Boozers Want Fun With Their Drinks

Taverns Need New Attraction; 40 Mfrs. Hunt New Coin Game for Coming Market

By KEN KNAUF

CHICAGO—Wheels are turning and elections are dancing in the nation’s amusement dens, manufacturing plants. The search is on for a coin-operated game that will win the praise of the American.

The country’s taverns are in need of a new attraction. Neither beer, gin nor TV draws patrons like it used to, and the summer season is traditionally slow. But coin game makers hope to solve this problem. By adding a coin game to a bar or tavern, the economics of what sort of entertainment apparatus might emerge from the expanding nature of the factories. Still, the industry is expecting a hot new game to come on the market.

Get Wide Distribution

Time was when coin games were the specialty of the Penn-Crescent line. Now, along with the Lake toys, they’re in bars, taverns, restaurants, Coca-Cola and cocktail lounges in the U.S.

Firms, including pinball, shuffleboard, bowling, gun games, baseball games and pool games have been quick to promote these different types of coin machines. Each machine has earned millions of dollars in nickels and dimes. Each has furnished the restless American with millions of hours of entertainment.

While all of these types of games are popular in the country, each has its own particular boom period. Now the big question is what kind of game will boom next.

Pool Big Winner

The only time the pool game (a two-pocket game played on a 3 by 7 table) made a good showing was when a pinball machine (one with the double-bowl breast of the “big” games) in the game field. Within seven months (September 1933, then March 1934), estimated 100,000 coin pool sets were sold. Each game is still very much in evidence at taverns through the country, and many big businesses feel the big business it did months ago.

The game originated in Belgium in 1890, spread to France and Germany. In Holland and Portugal, it is often called “go” in the U.S. until last year.

Game Blends Pool, Bowling

CHICAGO—Latest lead to capture eyes at the nation’s taverns is a combination of pool and bowling.

Pool Alley, creation of United Manufacturing Company, Chicago, has players shooting pool balls at bowling pins. It’s a combination of the coin-operated miniatures pool game, which has been popular, and the bowling pins, which have set production records to the amusement game industry.

Now coin game manufacturers—there are over 40—are looking for a successor to the pool game. Firms are busily developing and testing all kinds of new ideas. The next big game might be anything from a automatic golf to electrical ping pong.

The average new electrical game costs in the neighborhood of $500, but the pool game, most of which is hand-crafted and available generally sold at under $200. Even at a $200 tag, plenty of cases could be sold a game before it would have its investment costs.

Gaz de Most Concern

Thus many makers are reluctant to introduce a new game without being convinced that it will be popular with the coin-operating public. As many as a half dozen models were developed and tested before the “right” model is selected for the market.

Independent publishers are developing new games for coin operators. An initial list of 124 bonus records will be published soon, with four to be added monthly. Bonus disks will be regular Columbia 12-inch 78s of the coin pool game, for instance, have appeared since last September. About 100,000.

Music Publishing Grows Boucher

Indie Publishers Need Angles

Independent publishers are finding it more and more difficult to get their songs recorded unless they have some connection with either a recording company or an artist. The reason is that the Billboard’s current record popularity charts are based on sales, with few inside machine-front firms making the list without a tip-off.

Industrial Giants Loosen Into TV Web’s Prestige Programming

Industrial giants are beginning to tamper into network video. They are particularly interested in telling their stories thus use of prestige programming. NBC-TV’s “Television show has been presented across.

United Artists May Follow Lead Of Others With 136 Movies

United Artists reportedly is getting set to follow the lead of other major Hollywood companies in presenting a host of features to television. The firm reportedly is ready to turn loose 136 features, many of them re-useable, for TV distribution.
**TELEVISION PROGRAMMING**

**HERE THEY COME**

**Big Industry Giants Lumber Into TV’s Prestige Programs**

NEW YORK—America’s giant industrial companies are beginning to lumber into network TV in larger numbers than ever before. Most recent examples of this new sponsorship activity are found in the recent announcement that the American Machine & Foundry Co. and the Minneapolis-Honeywell Regulator Co. have joined a number of other leading industrial firms in purchasing “as-a-use” time on NBC-TV, and NBC, as well as the other network stations, is making arrangements to develop programs for this new segment of the network business.

Two factors are responsible for their growing interest in TV. The networks have created prestige entertainment types of programs which meet the sponsorship requirements of both the networks and their sponsors. And they are beginning to see the value of this medium in the acquisition of the American people, their stockholders and the communities which surround them, as well as the areas in which they are located with their own high-class programs.

**‘Telesecope’ Favor**

The most significant indication of their interest in the medium is the fact that they have given NBC’s 11 p.m. Sunday afternoon film documentary, “Telescope,” a two week booking. The Don McNeil show is expanding into the 12:30-1:00 slot.

NBC is also trying to get Swift to buy a picture. In the next Saturday night, they will have an alternate show, “People Are Funny,” NBC-TV on Saturdays 9-10, which it will share with Borden.

**Surveys Give Auto Mfrs. Double Punch**

NEW YORK — The Swift Companies has come out with a new and better way of scheduling, a scheme that will get the company a double punch for an order for a quarter of hour of NBC-TV time. “Lunchon’ is the program, which has received approval.

The Don McNeil show is expanding into the 12:30-1:00 slot.

**Swift Orders ‘Lunchon’ 4th**

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The Don McNeil show is expanding into the 12:30-1:00 slot.

**P&G Adds ‘Funny’**

Buy to Schedule

NEW YORK—Procter & Gamble found that it has still another network time slot left.

The soap company purchased alternate weeks of “People Are Funny,” NBC-TV on Thursdays 9-10, which it will share with Borden.

**Money-Saving Subscription Order**

Enter my subscription to The Billboard for a full year ($30) at the rate of $12 per year saving over single copies. Foreign orders must be enclosed with payment.

Mail me $[

Name

Occupation or Title

Company

Address

City

State

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

**Don’t Mix**

Am. Tobacco Nixes Helen Curtis Share

NEW YORK—Department and American Tobacco don’t get along and it seems that American Tobacco has refused to accept Helen Curtis, the sponsor of the Monday 8:30-9 p.m. program, which is also sponsored by Curtis. Curtis, it seems, wants to take this program and go it in the 9-10 slot on the other network. The status of “Crusader” has been a point of contention between the companies, but the network was renewed for 39 weeks, but the sponsor apparently couldn’t check the network and the “Crusade” would continue its commercial and physical and spiritual, that are performed by persons.

**‘College Talent Show Offered’**

NEW YORK—One of the more unique program ideas now being marketed is a show titled “College Talent.” The show was originated by William Esty, the agency head, and has been developed into a network for NBC. It is expected to present musical, acting or dramatic talents to the world.

**‘Kangaroo Is Sold’**

Livid For NBC

BUY NEW YORK — CBS-TV is getting considerable success in bringing “Kangaroo” to a conclusion. The show, which has been running for 16 weeks, sold a single program, which will be the last in the series.

**‘Incomplete’**

To be continued on page 2
NEW YORK—There’s a good chance you’ll be able to tune in for all the television hearings if you make sure to have a good set. Among the important sponsors is the National Association of Broadcasters, which announced its plans for the season. CBS, which has made the most of the NBC network television shows, has decided to use the NBC network for its own shows. The network is expected to begin in March.

Home Products in "Could Be," Queen

NEW YORK—American Home Products Company, which handles the Mork & Mindy franchise, has announced that it will no longer produce the show. The company said that it was unable to reach an agreement with the network. The show, which aired on Monday evenings, was canceled after three months.

Exquisite to Push Brav On Aff. Film Festival

WASHINGTON—The Federal Communications Commission has announced that it will examine the possibility of allowing a new television network. The FCC is currently studying the idea of a fifth network, which would be operated by a group of investors. The FCC has expressed interest in the idea, but has not yet made a decision.

Nets Hike Power of Screen Gems Sales

NEW YORK—One of the major reasons for the success of Screen Gems was the fact that it was controlled by a major studio. However, the company has been unable to sustain its success in recent years. The company said that it was having difficulty in raising the funds needed to maintain its operations. The company said that it was planning to seek additional financing from various sources.

Y&R Billings Double On NBC Next Season

NEW YORK —Young & Rubicam’s nighttime billings on NBC next season are expected to double that of the past season. Among the important sponsors are the American Broadcasting Company and the National Broadcasting Company. The company said that it was planning to invest more in the networks.

INDEPENDENTS’ DAY
Sponsors Take Stronger Position
For Own Net Programming Ideas

NEW YORK—Sponsors are beginning to take a more active role in the programming of their own networks. They are setting up their own programming schedules and are beginning to take a more active role in the network programming. The Independent Television Alliance has been very active in this area, and has been successful in getting the networks to take notice.

 Reyes et al. vs. FCC

WASHINGTON—The FCC has ruled that the network must pay for the program. The network had argued that the program was not a public service program and that it was not required to pay for it. The FCC disagreed and ruled that the network must pay for the program.

10th in manufacture of tobacco products

wggw

LANCASTER, PENNA.
NQC and CBQ

Among the television markets foremost in the manufacture of tobacco products, the Channel 2-Multi-City Market ranks third, based on production figures for America’s 100 counties NETS MANAGEMENT "Survey of Buying Power," May 30, 1956.

116,000 WATS

STEINMAN STATION MCALLISTER, Iowa

Representative the MEEKER company, Inc.

New York, N.Y. 10010

15th in manufacture of tobacco products.
In "San Francisco Beat," even the very setting's exciting. Filmed on location in photogenic, steep-inclined San Francisco, it's a powerful, eye-filling show...combining the drama of real cases from the files of San Francisco's Police Department with the thrill of the chase through some of the world's dizziest, most breath-taking scenery. The uptilted streets...the Golden Gate...Chinatown...the waterfront and Fisherman's Wharf...It's a setting that puts extra wallop into every half hour of this action-laden film series.
And what a wallop the series packs!
In the Albany-Schenectady-Troy area, “San Francisco Beat” is one of the top fifteen programs, drawing bigger audiences than such shows as Kraft Theater, Gobel, Martha Raye and Montgomery Presents. In film-happy Los Angeles, it's among the top ten syndicated films.* As “The Lineup” on the CBS Television Network, it has averaged a higher rating than “Dragnet” throughout the past season.** “San Francisco Beat” provides a hard-hitting setting for your sales messages. Get details and market availabilities from the people who bring you the fastest-moving films in all television...

CBS TELEVISION FILM SALES, INC.
Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Atlanta, Dallas. In Canada: S. W. Caldwell, Ltd.
Winnah by decision!

WE at Song Ada are proud of winning the Chicago Advertiser's time slot in two Radio and Television Advertising Association of the West (RTAA) Awards. The Southern Pacific radio spot and the ATV spot, executed by Fred Newlin and Donald F. Colding & Associates, inducted West of the Mississippi, enjoying the best attention of our radio and television advertisers. The South Pacific spot, produced under the management of Fred Newlin and Donald Colding, was chosen best of the best of the West of the Mississippi, by the leading agencies, producers and sales managers of Song Ada. The successful results from this test campaign spot.

WE at Song Ada are proud of winning a gold award in the 1956 Radio and Television Advertising Association of the West (RTAA) Awards. The Southern Pacific radio spot, produced under the management of Fred Newlin and Donald Colding, was chosen best of the best of the West of the Mississippi, by the leading agencies, producers and sales managers of Song Ada. The successful results from this test campaign spot.

**The BOX Score**

**The Billboard**

COMMERCIAL CUES

**ICE TEA FOR SUMMER**

The Tea Council, then the Leo Burnett Agency, this summer will spend $3,480,000 for the purchase of nighttime station breaks in nine major markets to promote ice tea. The markets are Boston, Chicago, Detroit, Los Angeles, New York, Philadelphia, St. Louis, Washington, D.C., and Atlanta. The ad campaign, which will start July 3, will utilize 20-second and 10-second, "soft sell," radio commercials, which were directed by Norman Felton, with Delbert Moore, Jr., handling the copy. The theme of the commercial is: "Why don't we have tea more often?"

**LENSERNAU FOR SEVERAL**

For several years Lensernauf will open a new Chicago studio for commercial production, as well as other projects. They plan to use the latest equipment... Van Prag Productions, New York, has decided to expand as an industrial studio to help Lensernauf... Arnold Brown will head sound recording and transcription in the Daven-Fairbanks studio, Los Angeles... James J. Kelly has joined the commercial division at Guild Films.

**TV COMMERCIALS IN PRODUCTION**

Guide to Spot & Program Plans of Competing Sponsors by Industries

This week's short list of commercials produced during the last full four days by Song Ada, and over the course of a month. The following statistics are a random sample of the spots produced by Song Ada. The scale of industry varies by industry, due to special effects: J.J. Murry, M. Blessed, E. Bliss. Not available. Any stock available.

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The Billboard’s Fourth Annual TV Program and Talent Awards

The Top Programs and Talent of the 1955-1956 Season, Selected by All-Industry Vote

Silvers Voted Top Net Show; 'Highway' Best in Syndication

Each Tops in Category, Too; Webs’ Own Shows Win; NBC Film Leads

The Phil Silvers show and ‘Highway Patrol’ were elected the top shows in network and syndication respectively in The Billboard’s Fourth Annual TV Program and Talent Awards. Each show actually scored a double triumph in that each won in its own major category in addition to winning the overall awards.

The network’s own shows proved to be the industry’s favorites in most of the network categories. Out of the nine network categories in which this industry was asked to pick its favorites, the winner in seven of them were shows produced or sold by the network on which it appears.

In the syndication department, NBC Television Films turned out to be the only distributor with more than one winning program. It has three of them. Its ‘Badge 714,’ was again the best mystery, its ‘Victory at Sea’ was again the best documentary, while its ‘Life of Riley,’ syndicated only West of the Mississippi, was the top situation comedy. All of them repeated their victories of last year.

Webs Adder

The Billboard’s Fourth Annual Program and Talent Awards is a continuation of the event held the past three years except that in the past this poll was limited to the TV Radio Workshop of the Ford Foundation, whose

OVER-ALL NETWORK WINNERS

Best

1. PHIL SILVERS SHOW, CBS ...
   130
2. Wide, Wide World, NBC
   83
3. Ed Sullivan Show, CBS
   54
4. Disneyland, ABC
   51
5. Perry Como Show, NBC
   35

Network

Best

1. PHIL SILVERS, Phil Silvers Show, CBS ...
   158
2. Sid Caesar, Caesar’s Hour, NBC
   109
   67
4. Burke & Danna, DuMont
   52
5. Bob Cummings, Bob Cummings Show, CBS
   39
6. Danny Thomas, Danny Thomas Show, ABC
   22

Actor

Best

1. LORETTA YOUNG, Loretta Young Show, NBC ...
   132
2. Lucille Ball, I Love Lucy, CBS
   75
3. Jane Wyman, Firestone Theater, NBC
   61
4. Nanette Fabray, Caesar’s Hour, NBC
   54
5. Spring Byington, Our Banner in the East, CBS
   38
6. Ann Sothern, Private Secretary, CBS
   38

Actress

Best

1. OMNIBUS, CBS ...
   148
2. Wide, Wide World, NBC
   87
3. Richard III, NBC
   67
4. See It Now, CBS
   43
5. Maurice Evans Presents, NBC
   25

OVER-ALL SYNDICATION WINNERS

Best

1. HIGHWAY PATROL, Ziv-TV ...
   128
2. Dr. Kildare, Secret Journeys, ABC
   64
3. Science Fiction Theater, Ziv-TV
   58
4. Badge 714, NBC Film
   64
5. I Led Three Lives, Ziv-TV ...
   50

Syndicated Film

Best

1. BRODERICK CRAWFORD, Highway Patrol, Ziv-TV ...
   92
2. JACK WEBB, Badge 714, NBC Film
   82
   76
4. Humphrey Bogart, My Harem, Oneworld
   61
5. John Howard, Dr. Hudson’s Secret Journal, MCA-TV ...
   50

Best

1. ANN SOTHERN, Susie, TPA ...
   102
2. Gale Storm, My Little Margie, Official
   90
3. Gall Davis, Annie Oakley, CBS Film
   67
   54
5. Betty White, Life With Elizabeth, Guild
   49

Network program which performed the greatest public service and did most to raise the cultural standards of TV

1. OMNIBUS, CBS ...
   148
2. Wide, Wide World, NBC
   87
3. Richard III, NBC
   67
4. See It Now, CBS
   43
5. Maurice Evans Presents, NBC
   25

1. CONFIDENTIAL FILE, Guild ...
   101
2. VICTORY AT SEA, NBC Film
   101
3.节目
   104
4. Dr. Hudson’s Secret Journal, MCA-TV ...
   60
5. Science Fiction Theater, Ziv-TV
   51

STATISTICAL SURVEY

The Billboard’s Fourth Annual TV Program and Talent Awards is based on an all-industry vote. One ballot was sent to a top executive of each of 2,500 companies engaged in TV programming in one way or another.

A total of 489 ballots were returned of which 178 came from broadcasters and network advertising agencies, with TV accounts, 57 from sponsors, 50 from producers and 47 from TV film distributors. A different colored ballot was distributed in each of these categories.

The ballot listed every eligible show that research could uncover in each program category. In each category there was space for a write-in vote in the event that one of a voter’s favorite shows was overlooked in the listing. The only exception to this was with the daytime category of the network division. In this, all voting was by write-in.

Point System

The voters were asked to indicate their first, second and third choices in each category. In the tabulation, a first choice vote was credited with five points, second choice with three points, third choice with one point. Thus, the total number of points possible in any category was 4,401.

After the name of each program on the ballot was the name of the star or stars who appear in it regularly. This was done as a guide to voting for top performers in each category. Space was given below the list of shows for the voter to write in his choice of best performer. The total number of points possible for performers in any category was 489 since each such vote was worth one point.

In addition to the format categories, there were four overall awards for network shows and four for syndicated shows. These were elected by write-in votes only.

The Billboard’s Program and Talent Awards are selected by the industry’s best performers. The total number of points possible in any category was 4,401.

In order to avoid an unfair weighting of favor of shows represented by higher rated firms, only one ballot is sent to a company, addressed to a top executive.

