study of the business before making any major decision.

Detroit

By HAL REYES

KWR-KAFE IN NEW QUARTERS. KWR-Kafe, Inc., has moved to new quarters just inside the Detroit city limits. The firm will use its new office for warehousing. George R. Thompson, general manager, proudly showing off his new spotless sanitation room. Sue Corrigan, of the Phonograph Association, has moved her office to her new office, 4214 Michigan Ave., Detroit... Bert Worth...the Knight, Fontaine Cigarette Service, in California...Roy Small, connoisseur of United Music Operators, vacation.

Thomas Litanis, former restaurant operator, and William Gunther, have teamed up as the Hi-Note Music Enterpriser, to establish a new picture for the firm that is in line for the business... Jack Phillips, former music district manager, has given a careful study of the business before making any major expansion.
The same as bumpier pool, except that players must sink balls in consecutive order to win the game. Use the balls and rules of the players, and if used, players must break from one end of the table. If a ball is sunk, follow the same procedure for breaking at back end of the table as in the regular bumper game.

REGULAR ROTATION — The game is played with two or more players. Odd-numbered balls are placed at the opposite end of the break side of the table, in the following order: No. 1 ball on the spot from the line, No. 3 and 7 balls on either side of No. 1, and Nos. 2 and 9 on the spots near the rail. Even-numbered balls are placed on break side of table as follows: No. 2 in front of hole 4, and No. 6 on spot on either side of 2, and 8 and 10 on the spots near the rails.

To Break — Place cue ball on line of spots (front side of table and back side of No. 1, etc.), in rotation until all balls are sunk or player scores or faults. It is then next player’s turn.

A foul is committed when player illegally hits one of the two center rotations. He thereby loses his turn and loses the points of balls he has sunk for that game.

Fouls, Scratches — Jump shots and snuker balls in hole will conform to regulation rules of regulation pool. When a ball is re-sunk, replace ball on spot in front of hole. Resume play, placing one ball on center rotation. The next player scores each shot of the ball sunk along spot line.

When a player illegally passes or partners or sink spots 25 points first win the game. The total number of points is 55, equaling the number of balls added together.

One long, the Pool Field — The game is played with two or more players, and the center hole is used as a legal manner. If foul is sunk, player loses double the score of the ball played for.

At WURLITZER American Ste.

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Guns — Arcade Games
Fully Restored Go-Go and Casino-Arcade Games. Give price and condition for games.

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ATTENTION! ATTENTION!
Clean, Ready, Hurry!
PALOMINO HORSE $144.50
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KNEE HIGH CHALLENGE $324.50
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WURLITZER 1500 $219.50
WURLITZER 1800 $274.50
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liğe scoring unit $150.00
Written on customer invoice.

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Largest and Most Diversified Stock in The Country... 99.50
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We Specialize in Conversions
TOPS from $35.00
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2 Great Money Makers
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Model 1455

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In-Line Game

No Reasonable Offer Refused
WE HAVE A LARGE VARIETY OF
Shuffle Alleys

AS FOLLOWS: Yankee Clippers * Eastern Leagues
Fire Balls * Marbles * Lightnings * Yankees

Mars * Triple Strike * Mystics * Venus

Comets * Shuffle Pools *

Bilarks * 11 Frame * Rockets

Caps * Clippers *

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Closing... Brand New Pool Games
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Limited Quantities Used
Jr. Pool Tables $100
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If you've been looking for any of the old time Clipper, Table, Stand or Floor Models, we probably have them.

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CIAA License Move Okayed

Continued from page 134

Understanding of our problems and expanded a different feeling that there are grievances in the present licensing system that should be corrected.

Robert referred his words of optimism with the hard fact that the city will cooperate only if operators can provide the city, by buying, licenses for their machines and observing the licensing laws. He said the CIAA organization was providing a stepping-stone to better relations between the city and government.

Problems stem from the present licensing system which calls for a $25 city sticker to be purchased by any and exhibited on each game on location. Along with the sticker is an ID card, identifying the operator and the equipment.

Proposed Solutions

At the meeting expressed the view that the ID card was efficient, and could take the place of the stickers. In this way licenses would easily be pre-rated at $12.50 per year, and could be transferred, possibly, to 5 an added fee of $1 per switch.

Another possible solution advanced was a "master license" which would permit the operator to place all or a large part of his equipment for a flat annual fee, plus a nominal fee per machine. This was pointed out, would tend to discourage the "good times" operators who wander in and out of the business for short-term periods, and would thus limit location complications.

Since the city demands that machine serial numbers be posted on locations, such a change was seen as difficult to effect, however.

"Bagatelle Ordinance"

Still another problem confronting the operators is the city's dated "Bagatelle Ordinance." It prohibits "games played in any number of balls or spheres upon a table or board having holes, pocket, cups or into which such balls or spheres may drop, or become lodged and having arched, past or spring to control, or free, or the direction or speed of the balls designated, in motion by the player."

This code city is currently intended to include baseball games, and other Arcade-type pieces which customarily meet with little or no legal block in other cities. Raynor is undertaking the draft of the Ordinance and the proposed licensing ordinance, which, following the mutual agreement of Chicago operators, will present the First City of Chicago. (The Billboard, June 28.) The draft is expected to be presented to the city in the near future.

CIAA plans to work together with Recorded Music Service Association, juke box operators group here, to effect a mutually desired change in the licensing laws.

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All Equipment Clean and Ready for Location

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BINGO GAMES
Bally Broadway $415.00
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Gottlieb Life Life Bumpers & sleeve in case $115.00 each

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No Decision Yet On Kilgore Bill

Continued from page 10

deciding" one way or the other, this week. The Committee's decision on the bill could be too bold hearings, to send it out to the floor without hearings, or to let it lay over until next session. No decision has as yet been made by the O'Mahoney group.

However, rumor in Washington has it that there will be no time for action on the bill this session, particularly "in view of O'Mahoney's promise that no act "should be taken until hearings were held," as one legalist put it. At present, O'Mahoney is in possession of briefs filed by both the operators' side and the music publishers' groups, submitted to him after the informal discussions held last February. (See The Billboard, March 31.)

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LEHICH MC-12-M CIG. VENDOR MC-12-E CIG. VENDOR

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**THE CRAZY MAZE**

Newest Skill Game
Reels Up to 1,000,000
Large enough to attract attention enough for two players, 20" wide, 25" long, 8" high.

Rallee rocks playing field in all directions to move ball along the road, thru the maze. The further he travels the higher the score and excitement mount.

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Robert E. Romig, Davis Executive, Elected UUA Veep

"SYRACUSE—Robert E. Romig, assistant-to-the-president and secretary of Davis Distributing Corporation, Seeburg distributors, has been elected vice-president and a member of the executive committee of the United-United Appeal. The UUA acts as a community chest for 18 denominational organizations.

Romig recently was a guest preacher at the May Memorial Church in Syraucse, where he spoke from the pulpit concerning the importance of the United Unitary Appeal and the wide scope of its influences.

Davis Distributing's personnel act nearly all civic minded, and for one of them to pop up in the columns of the Syracuse Herald-American is common. Recently, Clarence J. Dilley, traffic manager, and Mervon Elliotts were both cited for their community activities. President Len Wersching and other staff members have also been noted for aiding in 100-year-old drives.

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For Peace of Mind in Operating...

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SKILL BUTTON

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