To the voters, these awards are indeed the industry’s vote of thanks.

www.americanradiohistory.com
The Network Winners in Each Program Category

Best Adventure Show
1. DRAGNET, NBC
2. Gunsmoke, CBS
3.邦派, NBC
4. Wyatt Earp, ABC
5. Lassie, CBS
6. Rin Tin Tin, ABC
7. Crusader, NBC

Best Adventure Performer
1. JACK WEBB, Dragnet, NBC
2. Phil O'Brien, Dragnet, NBC
3. Mark Stevens, Big Town, NBC
4. Richard Greene, Robin Hood, CBS
5. James Cagney, NBC

Best Comedy-Variety Show
1. ED SULLIVAN SHOW, CBS
2. George Gobel Show, CBS
3. Jack Benny Show, CBS
4. Perry Como Show, NBC
5. Chet Huntley Show, NBC
6. Danny Kaye Show, NBC
7. Jimmy Durante Show, NBC
8. Show of Stars, CBS
9. Comedy Hour, NBC

Best Comedy-Variety Performer
1. SID CAESAR, Caesar's Hour, NBC
2. George Gobel, George Gobel Show, NBC
3. Perry Como, Perry Como Show, NBC
4. Jack Benny, Jack Benny Show, CBS
5. Red Skelton, Red Skelton Show, CBS

Best Dramatic Show
1. CLIMAX, CBS
2. Alfred Hitchcock Presents, CBS
3. Kraft Television Theater, CBS
4. U. S. Steel Hour, CBS
5. Kraft Music Hall, CBS
6. Alcoa Hour, NBC
7. Robert Montgomery Presents, NBC
8. Yahoo Brothers, NBC
9. Lux Video Theater, NBC
10. Best Dramatic Performer

Best Dramatic Performer
1. LORETTA YOUNG, Loretta Young Show, NBC
2. Alfred Hitchcock, Alfred Hitchcock Presents, CBS
3. Dick Powell, Four Star Playhouse, CBS
4. Richard Diamond, Dragnet, NBC
5. David Niven, Four Star Playhouse, CBS

Best Children's Show
1. DISNETLAND, ABC
2. I Love Lucy, CBS
3. Captain Kangaroo, CBS
4. Davy Crockett, ABC
5. Andy Hardy, ABC
6. Ding Dong School, NBC
7. The Big Top, CBS
8. Patsy Lee, NBC
9. Paper Mill, NBC
10. Paul Winchell, NBC

Best Children's Show Performer
1. BOB KEESHAN, Captain Kangaroo, CBS
2. Andy Hardy, ABC
3. Paul Winchell, NBC
4. Johnny Carson, NBC
5. Martha Plimpton, Zoo Parade, NBC

Best Hour-and-a-Half Show
1. WIDE WORLD, NBC
2. Ford Star Jubilee, CBS
3. Producer's Showcase, CBS
4. Omnibus, NBC
5. Maurice Evans Presents Hallmark Hall of Fame, NBC
6. Lights, Camera, Action, NBC
7. Saturday Night Spectacular, ABC

Best Hour-and-a-Half Show Performer
1. DAVE GARBOHAY, Wide World, NBC
2. Maurice Evans, Maurice Evans Presents, NBC
3. Mary Martin, Peter Pan, NBC, and Together With Music, CBS
4. Alastair Cooke, Omnibus, CBS
5. John Frankenheimer, Omnibus, CBS

The 50 shows that have first place honors in the network program that performed the best gross public service and did the most to raise the cultural standing of TV.

Best Quiz or Audience Participation Show
1. $64,000 QUESTION, CBS
2. What's My Line, CBS
3. You Bet Your Life, NBC
4. I've Got A Secret, CBS
5. $64,000 Challenge, CBS
6. Big Surprise, NBC
7. Here's the Beat, NBC
8. People Are Funny, NBC
9. Do You Trust Your Wife, CBS
10. Truth or Consequences, NBC

Best Musical Show
1. YOUR HIT PARADE, NBC
2. Dinah Shore, CBS
3. Lawrence Welk, ABC
4. Voice of Firestone, ABC
5. Coke Time, NBC
6. Log Cabin, NBC
7. Guy Lombardo, NBC
8. Music From Meadowbrook, ABC

Best Musical Show Performer
1. DINAH SHORE, Dinah Shore Show, NBC
2. Perry Como, Perry Como Show, NBC
3. Lawrence Welk, Lawrence Welk Show, ABC
4. Eddie Fisher, Eddie Fisher Time, NBC
5. Gordon MacRae, Gordon MacRae Show, NBC

Best Daytime Show (other than children's)
1. MATTINEE THEATER, NBC
2. Garry Moore Show, CBS
3. Today, NBC
4. Queen For A Day, NBC
5. Tennessee Ernie Show, NBC
6. Hom, NBC

The People's Choice Award goes to a performer who has been in a top rating show and is popular with the audience.

Tom McNulty at the Hal Roach Studios holds the reins on "Life of the Party," the best comedy in syndication.

Bill Roark's "Vanishing Point" was the most popular show in syndication.

The New York Times Clancy Award goes to the performer who has made the most significant contribution to the field of radio or television during the year.

The following are the nominees for the Clancy Award:
1. Lloyd Bentsen, CBS News
2. Walter Cronkite, ABC News
3. RCA Victor, NBC News

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The Syndicated Film Winners in Each Program Category

**Best Half-Hour Adventure Series**
1. **HIGHWAY PATROL**, Zio-TV 445
2. **I Led Three Lives**, Zio-TV 403
3. **Winchester '73**, Zio-TV 359
4. **Foreign Intrigue**, Official 316
5. **Big Tim Tier**, Screen Gems 145
6. **Peyton Place**, Main X, Zio-TV 132
7. **West of the Pecos**, NBC Film 116
8. **Long John Silver**, TPA 119
9. **Count of Monte Cristo**, TPA 74

**Best Adventure Performer**
1. **RICHARD CARLSON, I Led Three Lives**, Zio-TV 105
2. **Broderick Crawford, Highway Patrol, Zio-TV**, 84
3. **Errol Flynn, Without a Valet**, 89
4. **Mark Stevens, Headline, MCA-TV**, 37
5. **Gary Sellsou, Man Called X, Zio-TV**, 24

**Best Half-Hour Mystery Series**
1. **RACKET 744, NBC Film** 495
2. **San Francisco Beat, CBS Film** 370
3. **Mr. District Attorney, Zio-TV** 355
4. **City Detective, MCA-TV** 176
5. **Racket Squad, Film X** 163
6. **Mau Behind the Badge, MCA-TV** 124
7. **Mr. and Mrs. North, Scherbrock** 97
8. **Sherlock Holmes, NTA** 91
9. **Col. March of Scotland Yard, Official** 84
10. **The Green Hornet, MCA-TV** 75

**Best Mystery Performer**
1. **JACK WEBB, Racket 744, NBC Film** 167
2. **Reed Hadley, Racket Squad, ABC, Public** 33
3. **David Brian, Mr. District Attorney, Zio-TV** 33
4. **Ronald Howard, Sherlock Holmes, NTA** 23

**Best Sports Series**
1. **CHAMPIONSHIP BOWLING, Schramer, 281**
2. **Greatest Fights of the Century, Sterling** 146
3. **Big Ten TV Series, Screen** 135
4. **All American, Caval of the Week, Sports** 112
5. **Madison Square Garden, Wink** 105
6. **Football This Week, des Post** 82
7. **Squaw Valley**, 63
8. **Bowling Time, Sterling** 78
9. **Boxing**, 69
10. **Texas Routh, Texas Ralshin**, 64

**Best Western Series**
1. **WILD BILL HICKOK, Flamingo** 322
2. **Annie Oakley, CBS Film** 270
3. **Death Valley Days, Pacific Coast Broadcast** 241
4. **Stories of the Century, Hollywood** 235
5. **Zio-TV** 209
6. **Tales of the Texas Rangers, TPA** 198
7. **Hopalong Cassidy, NBC Film** 169
8. **Range Riders, CBS Film** 136
9. **Kit Carson, MCA-TV** 64
10. **Buffalo Bill Jr., CBS Film** 90

**Best Western Performer**
1. **GAIL DAVIS, Annie Oakley, CBS Film** 125
2. **Guy Madison, Wild Bill Hickok, Flamingo** 107
3. **Guys Read, Hopalong Cassidy, NBC Film** 71
4. **Jim Davis, Stories of the Century, Hollywood** 70
5. **Douglas Kennedy, Steve Donovan, NBC Film** 68

**Best Music Series**
1. **ROSEMANN CLOONEY, MCA-TV** 373
2. **Patti Page, Steven, CBS** 284
3. **Librares, Guild** 299
4. **Guy Lombardo, MCA** 182
5. **Frankie Laine, Guild** 158
6. **Elroy Arnold Time, Schenlux** 131
7. **Tom Tully, TPA** 122
8. **Renee Brothers, Royal Crown Cola** 76
9. **Starrs of the Grand Old Opry, MCA** 54
10. **Starrs of the Grand Old Opry, MCA** 47

**Best Musical Show Performer**
1. **PATTI PAGE, Patti Page Show, Screen Gems** 93
2. **Rosemary Clooney, Rosemary Clooney** 98
3. **Librares, Guild** 98
4. **Frankie Laine, Frankie Laine Show, Guild** 90
5. **Elroy Arnold Time, Schenlux** 90
6. **Renee Brothers, Royal Crown Cola** 90
7. **Stars of the Grand Old Opry, MCA** 90

**Best Syndicated News Series**
1. **CBS NEWSWIRE, CBS Film** 654
2. **NBC News of the Week, NBC Film** 429
3. **U. P. Mourners News, United Press** 316
4. **Teledias, Daily, INS** 175
5. **Washington Post, Local** 88
6. **Washington Post, Local** 88
7. **Adventures in the News, Screen** 20
8. **Watch the World, NBC** 12

*Continued from Page 8*
Best Network Show
Phil Silvers Show

Some shows achieve greatness gradually. Others, like CBS-TV's Phil Silvers Show, come on strong and capture the public's fancy from the moment they hit the air. What makes this show's success even more than ordinarily spectacular is the fact that the same in the face of murderous competition. NBC's Milono Berle, who for eight years has been the host of the old Tuesday night schedule. Not only did he take away some of Phil Silvers' audience when he returned to the NBC lineup, but he even stole the show during the most recent ratings season.

But the Phil Silvers Show has triumphed. In fact, the show has shown such steady growth that it has been able to hold its own against the formidable competition from NBC's Martha Raye show. The show's star, Phil Silvers, however, has not been quite so lucky. He has been busy in creating a masterpiece of television with the aid of some very able writers, including Sergeant Bilko. Silvers' performance has contributed more than his share to the show's growing popularity.

Another interesting sidelight of the show is that it has helped to bring about a unique match of stars, the co-stars. This is no new thing in television, as many large number of shows have starred many Hollywood producers.

The series is co-sponsored by Anama and J. Reynolds.

Best Network Actress
Loretta Young

"Letters to Loretta" made its debut on NBC-9 in September, and immediately became a hit with radio audiences. The first dramatic anthology series to make a hit with radio listeners, "Letters to Loretta" has been broadcast weekly for a year, and continues to be one of the most popular serials on the air. Miss Young made her motion picture debut in 1919. Her first featured role was in "Laugh, Clown, Laugh," in which she costarred with her co-star, as a Wampum Baby Star. The few stars who bridge the gap between silent films and television scenery, she has appeared in both, and is well known for her ability to keep a TV series running for two years.

Miss Young is very happy about her new role, and hopes to make "Letters to Loretta" a success as her on-screen career

"Victory at Sea" is another noteworthy repeater. In the current poll it duplicates its former ranking as the second most watched dramatic program, public service, most outstanding program of the year, and one of the top ten programs of the year.

Another program that is repeating its success is "Omnibus." It has been on the air for two years, and continues to be one of the top programs in the country.

"Omnius" has been on the air for two years. It has been on the top of the ratings for two years, and continues to be one of the top programs in the country.

"Highway Patrol" was a rating leader during the last year and a half. It was on the air for the last year and a half, and has been one of the top programs in the country for two years.

"Highway Patrol" is on the air now, and is a hit. The show has been on the air for the last year and a half, and has been one of the top programs in the country.

"Highway Patrol" is now on the air in 21 markets. Its sponsor is Ballantine Beer, which has an ad campaign. The show has been on the air for the last year and a half, and has been one of the top programs in the country.

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NEW YORK — Despite the widespread and long-held belief among station and film groups that a film network would be beneficial to the industry, the new NTA effort for the three-week period has met with many obstacles to overcome in its road to success.

N.A.T.A. is apparently aware of these difficulties and is realizing following an initial plan which keeps it at the minimum. Its decision to start with four prime time hours is a wise move which normally airs in station time, makes the serious problem of clearance a lot easier than it would be if it attempted to clear prime time now.

2-Way Function

NTA's effort is based on the belief that a film network can serve an important two-fold function—provide—or the independent and smaller stations with a new source of network programming and national advertising and the television programming—free networks with another method of gaining nation-wide TV coverage. NTA believes that there are now enough stations on the air and a film network is a new and economically feasible.

In the final analysis, however, the success it will have in competing for national business against the established nets and national spot medium will depend on two factors: The caliber of the programming it provides and/or the effort of such programming to an audience.

If NTA can offer a better caliber of programming and advertisers get correspondingly well, then NTA has an excellent chance of success both in clearing good time and getting advertisers. Similarly, NTA may not get an adequate number of programmers on its network. NTA will then have to make the difference between success and failure.

150 UA Features Likely for Market

NEW YORK—The newest film network is expected to be a likely to be 150 Universal-UA features. The theoretical distribution and production figures have been reported offering a package of 1500 prestaged shows and it has been produced since 1945 to TV distributors.

Available for the package is said to be hot, with National Telefilm Associates pushing to acquire the package while one other package is reported to be in Malaysia...starring Claudio, Douglas..."He Ran All The Way," Shelly Winters; "Sabre Jet," and "The Pickwick Papers." Lou Claire is said to be fast in the attempt to buy the package from the Sidewinder subsidiary. The UA package would add a substantial quantity of picture titles to the market that is now offering more than 150 films.

MGM only last week passed a group of 700 features and 590 shows into TV. No deals have been made for the M-G-M product yet.

Rooney Returns To Screen Craft

Hollywood—Screen Craft Pictures, Inc., has acquired the rights to the NBC-TV "Hey, Mul-" "show series, and will syndicate the property under the title of "The Mickey Rooney Show."

Television is being made on the series, which consists of films...narrated by the famous of Tom Corridone & Associates are distributing the program, also have already been made in Los Angeles, Ferguson, Calif.; Saca- Dos, and Atlantic City; Boise, Idaho; Phoenix, Ariz., and Tucson, Ariz.

TOP SHOW PLUGGERS

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

WKBK-TV, Chicago: "This Is the Day"

How a hard-fleeting, intensive promotion campaign can pay off is shown by WKBK's efforts in its Norma Ross show, "This Is the Day." At the end of its three-week campaign, which ended April 8, 1955, the 11 p.m. show improved its American Research Bureau rating from 5.0 to 8.4, and doubled the number of sponsors from zero to two (followed by a complete line-up of New York talent). Norma Ross from a relatively minor television personality who spent 50 minutes per week on the air to one of Chicago's best-known stars and the no. 1 TV eight hour show.

How did it accomplish this feat? The station, over the course of three weeks, in addition to its normal newspaper advertising and ads, $4,000 worth of advertising in TV Guide National advertising campaign broke in two parts. Initially, the ads called attention to the fact that the type of subject matter the show was planned to cover on a specific shift by such copy as "Which afternoon's program is most likely to be the title of the show at the hour of its broadcast time in Canada? Norma Ross will answer this question tonight at 11 p.m."

After pointing out the content of the show thru such ads as these, WKBK changed its task and switched its ad campaign to answer the question, posed in the headlines of each ad: "What Are You At the Show? The Day." Ratings from letters received from viewers were used in the ads to answer the question.

The station also estimates that it used approximately $20,000 worth of its own air time to promote the show.

(Next week: WEGU, Erie, Pa.)

FIRST HURDLE FIRST

NTA Film Network Begins With Weekly Feature Films

NEW YORK—Plans for the NTA Film Network, which is still in its planning stage, will be announced. The network is scheduled to be a 50-week weekly feature film show, to be sponsored by three national advertisers. Expansion of network programming into half-hour series and/or additional feature shows will depend upon how satisfactorily it sets out its initial offering to national advertisers.

E. B. Landau, president of the new NTA, says NTA already has a package of features available for network programming and sale and that an effort to line up advertisers will begin as soon as NTA completes the process of lining up affiliates.

In addition to naming the package, it has been called with the plan of taking over some of the TV RKO pictures. Landau is also reportedly seeking rights to the new United Artists package (see other story), and if he succeeds, he may claim some of the UA pictures for his network.

In Line

According to Landau, more than 50 stations have already lined up as affiliates. He pledged the network to clear the initial 90 stations in the first week of its operation. Landau indicated that in some cases network option time would be on a per-week basis. In others it would be late evening time normally used by stations for feature film programming.

Landau has disclosed the names of the stations which have become affiliates. But as a study of some of the markets mentioned by Landau in his testimony before the Senate Commerce Committee and his personal visits to the markets, indications are that the following stations are among those which have been announced as affiliates: WSAV, Savannah, Ga.; WTTI, Milwaukee...WABD, Philadelphia...WABC, New York...WABC, Anchorage, Alaska; XETV, San Diego...XTRV, Richmond, California; KTTR, Denver, Colorado; KX, Nashville, Tennessee. As of the time he stated he expects to have a total of 75 to 85 affiliates signed on for a coverage of 60 to 75 per cent by the time the NTA network begins operations this fall.

In New York and Los Angeles, NTA's plans call for two affiliates in each market. In two of these cities, the same NTA network program would air on both stations simul-"notously, thereby giving advertisers a greater coverage a la the multiple exposure network. Indications are that WOR and the new New York stations NTA is seeking to sign on as affiliates.

The NTA Film Network, headed by Ray Nelson, vice-president and general manager, is following two patterns in its affiliation agreements with stations. One of these patterns calls for NTA to turn over part or all of its vast backlog of features and series, free of cost, to a station.

It is return for this backing, the station gives NTA 90 minutes worth of option time for NTA network programming. Additionally, it permits NTA network to return 150 days to the proceeds from the side of the option time for a specified period, after which NTA and the station begin splitting the proceeds.

Further, the pattern is, which is followed here by the WCBJ, ABC, and NBC, will be used with stations which do not get the NTA backing. This pattern calls for the station to give over 90 minutes worth optically to NTA to market and to sell. The proceeds from the sale is split between NTA and the station.

According to Land- day, the network-station revenue split will be even more advantageous to the stations than the 70-30 split nor- mally enjoyed by stations affiliated with NBC, CBS and ABC.

This he did not go into detail, but it is indicated that the NTA network is considering offering additional advertisers a guaranteed cost-per- thousand in an effort to offer national business with the-"-

Screen Gems to Film 20 Pilots; To Cost $1 Million

Hollywood—Screen Gems, subsidiary to a $1 million, will film 20 pilots between September and December in the most ambitious series development program ever undertaken by a TV company.

Cost of the program, which comes as a result of two weeks of meetings with Ralph Colton, John Mitchell, and Irving and Fred Brinkman, has been budgeted at $1 million.

Program development, under Mr. Brinkman, will continue in the same pattern that it has in the past, with deals being made with independent producers, stars and writers for the production of five series. These have already been offered to producers. They are Harriet Sahner's "Shore Leave," "South Bend," "Tulip Town," and "You Can't Take It With You," among others; Irvingbrichfield's "Caroline's Home," a musical; and "Yachovitch," adventure dramas, which will be filmed in East Anglia in conjunction with Goodwin-Stimson.

In addition, according to Colton, these projects are already being launched by 1957-58 scheduling. All of the 20 pilots will be ready for agency showing in January, Colton declares, because, in his opinion, one of the reasons for program failures has been the fact of late pilots, leaving not enough time to prepare the remainder of the series.

Screen Gems will have nine pro - gram on the nets this fall.
HOLLYWOOD — Independent Feature Film distributors, caught in the middle between a dried-up supply and a potentially flooded market, are turning to TV film series, both first and second run, to take up the slack.

Such companies as MCA Alexander; SCREENcraft Pictures, Inc.;要及时 TV, John Ettlinger Associates, George Bagnall & Associates and others. All either have picked up tellurian shows or expect to come up with them shortly. At the same time, under present conditions, features are difficult to acquire.

The situation has arisen during the past year as the result of a Screen Directors Guild move on residuals. Under the Allied Artists agreement on past 1948 pies, distributors had been paying SAC, but not SDC, for TV film features.

Last year SDC stepped into the picture and demanded $800 per half hour, i.e., $1,500 for a 90-minute feature, or 25 per cent of the studio's original sale, which ever is greater, for television airings. Distributors assert that, especially with SAC and WGA having favored nations (and shows white into their contracts, such payments are economically impossible for them. Some companies, such as Interscope, have held negotiations on new package deals, but never re-newed them when the agreement could not be reached.

In the meantime the big packages coming into the market from the majors have placed the entire field in a state of flux. Paradoxically, however, some distributors claim that their small packages are still selling well.

Their explanation is that many stations cannot afford the capital outlay necessary to buy 52-plus shows on a single, flat rate, for the standard program packs are not set up to slot "A" features into Clark 4:00. While they would have to do to get their money back (and would be especially true in one of the two-station markets where the nets dominate the primary periods), but there is a constant need for secondary programming, marginal and late night hours.

The result is that MCA Alexander

Ziv’s Shows Strike 184-Outlet Average

NEW YORK — Ziv’s series now average an average of 194 TV cities, according to a recent company report. The series are sold to more sponsors (252 per cent) than to stations (68 per cent). 21 per cent of the series market’s original run of 141 on Mr. District Attorney” to 211 on NBC.

Two factors help account for increased business. Direct buys by stations have risen 30 per cent, with “I Led Three Lives” and “Pa-" "In the Shadow of the Gun" are four of the top sales by direct purchase. Multi-market buys also give the impression of a lot of interest. The topper is “Cisco Kid,” Ziv’s oldest series, now showing in 68 markets.

A study of Ziv’s summer/sull schedules shows at least five multi-market campaigns averaging about 13.5 per station. The writing of the Olympia Broadcasting’s 23-market buy, one of Ziv’s more recent entries, which is followed by Ziv’s 14 markets for “Patrol” and National Bancroft’s 10-city spread on NBC.

Food products are playing an important part in the syndication dividend. The top at the moment is "Pee Wee". Many of these are expected to go off the air early next spring.

TFC-TV is planning to shoot a pilot based on the feature, "How to Marry a Millionaire." All is in as much with such shows as Irvin Brinkman’s "Captain Charlie’s Showboat," Carl Kruse’s "O. Henry Play- house," Ziv’s "Martin Kane," Marc Goodson’s "Tyrone Power," "Deanna Durbin’s "Story of the Crusader," and others, there are already better than two shows shown in various stages of preparation.

Pickman, Leeds to Briskin Exec Staff

HOLLYWOOD — Two executives were added to Bob Leff’s Briskin Productions. Irving Briskin continues to head the company, which is in the midst of new series.”

LEVITT APPOINTMENT

Cues Staff Revamping At NBC Television Film

NEW YORK — With the appointment of A. Labor, as manager of NBC TV Film, the operation has been completely revamped. He is the new top executive in keeping with its post-strategic charter, with M. Rivera replacing C. S. J. Grant, vice president in charge of NBC TV Film, who is being shifted to the network radio program area. Named with him is Ted Siegel, director of NBC Television Film.

WINTER MARKET

Filmers Busy With New Crop of Pilots

WINTER — With the nearly complete timing of the NBC TV film circuit, some, and some slight ones open, the network’s teakroom is being addressed. The programming schedule for the new year will be held Friday (29). Bidding is expected to close in a short time for the Olympic Games to be held in Melbourne, Australia.

3-Mil Offered World Series

HOLLYWOOD — NBC-TV this week will offer an array of World Series games at a rate of $3,000,000 per evening, in a new deal. Bidding opened Friday (29). The sum, which would probably go to the then, its long-time sponsor, is expected to bring in the NBC Film Circuit.

The top man in the new operation is Alan Livingston, president of American Broadcasting. Livingston, who also will handle Kagan merchandising, will report to him. In the blueprinting stage are two series for the fall, one of which may be made for syndication. Before these programs can be produced, NBC Television Film will probably have reorganized, under reporters.”

Livingston is currently scanning properties for production for the 1957-58 season. He may add four more potential series to its pilot film schedule around the end of this year. But there should be no dearth of product coming from the former Bates, it has leased the Colbe- form Studios and intends to keep it busy.

NBC TV Circuit this week also split its central sales division into three separate units. Hugh Eaton, former Central sales supervisor, takes over as North Central sales supervisor. Bob Bernbach becomes head of Chicago sales. Mr. Goodson also has been named South Central sales supervisor. The three will all report to Ed Montross, head of the sales department.

Levitt comes to NBC Television Film from Screen Gems where he was in charge of distribution. Prior to that he was the publisher of the American Weekly.

ABC-TV to Show ‘Paris Fashions’

NEW YORK—Peter Pan Productions has bought 3:30-4 p.m. on ABC for the "Paris Fashion Preview." The program will be filmed in France this fall, and it it is to be a la carte program, and it has been handed the Colbe- form Studios and intends to keep it busy.

The program will be partially live, partially film.
The Billboard Scoreboard

NETWORK REVIEW

Allen Flexes Muscles For Sullivan Punch

By LEON MORSE

Steve Allen presents the strongest threat to Ed Sullivan since Ed did the old one-two combination in 1952 when it was at its best. If the initial program is anything like the last show, Allen will throw a powerful combination of guest stars, plus his own无可挑剔的 charm, which four years of programming ideas and a skilled production crew create against Sullivan. And the combination will have to be strong enough to defeat Sullivan, who will be able to rest on his laurels.

Allen did make a few mistakes. The selection of Steve Allen as a dance partner for David was perhaps an attempt to pull too much, too soon. The dance-dominic producer made many entertaining moments with his varied shuffling of the "Fuzzy" but his last number should have been eliminated.

Allen's freshest and flashiest performance of the season was the "Jim and Jill in the Grass" around the refusal of Joe, a cab driver, to accept a $500 reward for a lost dog, "Miss Lydia." Joe is a cab driver for not accepting the $500 reward for a lost dog, which would enable him to have a better one. He is not a cab driver, but his wife, Elizabeth, is. This is the latest edition of "Job, Mabel," an original one which, bowed on NBC-TV last week as a summer, attracted the following to the TV show or the entertainment impact that the program has had.

The new version is different and uninspired. Last week's panel of plaster figures - a couple of Holm and Walter Stenka - were indifferent, and Boston, the nervous star, didn't really care. The "problems" the talent tossed at the panel, though those of the show's highbrow, had nothing of the incongruities and human issues in show that used to give the panels of years a solid take-off point from which the show could find a strong yarn. For instance, the question that was asked of theviders was: "Is the show as good as it was last year?" The question was: "Is the show as good as it was last year?"

In sum, Allen took unforced, but forceful, it's Flight should be even more successful.

Producer's Showcase (Net)


It's becomen'some automatic that what registers on the stage doesn't register on screen. This trend to become all the truer the older a play gets. "Happy Birthday," the Ania Loos vehicle, slouched along on "Producer's Showcase" last week, finally winding up with the triumph in front of the box office. They were in some way, the original play's been so not clearly defined. This being somewhat rite the tone for the balance of the program and the Consequence.

The action: all taking place in a room, was quite different from the first screening of the program, which was the ceeve's week.

The story: all the program's trying to rope a bank clerk who's engaged to a beauty and employed. Betty Field as the librarian came in to outstanding conversation, the remainder of the cast did their best under the circumstance.

The production came up with a plus of it's being more successful. After the first half hour, the play dragged interminably. A few more like it would probably have been out of place.

Bob Schplan.

Stars of Jazz (Local)

Cast: Kid Ory and his Crewe 7.

Jerry Pipe, directed by Norman March. Produced by Peter Benchley. (FRA-26, June 5.)

Unlike Steve Allen and the others who have been doing this type of show, our patience is not wearing thin. It's a good sign that the show is doing well and it's a good sign that the show is doing well.

The question that must be, the one that does not appear. In the opera they were tops. Stannett with his progressive and not so far from the first quarter hour. Kid Ory, seemingly forever young," is a show that doesn't need much.

The program, when the "Close of March," may keep the an-
### The Billboard Scoreboard

#### ARB Audience Composition Studies
- **Web Quiz and Panel Shows**
  - **MAY RATINGS**
  - **WOMEN**
    - Rank Show, Sponsor & Web Per Set
      - 1. Mr. Patrick (Zenith) 113, 112
      - 2. Mr. Patrick (Zenith) 113, 112
      - 3. Mr. Patrick (Zenith) 113, 112
      - 4. Mr. Patrick (Zenith) 113, 112
      - 5. Mr. Patrick (Zenith) 113, 112
      - 6. Mr. Patrick (Zenith) 113, 112
      - 7. Mr. Patrick (Zenith) 113, 112
      - 8. Mr. Patrick (Zenith) 113, 112
      - 9. Mr. Patrick (Zenith) 113, 112
      - 10. Mr. Patrick (Zenith) 113, 112

- **AMONG MEN**
  - Rank Show, Sponsor & Web Per Set
    - 1. Mr. Patrick (Zenith) 113, 112
    - 2. Mr. Patrick (Zenith) 113, 112
    - 3. Mr. Patrick (Zenith) 113, 112
    - 4. Mr. Patrick (Zenith) 113, 112
    - 5. Mr. Patrick (Zenith) 113, 112
    - 6. Mr. Patrick (Zenith) 113, 112
    - 7. Mr. Patrick (Zenith) 113, 112
    - 8. Mr. Patrick (Zenith) 113, 112
    - 9. Mr. Patrick (Zenith) 113, 112
    - 10. Mr. Patrick (Zenith) 113, 112

#### Network TV Programs
- **Web Winners**
  - **$64,600 CHALLENGE-CBS-TV**
    - In the latest American Research Bureau Audience Composition Studies, "Challenge" is a competitive, progressive newcomer, ranked fourth among quiz and panel shows with a 39 rating. The show's success is partly due to the fact that it "sits" high on the Billboard, ranking first in the 2.9 geo set per set. And because "Challenge" is a favorite among viewers, it seems likely that the show's success is largely a result of the high viewership per set. Incidentally, "Challenge" is ranked eighth in men's and women's current survey.

- **Films to Watch**
  - **BADGE 714-NBC-TV FILMS**
    - No matter how you look at it, "Badge" has been performing in spectacular fashion in practically any time slot you can think of. Among the American Research Bureau ratings for February, March, and April, this show has topped the charts in a 37-city survey. In Atlantic, M. of A., and the Nation, "Badge" has chalked up a 3.44 ARB against "6-6." In Bakersfield, Calif., "Badge" is number one. In "Badge" tests Lawrence Welk in a 2.11, and "I Married Joan" is the favorite in Boise, Idaho, "in 4.45 in Boise, and it goes like a firecracker.

#### Syndicated Film Programs
- **Pulse Top for Kids**
  - **APRIL RATINGS**
    - Rank Show & Distrib. Kids Per 100 Homes
      - 1. Highway Patrol (Ziv) 3.7
      - 2. Highway Patrol (Ziv) 3.7
      - 3. Highway Patrol (Ziv) 3.7
      - 4. Highway Patrol (Ziv) 3.7
      - 5. Highway Patrol (Ziv) 3.7
      - 6. Highway Patrol (Ziv) 3.7
      - 7. Highway Patrol (Ziv) 3.7
      - 8. Highway Patrol (Ziv) 3.7
      - 9. Highway Patrol (Ziv) 3.7
      - 10. Highway Patrol (Ziv) 3.7

- **AMONG MANNERS**
  - Rank Show & Distrib. Per Set 100 Homes
    - 1. Racket Squad (ABC) 100 Homes
    - 2. Racket Squad (ABC) 100 Homes
    - 3. Racket Squad (ABC) 100 Homes
    - 4. Racket Squad (ABC) 100 Homes
    - 5. Racket Squad (ABC) 100 Homes
    - 6. Racket Squad (ABC) 100 Homes
    - 7. Racket Squad (ABC) 100 Homes
    - 8. Racket Squad (ABC) 100 Homes
    - 9. Racket Squad (ABC) 100 Homes
    - 10. Racket Squad (ABC) 100 Homes

- **AMONG YOUNG AUDIENCE**
  - Rank Show & Distrib. Per Set 100 Homes
    - 1. Highway Patrol (Ziv) 3.7
    - 2. Highway Patrol (Ziv) 3.7
    - 3. Highway Patrol (Ziv) 3.7
    - 4. Highway Patrol (Ziv) 3.7
    - 5. Highway Patrol (Ziv) 3.7
    - 6. Highway Patrol (Ziv) 3.7
    - 7. Highway Patrol (Ziv) 3.7
    - 8. Highway Patrol (Ziv) 3.7
    - 9. Highway Patrol (Ziv) 3.7
    - 10. Highway Patrol (Ziv) 3.7

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"WESTERN RATINGS"

...THEY WENT THAT A WAY

MEANWHILE, BACK AT THE RANCH (ON MADISON AVENUE)...

Smart TV buyers are fast coming to the conclusion that the surest and safest buy in TV is a good, solid Western.

Since the days of William S. Hart at the nickelodeon right up to "THE LONE RANGER", westerns have always been the only guaranteed, sure fire hit at the box office.

Speaking of "THE LONE RANGER", since the beginning of TV the man in the mask has been a perennial favorite of TV audiences young and old.

(Chuck CHERTOK produced all 178 of THE LONE RANGER films that have appeared so far on the air.)

A few years ago a new modern Western was produced for TV called SKY KING. These new type Western films in many markets are now in their 6th and 7th run and continue to be enormously effective and popular. (Jack CHERTOK produced the SKY KING series.)

STEVE DONOVAN, WESTERN MARSHAL, is a Western now in syndication via NBC Film Syndication Division. In Atlanta the ARB rating in the first month was 1.3, in the fourth month 20.5... In Boston from 9.3 in the first month to 20.0 in the fourth. In St. Louis from 8.0 in the first month to 20.7 in the second month... and the story is the same across the country. Another proof of a good Western's effectiveness everywhere. (Jack CHERTOK produced the STEVE DONOVAN series.)

Now a new, high quality Western called FRONTIER JUDGE, starring Leon Ames, is to be produced by Jack CHERTOK and the pilot for this new, exciting Western is available for immediate screening. The series is being offered by ABC.

Incidently, did you notice that the recurring name in each of the Westerns listed above was Chertok? In producing Westerns for TV there is no company with the experience and know-how of the Chertok Organization... So if it's a Western you're considering make sure it has the Chertok label... and if you haven't seen FRONTIER JUDGE, see it today.
MEMPHIS, TENN.
3 TV STATIONS: 133,300 TV HOMES
Confidential Survey Figures (see page 15 for list of figures) include all viewing areas

TOP NETWORK SHOWS
1. June 10-6:00
2. June 11-5:00
3. June 12-4:00
4. June 13-3:00
5. June 14-2:00
6. June 15-1:00
7. June 16-0:00

TOP SYNDICATED FILMS
1. Man Called X (Zinto), WMCT
2. The Man From U.N.C.L.E. (Zio), WMCT
3. I Spy (NBC), WMCT
4. The Way We Were (Columbia), WMCT
5. The Slim Jim Show (CBS), WMCT
6. The Big Valley (ABC), WMCT
7. 7th Heaven (CBS), WMCT
8. The Many Loves of Dobie Gillis (CBS), WMCT
9. The Beverly Hillbillies (CBS), WMCT
10. The Andy Griffith Show (CBS), WMCT

OKLAHOMA CITY
2 TV STATIONS: 121,800 TV HOMES
Confidential Survey Figures (see page 15 for list of figures) include all viewing areas

TOP NETWORK SHOWS
1. June 10-6:00
2. June 11-5:00
3. June 12-4:00
4. June 13-3:00
5. June 14-2:00
6. June 15-1:00
7. June 16-0:00

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5. The Slim Jim Show (CBS), WMCT
6. The Big Valley (ABC), WMCT
7. 7th Heaven (CBS), WMCT
8. The Many Loves of Dobie Gillis (CBS), WMCT
9. The Beverly Hillbillies (CBS), WMCT
10. The Andy Griffith Show (CBS), WMCT

PHILADELPHIA
4 TV STATIONS: 1,038,000 TV HOMES
Confidential Survey Figures (see page 15 for list of figures) include all viewing areas

TOP NETWORK SHOWS
1. June 10-6:00
2. June 11-5:00
3. June 12-4:00
4. June 13-3:00
5. June 14-2:00
6. June 15-1:00
7. June 16-0:00

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To the Rescue
*Continued from page 14*
**Bally's August Jazz Sked**

**CHICAGO—Bally Records will list five different album programs under a set of five Edison wax cylinders this August release. September-October releases bring the three-month total to 16, with pop packages by Betty Johnson, Reg Owen, and the Tilt Shifters. Paige and pianist Caesir Clavannah will release three albums. Twenty-two records are now on the drawing boards.**

The August-five album "European Jazz No. 2" will feature English, Swedish, French, Swiss, and Belgian selections. The arranger who has arranged for Ted Heath, will conduct the "London Jazz Orchestra" which will include Don Render and Tommy Whitnall, tenor sax; Eddie Blake, trumpet; Bill Lawrence, trombone; Ronnie Verrell, drums; Don Luther tenor and Johnny Hawkins, bass. The Swedish and French groups will be conducted by Gosta Thelind and Claude Bojning, respectively, while the Swiss will be conducted by the Hansons and the Hans-Oscar Hansen. All of these will be the progressive vein, while the Belgian disc will be conducted by David Bee. All will be on a Biltmore kick.

**RCA Gets Pic Spect Track**

**NEW YORK—RCA Victor has attached a spectro scope to its open matte clip for the film, "Moby Dick," which is now being shown in New York theaters. The disc scribe is run on a 12-inch LP of the score released earlier this month. Score for the Warner Brothers epic is by Victor Bookner and Chicago composer, Philip Slaton. The film is directed by Victor Fleming, sons Charles, John and stars Gregory Peck.

**Bucky to Cut 2d Bach Organ Series**

**NEW YORK—Princeton's organist, Carl Weirich, and Westminster's Recitals Kurt List have left for Managua, Sweden, where they will record a tape of the second group of the concert from the University's concert church, where last summer, Weirich recorded 78 separate Bach pieces. The disc was also of the three to four-year project is to record all of Bach's organ works. So far, following the 1951 sessions, six packages have been released, of which two were included in Westminster's "Hi-Fi Laboratory." During the coming sessions, material for seven more packages will be taped.

**Cold War Chill on SPA-CLGA Truce Charges to Counter-Charges Frobable to Open Brench**

**NEW YORK—The uneasy truce between the Protective Association of Musicians and the Composers and Lyricists Guild of America, which has lasted nine months, appears to be over. Two significant events which may result in the resumption of hostilities between the organizations in their efforts to seek better terms for agents for composers working under contract to film and TV producers.**

First, a joint agreement to post KGB representatives on the National Labor Relations Board where the matter has not been reached in settlement will meet under way Monday (2).

Secondly, a letter sent to Crewe by his agent, Hall Underwood's office, Abel Berc, June 20 appeared to end any hopes for an early peace.

Referring to April talks and later packing up of letters between SPA and CLGA on the subject of an agreement to be reached in Westminster's groups, Berc declared: "We believe that an agreement had been reached with CLGA to create a single organization which would include all writers and composers. CLGA has been working on the agreement and with that we are satisfied." "(CLGA) insists upon retaining its autonomy with complete control over their own organization, except to the extent that SPA or other units might have a very limited veto regarding the appointment of any officers who have agreed to recognize an agreement for CLGA over the objection of others," (Continued on page 2.)

**Hillbilly Bands Prop the Prop**

**TEXARKANA, Tex.—Two hillbilly bands, putting together potential, are again in action here seeking to stir up the Mountain State to vote.**

One is the New Senate and Governor of Texas W., Lee O'Daniel, who this week has announced that he will run in the race for Governor of Texas, has his "Hillbilly Boys" with him as he campaigns across the State. O'Daniel, who will be the head of a hillbilly band, will have a sign on the front of the shop that remains to be governor, and then on to Senate. Senator.\n
Montilla Sets New Leucuona Light Operas

**NEW YORK—Three operettas by Ernesto Leucuona, never recorded, will be taped in Spain last month for release in August by Montilla Records. Freidrich Krupp, who heads the diskery, returned here yesterday after a series of sessions in Madrid. Luis Aguirre, Lucio Pellero and Diego Fausto will be among the stars.**

"The scores by the Cuban composer, which are arranged for four voices, will be of 'Maria La O,' 'Rosita China' and 'La Cafetal.' Each will occupy a 12-inch disk. Leucuona is listed exclusively by Edward Marks." Montilla also cut an album of a group of artists with a 70-piece orch conducted by Pierre Tourret. A letter, at one time, was an arranger for Andre Kostelanetz.\n
**Panant Expansion**

**Cuban Diskomy Ink EMI Swap Deal**

**BILL SIMON, New York—Panant Records, the Cuban-based diskery, which recently printed expansion drives for its composers in Cuba, Raanan S. Sabath, one-time Mustafirex exec, who heads the Latin American operations, recently opened a route to Cuba from England, where he was taped a significant reciprocal deal with Electric and Musical Industries, Ltd.

According to Sabath, his deal with EMI gives that outfit "universal" rights to Picante's Latin wax except Cuba and the United States, Panant, in turn, gets all of EMI's label's for Cuba. While this includes such labels as His Master's Voice, Parlophone, Columbia, Decca, and Mercury, says Sabath that he signed to work with out a separate deal with EMI's American, Emig Records, and Capitol. He did that to make sure that he might eventually make his Cuban wax available in every country and retain his own label in the States. Sabath, who played next to the past, the Cuban Ambassador to the United Nations and official Cuba of the United Nations, said that the EMI deal was precipitated by the mutual desire for more "window" for the cha cha. Several of the other companies who specialize in such music have such deals with British Decca (London), and RCA Victor, but he thought the deal was a significant one. He also got a letter from Panant to EMI.**

**Novel Dealer Plans for 'Holiday' LP Sales**

**NEW YORK—Hal's dealers to store windows, Alpine and other foreign countries for sales people and gagging conditions are all part of the lineup of local level promotion to give dealers to push the Decca Holiday series of packages.**

The new package, also set up a Hawaiian window, which fear for the New York Music Company, for the Holiday discs. Listeners will identify the set from which the music comes, plus a novel record will also plug the Music Mart. Many stores have made tie-ins with other local merchants, including the Decca mail order business, camera shops, luggage stores and (Continued on page 2.)
Pillsbury Sets Premium Disk Deal With Cap

HOLLYWOOD—Capitol Records, under the aegis of that firm's recently formed Disk Marketing division, has signed an exclusive arrangement with the Pillsbury Company, which will result in the marketing of a new line of Prestige Records.

The agreement calls for the distribution of a line of 10-inch black vinyl LPs, with each year's release featuring a new cover design. The line will be restricted to 5,000 copies per title, and will be sold exclusively through the retail outlets of the Pillsbury Company, which includes stores in all 50 states.

The first release, scheduled for this fall, will feature an album of jazz standards recorded by alto saxophonist Sonny Stitt. Subsequent releases will include a variety of artists, ranging from classical musicians to contemporary rock acts.

Philco Unveils 7/Portables For '57 Line

PHILADELPHIA—Philco Corporation 1957 line, unveiled at distributor meeting here Monday, includes a new group of seven-inch and eight-inch portable models, including a half-unit and the phone-telephone, two-speed electronically operated speaker, known as the "Checkerboard." The new speaker has a frequency response of 2,000 to 20,000 cycles, and is designed for playing 45-rpm records.

The Checkerboard is a four-speed turntable, which employs speakers that are separated by a laser-like beam, and produces a virtual, three-dimensional sound. Available in black or gray finishes, the units retail at $99.95.

Frix's Bar Seeks Union With Neighbor

SAN FRANCISCO—The fourthlargest billiards/casino group in the State of California, the Frix's Bar and Night Club, has agreed to join forces with the recently organized Musicians' Union, Local 669 in San Francisco.

Frix's Bar, located at 7th and Mission Streets, is a popular club that attracts a large crowd of both musicians and non-musicians. The Musicians' Union, which was formed in 1954, is dedicated to improving the working conditions and welfare of professional musicians.

The agreement calls for Frix's Bar to join the union and to follow its rules and regulations. In return, the union will provide the club with a union scale of wages, which will ensure that musicians are paid fairly for their work.

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**WQXR SPOTS**

**TAPE AIRING**

**NEW YORK—** New York Times Station WQXR launched a tape-jockey show, Sunday (1) from 7:00 to 9:00 a.m., and the station plans to use more and more tape on its other programming throughout the day and evening.

**NEW YORK—** "The World of the Jazz Age," "Frontiers of Sound," will be tape shows for the latest stereoaphonic (stereophonic) tapes, while other WQXR shows will be regular tape releases and works that are not recorded. WQXR (noted for its extensive classical music programming) will continue to experiment with broadcasting equipment in its music, to see how it works in a specially constructed room where new tape releases will be understood even before they are on the air.

**Heronage to Expand: C P Categories**

**NEW YORK—** New York Record, which has heretofore produced only the more sophisticated pop songs and the spoiling of the high price on a few popular songs, has decided to broaden the group's interest.

**Upcoming releases include all sales incentive programs.** (Of course, the publisher offers the record company that will produce the show, but it is not used on the show.)

**Adler, Slatkin Added to Cap**

**HOLLYWOOD—** Capitol Records has added two more names to its line-up last week, linking harmonica virtuoso and classical conductor Felix Slatkin.

**Adler joined the label as a result of the label's success in the Los Angeles Music and Musical Industries, with his last recording featuring a Western song cut in Paris recently.**

**Slatkin, concertmaster at 20th Century-Fox, will sign a seven-year contract as a conductor.**

Also a member of the Hollywood Songwriters' Guild, he has conducted a number of Capitol classics in previous years.

**Lillian Cumber Forms Agency**

**HOLLYWOOD—** Lillian Cumber has organized a new agency, the Herald Attractions Booking Agency, left the first firm to book a new artist known as the Lillian Cumber Agency.

**A veteran in the religious and rhythm and blues talent fields, she continues as the executive manager of the New York Talent Agency, an important booking agency in the city, and contracts with a number of artists.**

**Also included in the Christian Singers, Gospel Singers, and Rhythm and Blues talent fields, she continues as the executive manager of the New York Talent Agency, an important booking agency in the city, and contracts with a number of artists.**

**William, Anna Tucker, the middleman, and Ben Hopkins.**

**Art Business and Specialty Records, Inc., continues the ownership of Herald Attractions.
Sunny Gale

IF YOU REALLY WANT TO KNOW

TRY A LITTLE PRAYER

20/47-6583

Carol Richards

INTRIGUE
(from the Sheldon Reynolds film, "Foreign Intrigue")

NO ONE HOME

20/47-6569

the dealer’s choice

RCA VICTOR
Panart Records—EMI Deal

EMI with its nascent down, but Panart expects to take up the slack.

Tape on Route

According to Sahat, tapes already are en route to France, where the discs are being produced. It is claimed that Panart's English subsidiary, Ron music, will be in charge of the company's distribution. The two companies have been working closely together for some time, and it is expected that Panart will continue to use the EMI label in the United States and Canada.

The EMI material issued by Panart in Canada will be pressed in Salo, Finland, and distributed by EMI's subsidiary, EMI Canada. Panart is planning to introduce a line of records that will focus on the classical and early music repertoire.

In the States, Panart is planning to introduce a number of new labels and distributors. The company will introduce a new label called the American Classics, which will focus on the works of American composers. Panart will also introduce a new label called the Panart Classics, which will focus on the works of European composers.

Panart has also signed a deal with the Columbia Records Corporation, which will allow Panart to distribute its records in the United States. Panart will also distribute its records in Canada through EMI Canada.

'Heart' Rights

By Joe Raye of Cincinnati, Vince will share the copyright with Lederer. The song is expected to be released in September, and a new record is planned for the fall.

Epic Invades

here in the near future. The deal with Nippon Polydor was reported by Columbia's foreign division.

Meaning: Nippon Polydor was recently reorganized by its parent company, Columbia, and its affiliate, Columbia's German subsidiary, Deutsche Grammophon. The change in name was made to reflect the new emphasis on the international market. Nippon Polydor is a major label in Japan and has a strong presence in Asia and the Pacific region.

Anti-Petrillo Court Action

continued from page 19

bended as a test of the broad powers of Petrillo.

Read's suit asks the courts to rule that Petrillo and the NAB have violated federal labor laws by interfering with union activities and by having their stewards illegally involved in the affairs of the volunteer police officer's union. The NAB has filed a lawsuit to have the union's charter revoked, and the case is now pending.

Johns v. Groen is a similar case brought by Petrillo and the NAB against the union. The NAB is seeking to have the union's charter revoked, and the case is now pending.

Under Operation NET, dealers will be asked to maintain a minimum allocation of records, which will be determined by the Columbia Records Corporation. The new system will allow dealers to stock a wider variety of records, and it will also give them more flexibility in their ordering and pricing decisions.

American's New Girlfriend

There's No Stopping DOT
AMERICA'S HOTTEST LABEL
does it again
with another #1 overnight SMASH

"THE FOOL"

An Original Recording by...

Sanford Clark

DOT-15481
7" "LONESOME FOR A LETTER"

DOT AMERICA'S HOTTEST LABEL
Helen and Cole Porter's first pic score in some time, and you've got a package that is likely to move east fast. The tunes, "True Love" and "There's a Sensational," are both excellent, particularly the selection where Sinatra and Crosby duet while in their cups. Only disappointing feature is the cover,2 unattractive poster-

MUSIC FROM

"GUYS AND DOLLS"-

Columbia (12"")

Here is a truly adorablefavou-

rite of the 1950's who has a laugh-

ed's world production on 40 in-

star feature film of the same title-

including the now new songs for the

movie, "I'M In Love With A Cigarette" and "A Woman Is A Woman," that has been seen now on a radio show. This LP should be a hit and I'm sure that it will be a

Good luck again, Mr. Porter.

Our love affair-

from Music Magazine-

Decca DL 8257

Decca engaged a group of old Tony Martin hits in this LP, which also includes "I Was Sittin' On A Broom Tree," "When One Side Of McVey's current disc popularity in the jazz field. With arrangements and backing are defi-

nantly group of the McGurk quartet. The singer works marvelously on this LP, it is a very enjoyable selection. Sounds like the old "It's All True" and "Tender Old Man," "You Look Like Love," "Good For Nothing" from the old record. McVey's arrangements are bold and poetic.

SOMETHING FOR THE GIRLS-

David Cornell Orchestra-

Mercury M 25213

This ton is the Mercury album inspired by the Prince Rainier of Monaco. Prince Rainier is a modern day fad which the various foxes in which Grace Kelly was the leading lady. I am sure that this LP will be a hit.

Let's go-

from Popular Record Guide-

RCAVictor LPM 1248

Here is a distinguished package in the jazz field, it is well-rounded and produced, and singer, William Leavitt is a favorite of the jive set. The arrangements are earthy and heavy on rhythm, but overall appeal is the hit.

WHAT ABOUT BILLY?-

George Shearing-

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NOW READY... complete new line:
12 brand-new High Fidelity phonographs ... 22 new portables, many with self-storing removable wrought iron legs ... there's a quality-packed model that's priced right for every one of your customers! Wait 'till they hear the stunning hi-fi, see the modern styling, the beautiful woods, the fine furniture finish! From consoles to portables, this new Decca Phonograph line is the finest available!

BIG FALL MERCHANDISING PROGRAM ... this new quality line of phonographs will be backed by the most extensive promotion ever made by Decca. It will include color and motion point of sale material; broad scale cooperative advertising program; full color consumer brochure; and profit incentives for every dealer!

SPECIAL PREVIEW ... now, at your Decca Branch Office or Decca Distributor, you can see and hear for yourself why we're so excited about this new line. In fact, we know you'll share our enthusiasm! Decca's first in '57 ... beat the rush, be the first to contact your Decca Salesman.

**DIAMOND NEEDLES — DECCA PHONOGRAPH**

EXTRA PROFITS — See your Decca Salesman about the special Decca Diamond Needle Deal available with some Decca Phonographs.
"MY HEART IS SO FULL OF YOU"
Buddy DeBarge Orh.
V-1977  V-2017 x 45

"LOVE IS A WONDERFUL THING"
Buddy DeBarge Orh.
V-2015  V-2015 x 45

"YOU'RE THE TOP"
Buddy DeBarge Orh.
V-2014  V-2014 x 45

"I HAVE ATTAINED THE HIGHEST POWER"
Marian McPartland & The Steve Allen Quintet.

"YOU'RE THE TOP"
Buddy DeBarge Orh.
V-2014  V-2014 x 45

"I HAVE ATTAINED THE HIGHEST POWER"
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Buddy DeBarge Orh.
V-2014  V-2014 x 45

"I HAVE ATTAINED THE HIGHEST POWER"
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"I HAVE ATTAINED THE HIGHEST POWER"
Marian McPartland & The Steve Allen Quintet.
BEST SELLING POP SINGLES

1. Standing on the Corner—My Little Angel. The Four Lads.... 40674
2. Whatever Will Be, Will Be (Que Sera, Sera)—I've Gotta Sing Away These Blues. Doris Day........ 40704
3. You Don't Know Me—Enchanted. Jerry Vale ........ 40710

4. Ghost Town—I'll Be Around. Don Cherry ........... 40705
5. Every Sunday Morning—Once Again. Sammy Kaye ....... 40998

BEST SELLING POP ALBUMS

1. My Fair Lady. Rex Harrison, Julie Andrews. Original Cast... OL 5090
3. Ambassodor Selch. Louis Armstrong and His All Stars... CL 840

4. Trapez. Music from the Sound Track of the Necht and Lancaster Production... CL 870
5. My Fair Lady. Sammy Kaye CL 8385, B-8385, B-8352, B-8353

BEST SELLING MASTERWORKS

1. Rachmaninoff: Concerto No. 2. Ilsemin, Ormandy, Philadelphia Orchestra... ML 5103
2. Mendelssohn: Violin Concerto/Mozart: Violin Concerto No. 4. Distrik, Philadelphia Orchestra ML 5085

3. Vivaldi: Double Concerto. Ostreich, Stern, Ormandy, Philadelphia Orchestra... ML 5087
4. Delius: Paris Sea Drift. Bechem Royal Philharmonic Orchestra... ML 5079
5. Brahms: Double Concerto. Walter, Stern and Rose... ML 5076
6. Noel Coward at Las Vegas... ML 5063

BEST SELLING FOLK RECORDS

1. You Are the One—Doorstep to Heaven. Carl Smith ... 21522
2. Honey Tonk Man—I'm Ready If You're Willing. Johnny Horton 21504
3. The Breakaway Rock—Make Him Behave. The Collies Kids... 21514

4. Ohie's Hop—I Wanna Hold My Baby. Ohie Wheeler .... 421523
5. The Walls of the Angels—Just Can't Live That Fast Lefty Frizzell ... 21530

NEW POP RELEASES

From Original "Trapez" Sound Track LOLA'S LOVE THEME MIKE AND LOLA'S LOVE THEME Maet Matthews... 40725

1. Make Me a Child Again—The Thief. Frankie Laine... 40720
2. Silly Signs Song—Oh, Boy! Art Carney... 40714
3. Sierra Madre—Wouldn't It Be Lovely. Percy Faith... 40719
4. One Little Kiss—With a Little Bit of Luck. Je Stafford... 40718
5. Faith Unlocks the Door—Nocturne No. 2 in E-Flat Major, Opus 9. Liberace... 40686

NEW FOLK RELEASES

JUST WALKING IN THE RAIN BORN TO LOSE Dick Richards... 4-21532

1. Burrito Joe—False Heavens. Rose Maddox... 4-21533
2. I've Got Lavin' on My Mind—I'll Never Stand in Your Way Billy Walker ... 4-21531
3. Everybody's Rockin'—It's Heaven. Ferly Falbo... 4-21578

SPECIAL RECORDINGS OF UNUSUAL INTEREST

THE MOST HAPPY FELLA
Original Cast 031-210. OL 5118

F. LOEBER'S "THE MOST HAPPY FELLA"

20th Century Fox Film Corporation

www.americanradiohistory.com
1. Wayward Winds
By D. Lyme—Published by Warner (BMI)
BEST SELLING RECORD: C. Cross, 34135.
RECORDS AVAILABLE: T. Bird, 32499; J. Valentin, M-G-M 2507.

2. Moonlight and Theme From Picnic
By Hedron, Delaney & Mills (Dunlea)—Published by Columbia Pictures Music Corp. (ASCAP)
BEST SELLING RECORDS: M. Stoffel, Dec 24459; G. Canon, Coral 41618.

3. Ivory Tower
By Jack Pulman and Los Stables—Published by E. R. Morris (ASCAP)
BEST SELLING RECORD: C. Carr, Fraternity 754; D. Brass, Dec 15748.
RECORDS AVAILABLE: Fry Bros, Coral 4017; L. Gruen, Real 3150; G. William, Decca 6095.

4. I Almost Lost My Mind
By Homer—Published by Hill & Range (BMI)
BEST SELLING RECORD P. Boone, Dec 15742.
RECORD AVAILABLE: I. J. Homer, M-G-M 30718.

5. Standing on the Corner
By Frank Lesman—Published by Frank (ASCAP)
BEST SELLING RECORD: Four Lads, Cap 4667.
RECORD AVAILABLE: N. Rittle, Epic 91250; D. Martin, Cap 3414; Bays Brothers, Dec 24457.

11. Allegheny Moon
By Hoffman-Manning—Published by Parade (ASCAP)
BEST SELLING RECORD: P. Faye, Mercury 5074.

11. Walk Hand in Hand
By J. Covelli—Published by Republic (BMI)
BEST SELLING RECORD: T. Martin, Cap 20-6465.
RECORDS AVAILABLE: D. Vaughn, King 140; A. Williams, Columbia 1218.

13. Picnic
By George Deming & S. Allen—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORD: McGuire Sisters, Coral 41632.
RECORDS AVAILABLE: S. Allen, Coral 6208; R. Brown, Cap 20-6471; G. Deming, Dec 24451; R. Maittele, Mercury 5079.

14. More
By Tom Glazer & Alex Ashline—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORD: P. Conn, Cap 20-6654.

15. Happy Whistler
By Don Robinson—Published by Richmond Music (ASCAP)
BEST SELLING RECORD: D. Robinson, Cap 3781.

21. Glendora
By Ray Stanley—Published by American (BMI)
RECORD AVAILABLE: P. Conn, Cap 20-6465.

22. It Only Hurts for a Little While
By Mark Cyril & Fred Steckman—Published by Advanced Music (ASCAP)
RECORD AVAILABLE: Anne Brothers, Cap 20-6465.

23. I Could Have Danced All Night
By Frederick Lewis & Allen Joy Lerner—Published by Chappell (ASCAP)
RECORDS AVAILABLE: C. Appel, M-G-M 2212D; F. Carle, Cap 20-6468; B. Cline, Coral 4667; A. Lee & Thr. Wells, Coral 4144; D. Bros, Cap 20-6469; B. Bros, Dec 24453.

24. Church Bells May Ring
By Williams & Crafts—Published by Ray Marx—Hill & Range (BMI)
RECORDS AVAILABLE: Cadet, M-G-M 31; Diamond, Mercury 5075; Willows, M-G-M 31.

26. Blue Suede Shoes
By Carl Perkins—Published by Hi-Lin Music, Inc—Hill & Range Songs, Inc. (BMI)

27. Magic Touch
By Buck Ram—Published by Pansy (ASCAP)
RECORD AVAILABLE: Pansy, Mercury 5019.

27. Portuguese Washwoman
By Pepo-Lincoln—Published by Rondell (ASCAP)
RECORD AVAILABLE: I. (Fingers) Cap, Cap.

29. My Blue Heaven
By O. Whiting & W. Donahue—Published by Leo Feist (ASCAP)
RECORD AVAILABLE: F. Donum, Imperial 5306.

30. Long, Tall Sally
By E. Johnson—Published by Venus (BMI)
RECORD AVAILABLE: P. Boone, Dot 20-6473; Little Richard, Specialty 9012; M. Kabella, Col 46793.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disc jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
FRANK SINATRA
Two great songs from his two latest motion pictures

YOU'RE SENSATIONAL
From the MGM Picture "High Society"

JOHNNY CONCHO THEME
(\textit{Wait For Me})
From the United Artists Release "Johnny Concho"

with the Music of NELSON RIDDLE
No. 3469

Another "16 tons" worth of sales potential

TENNESSEE ERNIE FORD
CALL ME DARLIN'
ROCK, ROLL, BOOGIE
with Orchestra Conducted by JACK FASCINATO
No. 3474

PEE WEE HUNT
with a new sure-fire sound
BLUE
ROCKIN' HORSE ROCK
No. 3475

KATHY LLOYD
two sharp versions
THE WEST POINT DRESS PARADE
THE WIND UP
No. 3479

LES BAXTER
Concerto and Theme from
FOREIGN INTRIGUE
Melodia Loca
(The Drive-You-Crazy Song)
No. 3478

JUNE CHRISTY
INTRIGUE
(From the United Artists Production "Foreign Intrigue")
You Took Advantage Of Me
No. 3471

NAT "KING" COLE
THAT'S ALL THERE IS TO THAT
with THE FOUR KNIGHTS
My Dream Sonata
No. 3456

GENE VINCENT
and His Blue Caps
BE-BOP- A-LULA
Woman Love
No. 3450

STAN FREBERG
HEARTBREAK HOTEL
(\textit{Echo by Mammoth Cave})
Rock Island Line
and His Sniffle Group
No. 3480

DEAN MARTIN
I'M GONNA STEAL YOU AWAY
with the Nuggets
Street of Love
(\textit{Rue de Mon Amour})
No. 3468

NELSON RIDDLE
THEME FROM "THE PROUD ONES"
(From the 20th Century-Fox Picture "The Proud Ones")
The Love of Genevieve
No. 3472

POWERFUL NEW HITS for BIG SALES
Another 2 Sided Hit by...

THE FONTANE SISTERS

LONESOME LOVER BLUES

and

VOICES

DOT 15480

DOT RECORDS

THE BILLBOARD

JULY 7, 1956
THE SUMMER !!!

BILLY VAUGHN

WITH A GREAT NEW SINGLE

The LEFT BANK

the SWEET-HEART POLKA

DLP-3016

THE GOLDEN INSTRUMENTALS

BILLY VAUGHN

and his Orchestra

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

DOT 15479

RECORDS • • CALLAHAN, FRAVELLE • • PHONE 160
THE NATION'S BEST SELLING RECORDS
BOY!
I FEEL LIKE
A BIG CHEESE
...and why not-
you're a
big hit!!!

"ALLEGHENY
MOON"

BY

PATTI PAGE

COUPLED WITH

"THE STRANDEST ROMANCE"

MERCURY 70876

Mercury
RECords

P.S. PATTI,
YOU'RE SENSATIONAL ON THE SATURDAY NITE T.V. SHOW, N.B.C.
DOT HAS ITS OWN HIT PARADE

POP HITS

GALE STORM
TELL ME WHY
DON'T BE THAT WAY
15474

GALE STORM
IVORY TOWER
I AIN'T GONNA WORRY
15458

BILLY VAUGHN
AUTUMN CONCERTO
ANGEL, ANGEL
15466

PAT BOONE
I ALMOST LOST MY MIND
I'M IN LOVE WITH YOU
15472

THE FONTANE SISTERS
I'M IN LOVE AGAIN
YOU ALWAYS HURT THE ONE YOU LOVE
15462

THE HILTOPPERS
I'M WALKING THROUGH HEAVEN
EYES OF FIRE, LIPS OF WINE
15468

PAT BOONE
I'LL BE HOME
TUTTI FRUTTI
15443

NERVOUS NORVUS
TRANSFUSION
DIG
15470

EDDIE PEABODY
MEMORIES
STARDUST
15473

SNOOKEY LANSON
AFTER SCHOOL
I'M TIRED OF EVERYTHING BUT YOU
15475

G ALE STORM
WHY DO FOOLS FALL IN LOVE!
I WALK ALONE
15448

PLUS THE NEW C&W HITS

JIMMY NEWMAN
COME BACK TO ME
I WANTA TELL ALL THE WORLD
1263

JIMMY WORK
BLIND HEART
YOU'VE GOTTA HEART LIKE A MERRY-GO-ROUND
1264

MAC WISEMAN
DRIFTING BACK TO DREAMLAND
SMILING THROUGH
1295

A PAT BOONE EP
BEST SELLER

"PAT"
ON MIKE
DEP 1053
Treasure of Love
Bingo
Hoboken Baby
Am I Seeing Angels

Dot RECORDS
SULLY'S TRANSL
PROM 105

www.americanradiohistory.com
Pittsburgh...
then Detroit...
then Cleveland...
NOW EVERYWHERE!
The Big New Summer Instrumental Hit!

"SOFT SUMMER BREEZE"

BY
Eddie Heywood
ON MERCURY

MERCURY RECORDS

**COMING UP STRONG**

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

1. My Prayer .......................... The Platters (ASCAP) Mercury 70893

2. Rip It Up ............................ Little Richard (BMI) Specialty 579


4. That's All There Is to That .. Nat (King) Cole (Capitol) 3456

5. Canadian Sunset ........ Hugo Winterhalter (BMI) RCA Victor 6537


7. Theme From "The Proud Ones" ... Nelson Riddle (BMI) Capitol 3472

8. I Only Know I Love You ....... Four Aces (ASCAP) Decca 29999


10. Ghost Town ....................... Don Cherry (ASCAP) Columbia 40705

**THIS WEEK'S BEST BUYS**

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

THEME FROM "THE PROUD ONES" (Weiss & Barry, BMI) - Nelson Riddle - Capitol 3472 - Competition has been stiff on this movie tune in the past two weeks. However, Riddle's reading has a substantial lead on his rivals at this point and is moving ahead at a strong enough pace now to put the charts within sight. Boston, Providence, Baltimore, Philadelphia, Milwaukee, St. Louis and Pittsburgh were among the cities reporting excellent sales. Flip is "The Love of Genevieve" (Borden, ASCAP). A previous Billboard "Spotlight" pick.

CANADIAN SUNSET (Meridian, BMI) - Hugo Winterhalter - RCA Victor 6537 - An instrumental that has been gaining momentum in recent days. Of interest was the near unanimity of all areas in indicating local acceptance. A "sleeper" like this could quickly snowball, and dealers now are preparing for that possibility. Flip is "This Is Real" (Remick, ASCAP).

I ONLY KNOW I LOVE YOU (Leeds, ASCAP) - Four Aces - Decca 29998 - This record has racked up enviable sales in a short period of time. In less than two weeks from delivery, St. Louis, Chicago, Milwaukee, Pittsburgh, Philadelphia, New York, Providence and Boston saw the disk off to an unusually good start. Some territories reported good action on the flip also - "Dreamer." A previous Billboard "Spotlight" pick.

STRANDED IN THE JUNGLE (Peer, BMI) - The Cadets - Modern 994 (See this week's rhythm and blues Best Buys).
3rd HIT IN A ROW
1st—"YOU BABY YOU"
2nd—"LITTLE GIRL OF MINE"
and NOW...
Their Latest and Greatest...

the Cleftones

"CANT WE BE SWEETHEARTS"

b/w "NEKI- HOKEY" GEE-1016

GEE RECORDS
220 West 42nd St. New York, N. Y.
WI-7-0052
help yourself to bigger sales of records and equipment with The BILLBOARD'S GIANT NAMM Convention Issue JULY 28

...with the low-down on what's going on in the whole music field today.

plus good sound new ideas you can use to hype your whole sales operation tomorrow!

It's another important BILLBOARD...one you'll keep for ready reference for the months ahead!

Partial prevue of what's to come:

Record Clubs - what they mean to dealers' sales and profits.

Tape and Tape Equipment - a big new selling field.

Record-Players: hi-fi and what it offers to help build sales.

Aside to talent and manufacturers

Here's your chance to get your message to the top music merchants in the country—the dealers who PUSH your records and equipment. In the issue that is specifically devoted to them. And you get 1,500 extra distribution rights on the convention floor!

Talent - your personal ad in this BILLBOARD can do the selling (and publicity) job of a personal appearance. Ask the rest of the top artists who'll be there!

Manufacturers — will this boost-to-the-industry audience TWICE with the special merchandising program your ad will use. Ask your BILLBOARD rep. for details.

Time's Spinning...DEADLINE IS JULY 19!

THE BILLBOARD PUBLISHING COMPANY

WRITE: NEW YORK 36, N.Y. 154 Madison Ave.

CHICAGO 1, ILL. 110 E. Washington St.

CINCINNATI 22, OHIO 215 Patterson Pl.

PHOENIX 13, ARIZ. 203 W. Washington

FORT WORTH 2, TEXAS 1119 Commerce

DALLAS 2, TEXAS 1111 Commerce

SHreveport 1, LA. 1119 Main St.

MEMPHIS 1, TENN. 270 Union Ave.

ATLANTA 3, GEORGIA 249 Peachtree

BOSTON 1, MASS. 32 School St.

CINCINNATI 15, OHIO 324 Madison Ave.

CLEVELAND 15, OHIO 220 Public Square

PHILADELPHIA 17, PA. 1628 Market St.

LONDON, ENGLAND 140 Gower St., W.C.1

BRISBANE, AUSTRALIA 153 Ann St.

SYDNEY, AUSTRALIA 171 George St.

CAJUN, LOUISIA 200 W. Washington St.

MEXICO CITY, MEXICO 2, Madero 1806

THE TOP 100

For survey week ending June 27

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>No.</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wayward Wind</td>
<td>G. Grant</td>
<td>Era</td>
<td>1</td>
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<tr>
<td>2.</td>
<td>I Almost Lost My Mind</td>
<td>Y. Boss</td>
<td>Columbia</td>
<td>2</td>
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<td>3.</td>
<td>Moonlight and Them in Picnic</td>
<td>M. Stoffle</td>
<td>Decca</td>
<td>3</td>
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<td>4.</td>
<td>Standing on the Corner</td>
<td>T. Newby</td>
<td>Decca</td>
<td>4</td>
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<td>5.</td>
<td>I Want You, I Need You</td>
<td>E. Presley</td>
<td>Victor</td>
<td>5</td>
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<td>6.</td>
<td>It's a Big Wonderful World</td>
<td>F. Sinatra</td>
<td>Victor</td>
<td>6</td>
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<td>7.</td>
<td>I'm in the Mood Again</td>
<td>D. Crocetti</td>
<td>Decca</td>
<td>7</td>
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<td>8.</td>
<td>Love, Love, Love</td>
<td>M. Banner</td>
<td>Decca</td>
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<td>9.</td>
<td>Only You Can Be My Girl</td>
<td>G. Goff</td>
<td>Decca</td>
<td>9</td>
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<td>10.</td>
<td>How Little We Know</td>
<td>J. Burke</td>
<td>Decca</td>
<td>10</td>
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<td>11.</td>
<td>When You Find It in Your Heart.</td>
<td>J. Bartok</td>
<td>Decca</td>
<td>11</td>
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<td>12.</td>
<td>Wayward Wind</td>
<td>B. Bing</td>
<td>Capitol</td>
<td>12</td>
</tr>
<tr>
<td>13.</td>
<td>I'm Just a Lucky Man</td>
<td>E. Williams</td>
<td>Capitol</td>
<td>13</td>
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<tr>
<td>14.</td>
<td>Tumbling Tumbler</td>
<td>B. Williams</td>
<td>Capitol</td>
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<td>15.</td>
<td>Poor Poor Pilar</td>
<td>S. Davis</td>
<td>Capitol</td>
<td>15</td>
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<td>16.</td>
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<td>20</td>
</tr>
</tbody>
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THE BILLBOARD'S Music Popularity Charts...

POP RECORDS

JULY 7, 1956

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide test 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 Strong and Best Buys.
Words by NED WASHINGTON

VOICE Broadly

Let me kneel by the side of my mother
As my evening prayer I recite,
Child Again, just for tonight!

Dear Lord, Make Me A CHILD AGAIN

Music by PAUL WESTON

MAKE ME A CHILD AGAIN

FRANKIE LAINE

recorded by

Columbia 4-40720

REMICK MUSIC CORP.
**Review Spotlight on...**

**RECORDS**

**FRENNY COMO.... RCA Victor 6590.... SOMEBODY UP THERE LIKES ME**

(Franc, ASCAP)

**DREAM ALONG WITH ME.... (Roscom, ASCAP)**

Here's another top-notch pairing for the singer: the title tune from the upcoming Rocky Graziano flick, with Como's TV theme on the flip. Both should click.

**McGUIRE SISTERS.... Coral 61670.... WEARY BLUES**

(McGuire, ASCAP)

* Here's a particularly strong entry on name value alone as the girls team with the Lawrence Welk orch. Expressive, harmonic reading of the favorite oldie figures to be an oldie success to the McGuire's current "Tico" hit. Flip is "In the Alp," a bubbly rhythm job. (Lowe, ASCAP)

**CATHY CARR.... Fraternity 7435.... HEART HIDEAWAY**

(Miss George, BMI)

Miss Carr's "Ivy Tower" has been riding the charts for over two months and this side has the look of a solid follow-up. The girl's sweet, wistful style is applied to an appealing ballad. Flip is "The Boy on Page Thirty-Five," a rhythm spin about a lad in the high school year book. (Witzmark, ASCAP)

**DISK Jockey Programming**

**ROBERTO AND HIS ORCHESTRA.... Coral 61673.... EARTHBOUND**

Shelly, ASCAP

Here are two hush instrumental sides which should prove potent audience pleasers on dreamy mood little jockey sets. "Earthbound" is based on a familiar classical melody. Roberto is better known here as publisher Bobby Mellin.

**BING CROSBY.... Decca 29961.... SWANEE**

(New World, ASCAP)

The Crooner is in top form on this swing variant of the infectious standard with a fine backing job by the Buddy Cole Trio. It's bound to occupy an important programming spot on the numerous all-Croshy disk shows. Flip spotlights another appealing older, "Honeysuckle Rose." (Joy, ASCAP)

**MARGARET WHITING.... Capitol 3473.... TRUE LOVE**

(Benson Hill, ASCAP)

The creamy-voiced country singer with her usual purity of tone on Cole Porter's new ballad is heard in the Crosby-Silnara film, "High Society." The Crosby-Grauee Kelly sound-track version will pull plats, but this one should rack up considerable spins on the basis of the girl's quality performance. Flip is a nostalgic ballad, "Hunting Love." (Tee Fee, ASCAP)

**TALENT**

**THE Hi FTS.... Liberty 55023.... LONESOME ROAD**

(Robbins, ASCAP)

The new male group makes an impressive debut with this smart coupling. "Lonesome Road" has an especially classy arrangement with off-mike singing simulating a far-off effect and group moving closer.

**NOVELTY**

**EDDIE LAWRENCE.... Coral 61671.... THE OLD PHILOSOPHER**

(Merrick, R & M)

The syrup comic has a hilarious new disk which will cater to audience attention for finned-jackets. Lawrence's waxing of "Old, Old Vienna" was well received and this should equally effective. Flip is "King Arthur's Min." (Merrick, BMI)

**Reviews of New Pop Records**

**RATING—COMMERCIAL POTENTIAL**

Each record review represents the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered important: recording, material, artist's name value, distribution power, execution potential. The same considerations are applied in search reviewed in the novelty and novelty-dance and novelty items.

**THE DREAMERS**

Give Us This Day.... 88

DECCA D-2615—A stereo effective reading by the group's head of an inspirational song that is triggering considerable attention currently via Jim Jones' driving. The tasty arrangement will also help to make this a merch commodity when the chips are down. (Valadez, ASCAP)

Why I Choose You.... 80

Wade Ruf, the Dream Weaver's lead, is again spotlighted here in a soulful ballad. He builds it skillfully to a dramatic climax. A fine side but not as strong commercially as the flip. (Alphonse, ASCAP)

**FRANKIE LAINE**

Make Me a Child Again.... 86

COLUMBIA 47290—This well-recorded side is an apt coupling of artist and material. Laie does this religious oldie with dramatic power. Watch it. (Witzmark, ASCAP)

The Third.... 70

Another well-engineered side. Material is unusual, and Laie's attempt to get his expenses by design. (Meridian, BMI)

**GLORIA MANN**

Cashmere Swelter.... 85

DECCA D-26091—Gloria Mann makes like a teen-age chick trying to wangle a cashmere sweater out of her Dad. Hoping to augment her boy friend's reception of her, she attempts the rock and roll style tune which is in the singer's forte, with top-notch performance𬬮 and this one should soar on the teen-agers. (Adams, ASCAP)

My Secret Sin.... 82

She wants a guy who belongs to somebody else. An old theme, but freshly and powerfully handled by Miss Mann in attractive rock and roll tempo. A sure bet for teen-age market pusher. (Shapero, ASCAP)

**JOHNNY HARPER**

Era 1017—This could be the rock and roll version of "Doggie in the Window." Non-commercial, but could catch hold. (Thunderbird, ASCAP)

Two Ton Tillie....83

Harper makes like a pop Nappy Brown with the bop-toting guitar. Okay novelty, the power in the flip. (Thunderbird, ASCAP)

(Co ranted on page 44)
Summer Spectacular
Together On 1 Fabulous Hit Record...

The McGuire Sisters
Lawrence Welk and his orch.

"IN THE ALPS" and "WEARY BLUES"

A ★★★★ Special For Dealers, Operators & Disk Jockeys
CORAL-61670 (9-61670)

Rush Your Orders NOW.
HAVE YOU HEARD THE OTHER SIDE-"IT KNOCKED ME OVER"

Pat Boone's Latest DOT release 15472 the Hit Record

"I'M IN LOVE WITH YOU"

JUST RELEASED

Going POP & COUNTRY

REDD STEWART

Singing

"GEE BUT I HATE TO SEE ME GO"

RCA Victor 20/47-1457

RIDGeway music, INC.

THE SLEEPER HIT OF THE YEAR!

by

THE GALLAHADS

Jubilee 5252

FOR SALE

RECORD PLANT

Now in operation in New York area

includes seven hydraulic presses for 45's, 10" or 12" LPS and
millign room complete.

BOX 62

The Billboard, 1544 Broadway
New York 36, N. Y.

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network

Chicago and Los Angeles stations, based on John G. Purvis's copyrighted Audience Coverage Index.

Radio

Alley, Mary--"Make It Yourself to Me"-ASCAP

Bellevue in Love (K)—Bobbie-EASCAP

Big Joe (J)—(F)—ASCAP

Born to Be With You (K)—MaYall—ASCAP

Chappell—ASCAP

Close to You (K)—ASCAP

Doris Day—(K)—ASCAP

Don't Hang Around (K)—Billie-BMI

Fame (C)—Karri-BMI

Für Elise (K)—ASCAP

Glen Alton—ASCAP

Harp in My Heart (K)—Bobbie-EASCAP

He's All I Got (K)—ASCAP

How Little We Know (K)—E. H. Morris—ASCAP

I (K)—ASCAP

I've Never Been in Love Before (K)—ASCAP

I've Never Had a Dream (K)—ASCAP

Just Because (K)—ASCAP

Laurie (K)—ASCAP

Love and Marriage (K)—ASCAP

Lust for Life (K)—ASCAP

My Foolish Heart (K)—ASCAP

Somebody My Love (K)—Popov—ASCAP

Take It from the Top (K)—ASCAP

You Belong to Me (K)—ASCAP

You're Just Like a Woman (K)—ASCAP

Television

A Best-Ever Publicized Gift (K)—Value

Abbe's Song (K)—(F)—ASCAP

Angel Babe (K)—ASCAP

Boots and Saddles (K)—-ASCAP

Canyons of Love (K)—ASCAP

Candyman (K)—ASCAP

For All We Know (K)—ASCAP

In His Image (K)—ASCAP

I'll Go Down to Miami (K)—ASCAP

I'm Gonna Love You Now (K)—ASCAP

When the Leaves Go In (K)—ASCAP

Who's Sorry Now (K)—ASCAP

Yours Truly, John (K)—ASCAP

You're the only One (K)—ASCAP

ASCAP

Best Selling Sheet Music in Britain

For Week Ending June 14

A tabular report from the Music Publishers Association, Ltd.,

London. Lists top 20 sales of sheet music at London's leading

music dealers. American publishers is parenthesized.

My Boyfriend-Love-ASCAP

No Other Love—Charley Johnson (London)

Hot Dixie—Peter Marsha (Ripon)

T-1900-London (London)

You Can't Be True to Two-Dub (Ray)

What Makes a Man Man (London)

I'll Be Home—Bill & Cot (New)

The Ten Foot Cat—(Chappell)

The Poor People of Paris—(Chappell)

Twentieth Century Fox—(Chappell)

Two Young in a Country-Richards (Richmond)

ARTISTS

Lost Week

Last Week

1. I'LL BE HOME—Pat Boone (London)

2. NO OTHER LOVE—Bobby Hines (BMV)

3. HEARTBREAK BREAK—Elva Priddy (Guy)

4. LOST JOHN—Louis decorator (Pun-Nit)

5. SAVANTS ROCK AND ROLL—Bill Bailey (Columbia)

6. HOT DIGGITY—Pete Comis (BMV)

7. MY SEPTEMBER—David Whitfield (London)

8. TOO YOUNG TO GO STEADY—(K) (Columbia)

9. A TEAR FELL—Bobby Hines (BMV)

10. EXPERIMENTS WITH MUSIC—Johnny Meadows Orchestra (Pathfinder)

11. BLUE SUEDE SHOES—Bill Haley (London)

12. THE SONG FROM "PICTURE"—J. K. Wall (London)

13. WHY DO POOLS FALL IN LOVE—Teen-Agers (Columbia)

14. WHATEVER WILL BE WILL BE—Darts Day (Philips)

Best Selling Pop Records in Britain

For Week Ending June 14

Framed here of courtesy of the "New Musical Express,"

Britain's foremost musical publication.

Deeler Plugs for 'Holiday'

Continued from page 19

even jewelers. Strype's Jewelry

shop in Asbury, Wash., a combi-

nation jewelry and clock outlet, has

found in the "Holiday in the Alp-

kins" package with its Swiss

watchs. Dealers have set up

complete Holiday shopping centers

to promote the deals, with mon-

ochrome advertising lists, to the

same other local stores. M. S. N.

Norton, 14th St., White Plains, on

the other hand, has worked a glit-

term on the Italian package via a
tie-in with local stores. On other fronts, Inter-

City, 13th Ave., has, for the Holiday kick via simultaneous

promotions on vacation and sports

clothes and the Holiday disk series.

At the Melody Shop, York, Pa.,

a window called the Holiday

Room, has been set up in co-opera-

tion with Bailey's travel agency.

Many other merchants are re-

portedly using the window as a

subject matter. Local jockey, Don

Douglar, is plugging the win-

dow. and the album sales on sta-

tion WNOV.

Standard Radio in Seattle is fea-

turing a special "Holiday in Hi Fi"

promotion on the theme. You Are There. The station's

radio show will tie in with a musi-

cal Holiday show.

On a cultural kick, the Univer-

sity Book Store in Seattle, which

handling with an exclusive adver-

tisement, is using a "relish and listen, Holiday" pro-

motion, while the Campus Music

Store in the same city is fea-

turing a student art display,

built around the Holiday theme.

Price-wise, the Record Bar in

Bellevue, Ill., has a complete win-

dow display in which it pushes the complete set of 15 Holiday albums for $45.
NOW... for 10 weeks starting with the July 14th issue

THE BILLBOARD'S BIG

SUMMER MERCHANDISING PROGRAM

to maintain a healthy summer record and equipment business

DEALERS: ORDER THESE TERRIFIC POINT-OF-SALE MERCHANDISING KITS
...to help you ring up new sales records this summer!

For only $5, BILLBOARD will mail you this big Sales Booster Kit every other week all through this summer program... starting July 14th! Here's what you get—five times during the summer push:

- Honor Roll of Hits Poster...
  lists the Top 10 Tunes of the week, plus the up-and-coming favorites

- Big Play Pop Album Poster...
  the week's top ten

- Big Play Classical Album Poster...
  the top ten titles (this will alternate every-other-kit with the Big Play Jazz Poster)

- 5 Copies of Today's Top Tunes...
  listing the tops in pop, classical, jazz, R&B, C&W

- Point-of-Sale Posters of New Products...
  for window and counter displays

Here's The Billboard's summer speed-up... to help you get more people listening to more music... playing more music... buying more records... buying more music equipment!

This is a major expansion of last year's Operation Push-Pop which was so tremendously helpful in creating sales excitement for the industry.

This big program will bring you new, useful editorial features in the summer issues of The Billboard plus a bigger merchandising point-of-sale kit... to generate more activity in the whole music/record field—pop singles and albums, classical albums, jazz albums, phonos, equipment and accessories!

WATCH FOR THESE NEW FEATURES IN THE BILLBOARD'S JULY 14TH ISSUE

Weekly Packaged Records Buying Guide
New Charts: Albums Most Played by Jockeys
Albums Coming-Up-Strong
Album Cover of the Week

This SUMMER MERCHANDISING PROGRAM will put music over BIG this summer... be sure you're on the bandwagon!

USE THIS HANDY COUPON TO ORDER YOUR SUMMER MERCHANDISING KIT:

SUMMER MERCHANDISING PROGRAM
The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

Please send me all five Merchandising Kits Issued every other week during OPERATION MORE MUSIC. I enclose $5 in full payment.

Please send me the first Kit as a trial. I enclose $1 in payment.

Name:

Name of Store:

Address:
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**Reviews of New Pop Records**

*Continued from page 46*

**JOHN LAURENCE**

Red Heat and Blue Eyes...79

Sugar Daddy is the latest in a string of light tunes that have appeared in the past few months. It's a pleasant, easy-listening tune with a catchy melody. **(Brooklyn, ASCAP)**

**DAVID CARROLL & ORK**

Moritat Charites...76

This is a folk song with some French influence. It's a simple, straightforward tune with a pleasant melody. **(Decca, ASCAP)**

**GUY LOWRANSBLOK & ORK**

Your Love...84

This is a classic love ballad with a strong rhythm section. It's a romantic, emotional tune with a strong melody. **(CBS, ASCAP)**

**FLOYD BURROWS**

Rock and Roll March...78

This is a fun, high-energy tune with a strong beat. It's a great party song that's sure to get people dancing. **(A&M, BMI)**

**JUNE CHRISTY**

In the Mood...79

This is a classic jazz standard that never fails to please. It's a smooth, sophisticated tune with a strong rhythm section. **(Bluebird, ASCAP)**

**NICK ROSE & ORK**

You're Not Alone...79

This is a tender, heartfelt love ballad with a strong melody. It's a romantic tune that's sure to move the audience. **(MCA, ASCAP)**

**JOHNNY KOREN**

You're Not Alone...79

This is a tender, heartfelt love ballad with a strong melody. It's a romantic tune that's sure to move the audience. **(MCA, ASCAP)**

**STEVEN LAWRENCE**

Never My Love...79

This is a smooth, romantic love ballad with a strong melody. It's a classic love tune that's sure to please. **(Coral, ASCAP)**

**LES GREENE**

Mama, Teach Me in Dance...79

This is a fun, upbeat song with a strong rhythm section. It's a great dance tune that's sure to get people moving. **(Decca, ASCAP)**

**FREDERICK BELL**

Hitchhiker...79

This is a fun, light-hearted song with a strong rhythm section. It's a great dance tune that's sure to please. **(Polaris, ASCAP)**

**BILLY BURRELL**

Billy Burrell...79

This is a smooth, romantic love ballad with a strong melody. It's a classic love tune that's sure to please. **(Coral, ASCAP)**

---

**ONE STOP RECORD SERVICE**

2626 OLIVE, ST. LOUIS, MO.

Now Offering These Services

PRINTED TITLE STRIPS
(Furnished at No Charge)

With All Best Sellers, and Top New Releases

SHIPTMENT SAME DAY ORDER IS RECEIVED

By Express, Parcel Post, Truck, Bus, Air Express, Air Mail

PROMPT HANDLING OF SPECIAL REQUESTS

**NEEDLES**

"Perma Needles" - Complete Stocks
"Fidelitone Needles" - For Operators
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**COIN WRAPPERS**

COMPLETE STOCKS
Capitol - Columbia - Coral - Decca - Dot
Epic - Victor - X - and all other Labels

**OPERATORS AND DEALERS**

Buy From One Source—Save Freight Charges
Eliminate Delays

**RECORDS 5¢ Over Regular Wholesale**

Albums, Etc.—10% Over

Write or Telephone for Further Information

**ONE STOP RECORD SERVICE**

2626 OLIVE, ST. LOUIS, MO.

Order From Billboard Music Popularity Charts

---

*By The Inimitable JAY HAWKINS*

---

*Copyrighted material*
TOP JOCK: Jay Michael, WCAE, Pittsburgh, is currently the top-rated jockey in his area. He has now topped all local across-the-board radio shows and network airers, marking the first time a disk jockey has ever chalked up such a rating record in the city. Michael divided his 1:15 to 7 p.m. program up into three different audience segments. During the early hours he concentrates on the housewife, then the teen-age, and finally the family as a whole. The deepsea, whose recovery from polio has inspired a loyal following among all who know him, is currently touring the New England States on a two-week motor trip, volunteering.

GIMMIX: Manhattan jocks served breakfast a couple of weeks ago in the McCM studios, as part of a promotion on the new Bette Davis-Debbie Reynolds ntv in "The Catered Affair." Jocks visited.

YESTERYEAR'S TOPS--
The nation's top tunes as recorded in The Billboard.

JULY 6, 1946
1. The Gypsy
2. They Say It's Wonderful
3. Prisoner of Love
4. Don't What Comes Naturally
5. Laughing on the Outside (Crying on the Inside)
6. I Don't Know Enough About You
7. Songs in the Sky
8. Full Moon and Empty Arms
9. All Through the Day
10. I Got the Sun in the Morning
12. Surrender
13. Come Rain or Come Shine
14. One More Tomorrow
15. I Don't Know Why (I Just Do)

JULY 7, 1958
1. Too Young
2. How High the Moon
3. On Top of Old Smoky
4. Israel
5. My Trudy, Trudy Fair
6. Mister and Mississippi
7. Rose, Rose I Love You
8. Loveline Night of the Year
9. Mockin' Bird Hill
10. Sound Off

by a white jacketed butler with a portable kitchen included Bill Cullen, WRCR, Klayto and Finch, WNEW; Gallagher and O'Brien, WMCA; Pat Huston, WINS; Bob Haynes, WCRS; Jerry Marshall, WNEW.

Larry Benton will put a "disk jockey circuit plan in operation this summer. WLOL, Minnepolis, jocks will be guests of KELO; SFOOK Falls D. D., following which those KELO deepjays will visit the Two Cities as guests of WJLO. Visiting writers will chat on the Thursday places to tape record the disk jockey exchanges and measure them against rating show standards. If successful, Benton (a FELO stockholder) then plans to play over stations regional and nationally to indians stations.

CAR BAR: William Pastuch, former station manager of WLFFH, Little Falls, New York, has joined WVLX, Passaic, N.J., in the same top executive capacity. Since WVLX has only been on the air since the station, writes Pastuch, "our record library isn't quite up to par. We sure could use some records down here as we are an independent," Bill Powell, WILY, Pittsburgh, recently staged a benefit show to raise money to buy uniforms for the Hill City Little League Team. The show comes from Wilt Caine, who operates two up-State radio stations, including WBCS, Amsterdam, N. Y. Veedee General Manager Caine writes: "From 5 a.m. to odd night we play records, and I have special disk headquarters in Polish, Italian, Ukrainian, Lithuanian and Jewish. If I had enough releases, I would also like to start a German program.

COOL COUSINS: Barry Kaye, WJAS, Pittsburgh, is doing so well with his ne.- half-hour country and western program that plans to expand it to a full hour. Local teen-age star, say Kaye, are now calling themselves "cool cousins," a pop switch on "coun-

Woman's Magazine.

Miami deepjays turned out almost 100 per cent this month at a dinner party thrown by the local Columbus distributor in honor of Mitch Miller, who was in town to help promote Milwaukee's building, Fox orchestra. In addition to distributor Bill Fair, put on hand included Bob (Coffeehead) Luns, Tom Shamness, Bette Hall and Jim Lewis of WEMP, Bill Brannam, WFOX; Gene Cemral andSu Glassman, WWLL (Rockey) Logan, John (Mud Man) Michael, and Bob Beringer, WOKT, and Jack Denton, Bill Kersey and Mill Brandt, WINS.

Cold War Chill

-Continued from page 18

voices and screen credits, but CLCA has also turned this offer down cold," he declared.

Blasting the position taken by CLCA, Rier said if "would be unthinkable to any writers and com-
musicians of poise. Altho we have offered to continue to seek solution, and have suggested a postponement of the hearing before the Labor Board, CLCA remains adamant and insists upon proceeding with the hearing.

Meanwhile, close to CLCA indicated that from the standpoint of the groups April, which were described as impulsive, it soon became obvious that the groups were "at logger's heads" on a number of important issues, courses a re-exchanged, according to the source, but there was brewing of ground on either side at any time, the door was always left open for new developments.

Other sources indicated that CLCA holds the view that SPA is an organization which will not be bound by contract and thus they are in effect to be employed unemploy.

NEW YORK--As soon as the war is won in the Larry Spivak, Nat Cole publishing deal (The Billboard, June 30), a number of disk jockeys will be cut on several of the firm's copyrights. Nat Cole cut "Make Me" for Capitol, and Sarah Vaughan did "It Happened Again" on Mercury. "Make Me" is in the Bing Music, affiliated with Broadcast Music, Inc., and "Again" is in Prince, affiliated with the American Society of Composers, Authors and Publishers. Several other disks are forthcoming.

A GREAT PERFORMER JOINS A GREAT SHOW

JOHNNY CASH

NEWEST MEMBER OF GRAND OLE OPRY

Starting July 7th

A great performer joins a great show.

JOHNNY CASH

Newest member of Grand Ole Opry.
• Reviews of New Pop Records

**HEBB ZANE ORK**

_Down in the Canyon_ (Caravan) 1956—Established as a hard-driving instrument band, Mr. Zane's boys can really rock and roll. A positive treat for the dance floor. (MCA, ASCAP)

**RUBY MURRAY**

_The Ruby Murray Choir..._ (Capitol) 1956—The label's teenage R&B outfit brings back memories of the 40's with a clean, solid sound. All-English material with two original numbers by Ray Martin orch and Bill Conley. (Re come, RIA)

**TARRY CALVIN**

_False Alarm_ (Capitol) 1956—Tarry Calvin is back on the label with the help of a smart arrangement and the help of the recorders. Galow along with the eccentric bootlegger (MGM, RIA)

**BEAR SUGAR**

_1 I Don't Need Nothing Else_ (Bear Sugar) 1956—Simple, honest, straight ahead branchy time, easy to follow. More to come. (MCA, ASCAP)

**LARRY DANCE**

_The Casie Racket_ 78

An excellent set for the 78 rpm collector. (MCA, ASCAP)

**RAND OF THE GUIDES**

_My Bonnie_ (Decca) 1956—Bonnie's profile is given a colorful touch in the musical tradition. The result is a pleasant recording. (Decca, ASCAP)

**BOBBY GAVARIS**

_How Could You Leave Me_ (Bobby Gavaris) 1956—A delicate love song with a simple melody and a swinging beat. (Decca, ASCAP)

**ERNESTO BIL OLIVERA**

_Victory 6690._—Olive makes his mark as a solo vocalist with a recording that is as smooth as the best. (Victory, ASCAP)

**PAULILO LUPO**

_The Power of the Bass_ (Pauliilo Lupo) 1956—One of the hottest numbers of the year, written by John Gandolfo. (Angel, ASCAP)

**CHICO GAVIRAL ORK**

_Farinaz 2199._—A truly exotic and close to the American style song, with simple melody and a swinging beat. (Farinaz, ASCAP)

**WAYNE KING ORK**

_2310_ 1956—Benny Brown is vocalizing in a ringing, clear voice and playing the piano with a firm, steady hand. (Farinaz, ASCAP)

**TERRY AND THE MACS**

_You Don't Have to Explain_ 60

A pleasant, easy-going novelty number with some original features. (Recome, RIA)

**THE TONY MARTINEZ QUINTET**

_Montana Cha Cha Cha_ 60

A fine number from the Tony Martinez Qunitet's latest release, with piano and saxophone in support. (Montana, ASCAP)

**STUART HAMBLETON**

_The World Spins_ (Hambert) 79

A nostalgic number that will be enjoyed by those who remember the old days of the world. (Towner, RIA)

**BILLY BAXTER**

_Here's a Secret_ (Baxter) 1956—Baxter backs up his vocal performance with a fine piano arrangement and some first-rate vocals. (Baxter, ASCAP)

**BOBBY BLACK**

_The Lord's Prayer_ 60

An interesting number with a country feeling. (MCA, ASCAP)

**HERD ZANE ORK**

_Caravan 1956.—A torrid, raucous recording with a brass section that gives the song its especial flavor. The result is a lively number that is sure to please the dance floor. (MCA, ASCAP)

**FOLK TALENT & TUNES**

By Bill Sackis

**AROUND THE HORN**

Lou Black, of Top Talent, Inc., Springfield, Mo., has set up a Western room for the Rock Floyd gang, opening in Denver July 16, following with Salt Lake City July 17, and then heading to the West Coast for seven days, July 24. Talent set for this tour includes Brenda Lee, the Fogg River Boys, Avis and Ulysses C Yorke, Blond Melody and the Country Rhythm Boys, Marvin Railey, Moe Tannen, Spike Hackett, Bert Stetson and Pete Stamper. Rena Lee, 13-year-old country- style singer who was signed to a Dee Kay part during the recent coast tour, will be in California, and in Springfield, is slated to cut her first Decca record. Word is out that Dee Kay plans to give the young singer the full treatment publicity and promotion-wise.

The Willburn Brothers have been set solidly by July 4 for their personal appearance at the Bluebonnet Inn, starting at Gravette, Ill. A reminder of the route is as follows: Columbus, N. D.; Hal- ville, Ill.; 5; Speedway, Loveland, Ohio; Des Moines, Iowa; Chicago; and finally the town in Midwest for the Willburns and the Willburn Brothers.

Marty Roberts, of WCKY, Cincinnati, will use part of his vacation to make a eight-day tour of territory in North Carolina and Virginia with a unit featuring Betty Foley (Decency) and the Country Proachers (RCA Victor). Trek begins at Asheville, N. C., July 1. Roberts has a new release on the ABC label, "My Baby's Alright," and the singer's girlfriend, "Love Letter."—Sonny James, currently vacationing with the group in New York, will head for Buck- hurg, Ala., returns to "Big D Jambores," Dallas, as guest next Saturday (30).

Lee Jones, formerly with WLVN's "Midwest Hayride," and cousins, and a feature on "Indiana Down" over WFIM-AM, Indianapolis, has just cut two of his own western numbers, with rock and roll and "My Wander- ing Sweetheart," called, for Flame Records. It's his first recording, and Nelson King, of WCKY, Cincinnati, recently contacted the sessions for less, calling both sides are terrible."—Fred Stoddy re-ports from Hollywood that his Fairway Music firm has a new tune, "The Wind-Up," which has been recorded by Rod Stew- art for RCA Victor. The ditty is covered in the record field on Capitol with Cathy Lloyd, with Nelson Rid- dle's orchestra.

After winding up a seven- day tour of the mountains in Eastern Canada at St. John's, Newfoundland, June 11, Webb Pierce put to 4,553 miles of air travel in 45 hours to reach Kansas, Utah, where Al Gas- nawy, producer of Webb's 1948 hit, was shooting around Pierce's part in the feature, awaiting the latter's arrival on the 16th with his group. Webb flacker is slated to be completed this week... Tex Ritter guested Saturday (23) with the WLS "National Barn Dance" at the Eighth Street, Chicago, on a bill which also included Luis Belle and Scotty, Bob Hewitt, Homer and Jethro, Bob Atcher, the Beaver and the MoonC; Donny and Audry Fegans, Eddie Merle and Grace Wilson. Bob Neil is president and general man- agement agency, Inc., representing Carl Perkins, Johnny Cash, Roy Odion and the Teen-Kings, Warren Smith, Eddie Bond and Jack Earl, with offices in the Sterick Building, Memphis. Cash joins the cast of "Grand Ole Opry" July 7, when he will take over in the Prince Albert position of the "Opry," which is being handled by him. He has Odion and the Teen-Kings on an experimental tour of Southern clubs, for which he provided the vocalists and the music. The trek proves profitable, Neil plans to show other club-owners the overtures of this sort.

With the Jockeys

Sgt. Red Jones, of the American Forces Network, Forward Command Post: The mail here is heavy for Faron Young, Webb Pierce, Eppie James, Ray Taylor, Sonny James and Charlie Glenn. Old-fashioned country music is by far the more popular here, and the tunes are much as they were when Bill Hanley and the Crackers, Chuck Hahn and band, Dee Daley and the Westerners, and Eddie Noack bought down the houses at a three-hour show each week. (Continued on page 49)

This full-line display of new Voice of Music hi-fi phones, tape units and portable phones won spot sales for Nidec Store, Denver, in merchandising tie-in with recent Denver Home Show.
• C&W Best Sellers in Stores

For survey week ending June 27

1. HEARTBREAK HOTEL (BMI) - E. Presley
2. I WANT YOU (ASCAP) - Vic. 20-9240
3. CRAZY ARMS (BMI) - R. Price
4. BLUES SSTRUCTURE SONGS (BMI) - C. Perkins
5. WALK THE LINE (BMI) - J. Cash
7. COUNTRY FIVE DOLLARS (BMI) - F. Young
8. YOU'RE STILL MINE (BMI) - Cap 3369
9. BEATING HEART (BMI) - E. Perkins
10. I'd Rather Stay Home (BMI) - Dec 2996

Blackboard of My Heart

1. I HEARTBREAK HOTEL (BMI) - E. Presley
2. I WAS THE ONE (ASCAP) - Vic 20-9240
3. I WANT YOU (ASCAP) - Vic. 20-9240
4. CRAZY ARMS (BMI) - R. Price
5. BLUES SSTRUCTURE SONGS (BMI) - C. Perkins
6. WALK THE LINE (BMI) - J. Cash
8. COUNTRY FIVE DOLLARS (BMI) - F. Young
9. YOU'RE STILL MINE (BMI) - Cap 3369
10. BEATING HEART (BMI) - E. Perkins

Most Played C&W in Juke Boxes

For survey week ending June 27

1. HEARTBREAK HOTEL (BMI) - E. Presley
2. I WANT YOU (ASCAP) - Vic. 20-9240
3. CRAZY ARMS (BMI) - R. Price
4. BLUES SSTRUCTURE SONGS (BMI) - C. Perkins
5. WALK THE LINE (BMI) - J. Cash
7. COUNTRY FIVE DOLLARS (BMI) - F. Young
8. YOU'RE STILL MINE (BMI) - Cap 3369
9. BEATING HEART (BMI) - E. Perkins
10. I'd Rather Stay Home (BMI) - Dec 2996

Most Played C&W by Jockeys

For survey week ending June 27

1. CRAZY ARMS (BMI) - R. Price
2. I WALK THE LINE (BMI) - J. Cash
3. I WANT YOU (ASCAP) - Vic. 20-9240
4. BEATING HEART (BMI) - E. Perkins
5. You Are the One (BMI) - Cap 3369
6. I'd Rather Stay Home (BMI) - Dec 2996
7. I WANT YOU, I NEED YOU (ASCAP) - Vic. 20-9240
8. BEATING HEART (BMI) - E. Perkins
9. CRAZY ARMS (BMI) - R. Price
10. BLUES SSTRUCTURE SONGS (BMI) - C. Perkins

C & W Territorial Best Sellers

For survey week ending June 27

1. HEARTBREAK HOTEL (BMI) - E. Presley
2. CRAZY ARMS (BMI) - R. Price
3. BLUES SSTRUCTURE SONGS (BMI) - C. Perkins
4. WALK THE LINE (BMI) - J. Cash
5. I WAKE THE CHANCE (BMI) - J. E. & M. Brown.
6. I WANT YOU, I NEED YOU (ASCAP) - Vic. 20-9240
7. BEATING HEART (BMI) - E. Perkins
8. CRAZY ARMS (BMI) - R. Price
9. BLUES SSTRUCTURE SONGS (BMI) - C. Perkins
10. I'D RATHER STAY HOME (BMI) - Dec 2996

This Week's C&W Best Buys

CONSCIENCE, I'M GUILTY (Central, BMI) - Hank Snow, RCA Victor
EASTBOUND TO-prominent leaders in the industry, according to dealers operating in Atlanta, Birmingham, Nashville, Durham, Dallas, St. Louis and several key Northern markets. It is losing no time in making a huge national breakthrough. (RCA Victor, BMI) - "Rock Rock Rock" (Tondolmole, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on...

C & W RECORDS

The LOUVIN BROTHERS
Where Will You Build (Acuff-Rose, BMI)
That's All He's Asking of Me (Acuff-Rose, BMI) - Cap 3046 - Here's an entry that should click big in both the country and Top 40 markets. The boys set an effectively brisk pace on "Where Will You Build," a sincere philosophical lyric. The flip is an impressive new sacred item with a profound theme.

JIMMY AND JOHNNY
"Til the End of the World (Cedarwood, BMI)
Another Man's Name (Capitol, BMI) - Decca 29934 - The boys after a strong performance on "Till the End of the World," a standout traditional-type country theme, with a catchy refrain. The flip (co-produced by Webb Pierce) is another powerful country item, with effective weeper-lyrics.

Reviews of New C & W Records

Continued from page 46

Handies beat steady and has solid chorus tune, this might catch some attention via derail spins. (Decca, BMI)
How About Me? - Pretty Baby...! 67
Flip comes on at a certain pace, fast pace and solid backing give it a good chance for similar possibilities. (Decca, BMI)

BOYD DIXON
Blast After the Dance (BMI)
IGGIGA (BMI) - Blast After the Dance
"Blast After the Dance" is an attractively up-tender with a week singing playfully about his version of the modern boogie. (Acuff-Rose, BMI)

BOB COLEBY
On Love Again (BMI)
VICTOR 6587 - A taking side.
"On Love Again" is a song about finding that special someone and moderate impact is the current market. (RCA Victor, BMI)

BOB CORLEY
On Love Again (BMI)
VICTOR 6587 - A taking side.
"On Love Again" is a song about finding that special someone and moderate impact is the current market. (RCA Victor, BMI)

LES VON HOOK AND SADDLE PALS
Blue Heart (BMI)
PEARL, VALLEY 401 - Please read reading of a country ballad in traditional style, with bluegrass harmonies and a nice line. (BMI)

WILLIE NELSON
Another Little Thrill (BMI)
"Another Little Thrill" is a crooner of a number tune, this one details the feeling of a conversion. For deejays, BMI.

WAYNE McGINNIS
Lonesome Daddy Blues (BMI)
METEOR 9103 - Another promising rhythm-driven number tune with a lovely melody and smooth vocal delivery. (BMI)

RASH HOMER ORK
The Hangman's Noose (BMI)
SARG 131 - A twangy-and-earnest yarn of a country tale. The artist is a very average vocal. Per Wes Mays. Country flavor is good, with a lick of hillbilly kick upper potential. (BMI)

BOB COLEBY
The Country Face Polka...65
Another Mosrite-type number tune with an emphasis on rhythm and bounce. (BMI)

JIMMY JOHNSON
On Daddy's Last Like...66
"On Daddy's Last Like" is a tender and wistful tune with a feel of a well-loved old love. This may catch some attention via "tip off." (BMI)

"watch for it...it's cool...it's cool...daddy coming soon..." the latest release of the "Queen of the singing CowgIrLS"

IT'S A FLAME RECORD

For full information - write, wire or phone

LONNIE BARRON
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**R&B Best Sellers in Stores**

For survey week ending June 27

**R&B Territorial Best Sellers**

For survey week ending June 27

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

For survey week ending June 27

**Most Played R&B by Jockeys**

For survey week ending June 27
Excellent Business Marks Hunt Stands

Nifty Performance Matches Splendid Appearance; New Concert Feature Clicks

By JIM McHUGH

KINGSTON, NY. — A half of a century of entertainment, musical, and athletic traditions was added to the current, 64th annual, tour, which, since early April, has taken the show no more than 200 miles from its Florence, N.Y., winter quarters.

By the time this print prints, with exceptional luck, or a week later what, will also be used as a round-the-show tour, the organization would close its doors and turn its keys, with the anticipated earnings for a full and profitable season already tucked away.

No Interest in Growth

Physically the show expresses the formula of the owner's board, Charles T. Hunt Sr. Alloha urged at times to edging the show a bit more into the commercial interests, has waved aside all such suggestions. It isn't growth, but beauty that he is interested in, he says. With his sons, Harry, the business manager, and Chasley, equestrian director, the enterprise appears on inventive progress aimed at keeping the show in front of the latest and first feet ahead of mounting costs.

The show is handsome, compact, and efficient. The stage is painted a bright red, and the backdrop is painted a bright yellow with a bedazzled appearance. The approach.}

A WHOPPER

Video to Give Nation's Fairs Huge Send-Off

SAN FRANCISCO — As carpenters and painters prepared the Cow Palace for the Republican National Convention, in full swing from Oct. 13 to 19, G.C. Conlan, vice-president of the State Fair of California, announced a series of conventions and activities to be staged during the current season.

Conlan revealed that a five-year contract for the staging of the annual San Francisco National Sports and Boat Show in the Palace was signed last week. The show will be held next March.

Also signed are the Mobile Home Manufacturers Association National Western Show and the Western Electronic Show and Convention.

The Mobile Home convention will stage shows in November of 1954 and November of 1955, beginning west for the first time in the organization's history. The convention will utilize 168,000 square feet of floor space for displays of mobile homes, equipment and allied items. A trade show, it will be open to the public on weekdays, which will be announced later.

The Western Electronic Show and Convention will be held November 1953, 1954, 1955 and 1956, with 138,000 square feet of floor space in addition to nine committee rooms and exhibit spaces. It is believed that it will be the largest show ever held on the Pacific Coast and will not be open to the public.

Work at the present time in preparation for the GOP meet includes the construction of special

INTERAMA AT STAND STILL AS BOND SALES ARE HELD UP

MAYO—Interam—the Inter-American Trade and Culture Center—planned for this city, will not be built. Lehman Brothers, New York bond house, which originally agreed to underwrite $79,000,000 of bonds to build the year-round world's fair center, has declined to guarantee the sale of the bonds.

A member of the Inter-American Authority said that the bond house advised the bonds not be sold at this time and further that the bonds not be sold at any time for such a price they could be sold.

The State Supreme Court recently rendered a decision that the $79,000,000 bond issue.

Opening of Interama, as originally announced, was scheduled for January 1, 1958. Ground has yet to be broken for the construction of the fair, and the site is still held under a $1,000,000 bond is sold.

The authority has little money with which to operate.

MOPPET CHAPERONES

Kiddie Farm Shows All About Milk and Processing

INDIANAPOLIS—The Indiana State Fair received $43,133 as the balance of proceeds from its Coliseum for 12-month period ending May 31. This compared with $43,231, $354, received for the current period ending May 31, 1955.

Mel Ross, manager of the Coliseum, said the balance was the result of the building from the fair, explained that the State's share of $45,133 was $1,843 in concession profits. The exact breakdown of his organization took over in May, 1954, stipulates percentage pay. The events held for the rental receipts and 25 per cent of concessions.

COW PALACE MAKES READY FOR CONVENTION, BUSY SKED

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Some $17,000 went into construction of the Coliseum, which was dedicated Sunday (1). It offers a large, spacious, parlor, modern stalls for livestock, and grand prizes. Elsewhere in the State are two children's rides, a variety of shops, goats, and other animals.

A body of 80 volunteer boys and girls are junior curators of the zoo, and take care of grooming and feeding the animals, now that the latter are given by the State, but actual milking will be by machine. One of the displays is a model of a farm, with all the usual transparent skin, showing digestive processes at work producing milk.

Other displays of agricultural and mineral nature are included in the main building of the farm. Funds came from the Hecker Foundation of New York, whose president is Mrs. Arthur Smudbeck.

Adoles are admitted to the farm for $1 each, and if accompanied by a child. The farm's annual red, white, and blue, milking, and milk-processing machinery, a pair of Guernseys, and a pair of calves.

NEW LOCATION FOR GAC-Hamid

NEW YORK—The CAC-Hamid agency is on the move again. This year the Hamid offices left their 10 Rockefeller Plaza quarters to consolidate with CAC-Hamid at 1270 Avenue of the Americas. Now, on July 15, the agency moves into 640 Fifth Avenue.

CAC-Hamid is taking over the eastern district office of the Bow advertising agency. The layout is complete with a revival of offices and is completely air conditioned.

Veteran booker Dave Salti retains his present position.

PACKS OKAY IN MONTANA

GREAT FALLS, Mont. — Deputy district health officer, who''s been packing up good business here Sat- turday night for Sunday (23-24). A report, 1,000 turned out for each of the afternoon shows, while the Saturday night performance was viewed by 2,500 and the following evening's show by 1,700.
TO FAIR MEN, it has been interesting to note the frenzied up to city after city when the loss of a major or minor league baseball club appeared imminent. Then, too late in many cases have communities come to their aid.

The decline in the number of cities represented in organized baseball has been great in recent years. By contrast, the number of fairs at all levels—State, regional and county—has remained virtually constant—good, indeed, of their enduring appeal.

Unfortunately, merchants and other business people in some communities have grown so accustomed to their particular fair that a sizable number of such people have lost sight of what fairs actually mean in dollars and cents to their business and to their communities.

The threat that their fair might fold would, of course, mean the end of one or more of their precious annual events. Fairs generally are strong and many are getting stronger. But the true executive would contribute substantially to their own success if they would resell the merchandisers and business people of the fair the same thing that they were sold at the beginning.

Annual Chicago Whoopedoo?

Sold anew, many merchants and business people would give more cooperation and support. And, of course, would help fairs and at the same time increase the potential for the local merchants and other business concerns.

Chicago, rated the best city in the nation for a world's fair or for an annual short-run exposition, now is suffering because it has not been. But, the need for a big annual event continues to grow in the minds of its civic leaders. And, if Mayor Richard J. Daley and his leading man in charge of special events, Jack Reilly, have their way—Chicago will have a big whoopedoo.

As tentatively planned, Chicago will stage a Festival of the Americas next year. Currently, it is mapped as a nine-day event in late August, when Chicago's weather is at its best. Plans call for construction of a new building or the utilization of present structures such as the Soldier Field on the lakefront.

As outlined by Reilly, an old hand at publicizing and special eventing big Chicago exhibitions, the nine-day program will salute the countries of South and Central America and Canada and will highlight talent, exhibits and dignitaries of those countries. The program will be broad and will include symposia at the city's universities, special art shows at museums, conducted tours of the stockyards and the city's major manufacturing plants.

As currently planned, will be a huge spectacle staged in Soldier Field which will show every aspect of the Americas. As envisioned by Reilly, the show will offer such diverse attractions as the Latin American Medical Fete, a top-ranking Marimba band, and leading dancers from the South American countries.

All Asked to Sell in Belgium

Reilly has been working on plans for some months. Preliminary meetings have been held with top civic and business leaders. Already, some have indicated financial support; others are expected to follow.

To those top business men, the festival will be a real way to such business in Chicago. It will focus interest upon the city, further relations with other countries of the Americas, resell the city of Chicago to its own people, and give area businessmen as well as tourists a real worthwhile event.

Plans for the festival are expected to be finalized within a month. Then, will follow the organization of the staff and the execution of the broad program for what may well be the forerunner of an annual exposition in Chicago, as the largest and most successful Canadian National Exhibition at Toronto.

Every participating business are selling themselves or being sold on the festival, in Belgium the population is preparing for the big event. Many companies, on the other hand, are displaying their wares. With the coming of the Festival, Belgium expects to be visited by many tourists expected to flock to Brussels for the world's fair. Belgium will be asked to wear badges indicating the languages that they speak so that they can assist the visitors from out of the country.

To implement this plan, foreign language classes are being offered to all Belgians. And, thus, Belgians themselves are becoming more effective counselors for the fair—and their country. At the same time, they are being sold on the fair and relish on their country.


CIRCUS REVIEW

Hagen's Performance
Clean, Well-Rounded

MELROSE PARK, III.—Hagen Bros. Circus is marked first by cleanliness and then by a well-organized and pleasant performance. That's the order of importance set up by most people and it's working to advantage for Hagen and the whole business.

The show is moving on about 20 trucks and using an 80 with three middle pieces. Manley Robert Coats sets a pleasant pace and atmosphere for the show. Flashing Opening Spec opens spec makes a flash with wardrobe and props as well as a good number of people, the horses, ponies, dressage horses and lemons. First display has Happy Holmes at one end and Hans the horse at the other for juggling.

The same grape numbers are worked by Marcelo Banta and Diane Allen, which creates fun and breaks that makes this a prime display.

Don't lose another eleven alley on the road, this one does the fireguns gap.

The hard-working Biolos Brothers (3) appear and attempt to get the music going as their riding act as they have in their pouting numbers. The riding is adequate and the act is ideal for this circus, giving it the touch of majesty, traditional circus fare.

Good Wire Display

Another strong display has Jack and Stella Banta riding their white tigers and Daise Allen with their brown tigers. There is beauty in their riding act as they have in their pouting numbers. The riding is adequate and the act is ideal for this circus, giving it the touch of majesty, traditional circus fare.

Single Horse Walks

Hans Cline & Company returning, this is a very nice act. And the audience can appreciate well, Zendale Banta and Minnie Lou Paul work well together.

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TUBS-O-FUN RIDE

by: Doug, Kelly-adult ride. Your biggest value in rides today. We carry those rides in stock and can order a used ride immediately. Can ship same day order is received. Order $10,000.00.

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FREMONT, NEBRAS.

WATER FOLLIES

Snyder's Show Succeeds in N. E. Debut

By CAMERON DEWAR

LOWELL, Mass.—Sarn Snyder's show, the first called "Water Follies," is coming to its first New England date, coming out of a three-day stand with a reported gross of $23,000 on a five-cent admission of more than 15,000.

Snyder believes that tickets priced at 50 cents, not exactly a matinee, and that they have an elitist type which has difficulty in attending shows, yet they are doing splendid business.

The "Follies" has played Australia, South Africa, Scandinavian countries, Mexico and Canada, as well as many American dates, but never anywhere near its home ground. Rounding out the show is a water ski act, it is handily costumed and skillfully performed, and offers several demonstrations and a number of stage acts.

Fast, Satisfying Pace

Emery Johnson, well-liked singer in vocal and comedy turns and helps keep the show moving at a fast, satisfying pace, while the acts feature blind flats. Red Kracker is ably assisted in Patt Cates. Ladies teams with comic Red Cloots can two shows Sunday, 24, thus fulfilling the advertised run. Good promotion on radio and newspapers has brought in Lowell and Boston to help bring the show to a successful close.

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Detroit Adds Names in Aud

DEETON—Don Biller, director of attractiveness for the Michigan State Fair, this week announced the addition of several acts to the Coliseum show.

Added to the line-up for the last few days are the Kiddie Rockets, Bud and Ginn Robinson and Roy Tracey, who will conclude. Earlier announced for the first segment were Faye J. Morgan, Don Cherry and the Gaylords. Schedules for the final three days will be Julius La Rosa, McGuire Sisters and Four Lady. At earlier mentioned, the Flatters, Blackhawk and Four Step Brothers will be in for the entire run.

Admission will remain at $1.50 for adults and 50 cents for children. An increase of $7 in premiums was announced this week by Donald L. Swanson, fair manager. Total will be $138,000, largest ever posted.

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SHOW TENTS

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HARRY SCHUMMREY
Savannah Sets Budget for Show Offering

SAVANNAH, Ga.—The give-away box which has been used by the Coastal Empire Fair over the past six years will be discarded, according to Hunter Lead, presi-
dent chairman. The money for-
nowly budgeted for a list of awar-
dees, topped by a Chevrolet car, will be used to provide a free grandstand show, details of which remains to be set.

The Exchange Club-operated fair will show October 28 thru November 3 for the benefit of the Jefferson Athletic Club for Boys. Another change this year is the contracting of the Cooling Amuse-
ment Company instead of the World of Mirth. Lead notes that 10 Georgia fairs are being sponsored by Exchange Clubs. Within this group, an ac-
tive association has been formed and is chaired by Douglas Strothe, past president of the Savannah Fair. Purpose is the inter-
change of information and ideas and with a view to increased efficiency of operation which in turn will produce greater results for the charitable causes that the clubs sponsor.

OGDEN, Utah—Test No. 52 of the Circus Fans' Association—en-
titled the Gene Randow Test—was
organized here recently on a bar-
becue supper party at the home of 
Harper J., who is secretary. In attendance were AI Turner, Bill Cox, Larry Denier and Walt Fer-
guson.

Minot Aud Pocks Local Man as Mgr.

MINOT, N.D. — Charles Sten-
cross, this city, was named man-
ger of the Minot Auditors last 
Rolf Riddler, city manager, announced.

Steenerson, 34, is a graduate of Minot High School and attended the University of North Dakota State Teachers College. He spent the winter of 1946 in the Air Force, where he served as a pilot in the 10th Bomber Group.

He has been associated with the North Dakota Employment Service, where he was a member of the planning board and has been an attorney for the firm. He is active in the American Legion, Elks, Church 
work and in the Air Force Re-
union. The family has three children.

Grandstand at Gt. Barrington Is Extended

GREAT BARRINGTON, Mass.—A new concrete and brick pavilion opening tomorrow, the 15th day of the Minot Fair, will extend the seating area by at least 1,000 seats.

On the north side of the grandstand, the concrete area will be 
extended and roofed. This will add about 1,500 seats. The old pavilion building opened here Sunday, September 9, and continues for seven days and will be extended this week for several projects involving reconstruction of the grandstand. The exhibitors, the contract was awarded to the E. R. Brothers Con-
struction Company of Sheffield.

Major change in the grandstand will be the extension of the me-
chanical section on both ends of the stand, to provide a spacious prom-
cenade area.

On the north side of the grandstand the mezzanine area will be extended and roofed. This will add about 2,500 seats. The old building will be the same in the exhibit-
"area in order to provide more viewing space for the horse races and other events in the infield.

The new commercial exhibit building will be expanded into the former farm-court area. It will be 30 feet wide and 99 feet long and will be used as a permanent build-
ing for exhibits on sales and rental. It will have a specially-constructed concrete roof and will be erected in the center of the new block. Edward J. Carroll, president of the fair association, de-
cided on the additional building as a solution of the recent exhibit space demand problem.

The tent opened last year at the south end of the agricultural exhibit area will be closed down and will be used for farm product dis-
plays and 4-H displays. Several other exhibits have already been planned, according to Carroll.

Minn. Fair For Hagen

ST. LOUIS PARK, Minn.—Hagen Bros. Circus enjoyed fair- 
nen last week. The stand here Tuesday (20) and Thursday (22) was reported to have yielded two fair houses. Winona, Minn., play next Tuesday (28), close up with an overflow merrymaking and a night-
out that filled three-quarters of the seats.

Visitors here at St. Louis Park were Wally Abhör, Gardiner, Hawthorne, Retting Arnold Storm, Harry Jorden, Bill Hill, and Hazel Hotz.

R-B AND HUNY
PALS-WALS

POUCHKEEPER, N. Y—Circus opposition tactics just aren't what they used to be.

When Ringling was in Phila-
delphia, Hunt Bros. wore special photographic groups around its heli-
copter for aerial shots of the Big Show. In this city, where Ringling pre-dated its truck show operation by several days, the Big show repaired the fame by announcing the presence of a dog at court and recommending it as fine en-
tertainment.

Lucette New Fair Manager At Weymouth

SOUTH WEWOUTH, Mass.—Tom Lucette, former amusement opera-
tor, has been named to replace Milton Darzzis as manager of the Weymouth State Fair, which has been announced. Darzzis has fi-
lled the post for several years. Lucette has been in the business and the truck show events for the season from Au-

tumn 12-13.

Now this year will be an old-

timers year, with the big box-
ning bill on the fair grounds.

A number of improvements have been made at the fairgrounds. These include a new entrance on Route 128, an express highway. This will give the fair a new face. A 

In the new parking area will be a 


doss and a new building for commercial exhibitors.

The fair will feature six days of entertainment and activity. The La-

ger Showmanship of American Company of Min-
th will again have the midway-

ought. Exposure will bring to con-
cessions and rides.

Artists will be booking this year by Adams & Soper of Boston and

Shubert and the budget and premiums will be set to be determined at a meeting of the Weymouth Agricultural Society nearest week. Next week the Board of Directors will be conducted in this state.

Millers consumers through Connect-

at will receive rules from the

and the making the cake will appear in all

and Hazel Hotz.

willing bakers will compete for top spots at competition of the fair season.

Cal. State Names Icks Press Chief

SACRAMENTO, Calif.—John Z. Icks was named supervisor of public relations and publicity for the California State Fair and Exhibi-
tion last week by Dudley T. Fur-

gus, general manager.

Icks replaces Bert F. Williams, who was with the fair for five years that recently became public in-
former of the California State Department of Social Wel-
fare.

Icks was formerly promotion manager of local television Station KBEF and also headed the radio and television fair for the fair in '35. He was program director of Station KROY here for five years and was in radio work in San Francisco and New Mexico. During the past two years he operated his own public relations firm here.

Big Air Show Set for CNS

TORONTO — The Canadian International Air Show is sched-

uled to go into place Sep-

ember 6, 1947 at the Canadian Na-

tional Exhibition here. Sponsored by the Toronto Flying Club, the show is regarded as Canada's show of the year.

Aircraft from five countries—Canada, United States, Great Brit-

ain and France and Czechoslovakia—will be on exhibition.

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July 7, 1956
GAC-H Adds Superman To Kid Kapers

NEW YORK—George Reeves, Superman, has been signed to appear in the GAC-Hamill picture show, "Kid Kapers," according to Joe Higgins. Superman will be utilized to bolster the package, which will also feature "White Heat," fabled movie dog, according to Higgins. The appearance of "Lassie" live nationally on television has been set for the "Very Com" show early in August. This "Higgins at last is destined to be of great interest in the dog and the Kiddie Kaper package at fairs.

Smith Awarded Resort Project At Brunswick

BRUNSWICK, Ga.—The Jekyll Island State Park Authority has given a contract to Harvey Smith, amusement park operator of Atlanta, to install and operate the "amusement park at Jekyll Island near here. Smith, who has been the holder for the park operation, is expected to get construc- tion underway within a few weeks and have the amusement area ready for operation next season.

Cov. Marvin Griffin has elim- inated the toll bridge connecting the island with the mainland. This is expected to draw thousands to Georgia's most famous park on a regular basis of trips already has been spent by the State for improvements. Jekyll Island was once headquarters of 14 fa- mous millionaires.

Auglaize Sets Full Program

WAPAKONETA, O.—An enter- tainment program described by County Fair Manager Harry Kahn as "best ever" has an opening day in the Fair County Fair here August 4-10.

Hastings is scheduled to perform Saturday, Tuesday, Wednesday and Thursday nights. Klein's At- tractions give a reasonable after-stone stage show, a feature of which is $500 in prizes to be given out to the audience.

The Bob McKeney Rodeo will be seen on Wednesday night and TV personalities booked for the fair will be on hand to offer Friday night.

Afternoon features will include a "Ballarat" game, a tractor-pulling contest, Wednesday; motor-gate auto races, Thursday, and horse-pulling contest Friday. Each night a bicycle will be given to children, with there will be a Ford giveaway Friday. Each year this will be a daily nickel hunt with collections of $500 dollars in dimes buried in a "nest of sawdust."

Pool Lures Crowds To Krasher Denver Amusement Spot

DENVER.—The refurbished swimming pool at Ben Kramer's Lakeside Park here proved to be a great draw for the third year in a row, heat wave and has added other elements of the fun zone.

The pool, which is the largest in the city, is sand-blasted, repainted and completely overhauled, getting the name "the lion's share of the pans," but rides are also being done, Kramer said. The park will be open at 1 p.m., has been getting good pastime with all of the 14 rides sharing in the business. The fire engine generally has a waiting line of phones for special ser- vices being the Roller Coaster, Octopus and Planes, all priced at a nickel.

Carnival Routes

Send to 2100 Patterson St.
Cincinnati, O.

Kalie Ann, Mo.; Christy & Elva Ahl, Atlantic, IA.
Poh, F., Route 2, Fairport, Ill. 3-4.
Patria, F., Route 1, Darlington, Ill. 3-4.
Pastin, T., Pleasant Valley, Mo. 8-4.
Patricia, E., Route 1, Palatine, Ill. 3-4.
Patsy, N., Route 1, Palatine, Ill. 3-4.
Paula, P., Route 1, Palatine, Ill. 3-4.
Paula, R., Route 1, Palatine, Ill. 3-4.
Paula, S., Route 1, Palatine, Ill. 3-4.
Patsy, L., Route 1, Palatine, Ill. 3-4.
Paula, B., Route 1, Palatine, Ill. 3-4.
Patricia, F., Route 1, Palatine, Ill. 3-4.
Patricia, E., Route 1, Palatine, Ill. 3-4.
Patricia, M., Route 1, Palatine, Ill. 3-4.
Patricia, R., Route 1, Palatine, Ill. 3-4.
Patsy, W., Route 1, Palatine, Ill. 3-4.
Patsy, L., Route 1, Palatine, Ill. 3-4.
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Patsy, S., Route 1, Palatine, Ill. 3-4.
ORONTO—Vito, 54, brother of James Oronoto, general manager of the Rodeo Park at Canby Island, New York, died June 23 at his home, 810 Avenue A, New York City. Mr. Oronoto had been head plumber at Steeplechase since 1923. Survivors include his wife, Beatrice; a son, James; one brother, Victor, and France, and his mother, Mrs. Annette Oronoto.

POTTER—Norman S., 69, cole porter June 21 in General Hospital, Kansas City, Mo. He had been a 25 year veteran of the music industry who was portrayed by the Heart of America Showmen's Club and conducted by Temple Lodge No. 20, A.F. & A.M. Interment was in the Maple Street Cemetery. Two sisters survived.

Van DUSEN—Philip A., 63, of Corona, California State Fair board of directors and senior exhibits technician in Sacramento from 1890 to 1916. June 23 presumably of a heart attack in Oak Park, Illinois, native of Michigan, he went to work for Paramount Pictures in Hollywood and for the next 15 years was production manager there. During the time he was with the company, he watched and worked on the making of "The Covered Wagon" and "The Ten Commandments," and in the latter case with the help of his technical skill. He was also production manager for the world premiere of the International Exposition in 1915 and had charge of Melbourne's Pavilion in California Building at the Golden Gate International Exposition. San Francisco, Calif., native of a large family, two sons and three grandsons survive. Services Tuesday were held by the National Funeral Directors Association. Masons. No. 609 of Free and Accepted.

VAUGHN—Lewis, 25, executive clerk, died at Marshall, Tex., on June 18. He was the son of C. T. Tidwell of Fort Worth, Tex., who had set up in business with his partner.

WEBB—Jack, seamer of Red and White West show performer and manager, recently in Peoria, Ohio, died June 22. The body was returned from a malignancy, was found collapsed in the cab of a pickup truck. In addition to his rodeo career, he was a singer and dancer, and a friend of the contributor of humorous items in the Peoria Times newspaper. He was a man of the U. S. Army and was a member of and pistol instructor for the New York State Police. Survivors include his daughter Joyce, Charles E. Webb and Jack, and a grand daughter, Brenda Schley Wals.

ZABROWSKI—John, 68, general store operator, June 23 in St. Louis, Mo. Known as John, he opened a store in coal houses at many Wisconsin and Minnesota fairs. In previous years he had worked for Bills Wolff, Northern Expedition, Buehler, and Silver, and Miller Shows. He was a member of the Greater Tampa Showmen's Association, Florida. Survivors include his daughter, Mrs. Mary Paich of Chicago, and a grand daughter, Kenneth Schley Wahl.

ENGLEWOOD, Colo. The local Sunflower Rodeo, which last year opened a $75,000 swimming pool area, this year has expanded its facilities to a quarter-mile track. The addition will make possible more rides, concessions and other amusement devices.

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3D PROGRAM

Broad Changes in Ringling's Running Order

NEW YORK — The Ringling program has been juggled twice in New York premiers, and the season's third version is now being used. Shifts have been made in theRingling's running order to work out a smooth formula. Prominent changes since the opening of "The Ringling Circus" include the dropping of Liberty horses, Takuo Uzuki and the Hijikata in the second half, with the Hijikata preceding the Nocks in the opening spot. Alanas are moved up to a place preceding the first half.

The "Morgenrometer" serial ballet now closes the first half, swaps "The Say With Fowlers." Running order is as follows: 'The Ringling Circus' and four new acts. (1) Some Distance around; (2) Rinows, Logano, Bubini, Cristensil, Tito, Arthus 5. 5. cinema; tigers; (3) Alana; (4) snow crooks, 5. 7; (5) Alana; (6) cliff; (7) Alana; (8) Las Vegas, "Snow Skaters." Intermission (9) clown acrobatics, (10) Qube, (11) Alana; (12) antique, (13) Alana; (14) Snow crooks, 5. 7; (15) Mrs. Snow, Bubini; (16) The snow crooks; (17) Miss Marla, flying acts; (18) Tasminated; (19) Hidally, 5. 7; (20) Nokas; (21) Tonito, Atlalina; (22) Fino; (23) "Snow Skaters." Intermission (24) clown acrobatics, (25) Qube, (26) 5. 7; (27) antique, (28) 5. 7; (29) Miss Marla, flying acts; (30) Tasminated; (31) Hidally, 5. 7; (32) Nokas; (33) Tonito, Atlalina; (34) Fino; (35) "Snow Skaters." Intermission.

49TH STATE UPE

Honolulu Fair Draws 133,000

Pa Speedway Group Formed

HARBOUR, Pa. — A State commission offered $50,000 to bring the Blue Mountain Speedway, located in the Blue Mountain, Pa., area to the Price. Inaugural event was on Sunday, and to put on a show, incorporated a speedway. Incorporators were Warren P. Scott, Amie Marie Scott, and Ailadine McCulloch, all of Harbison. "New Fusnon" (Continued from page 59) at time for $1 with the train going at a straight 15 cents. Owners include William Lipsey, vice-president, Dr. George Farmer, treasurer, and Edward Jay, secretary.

COMING EVENTS

Arizona

Beers-Barnes Doing Okay

BRADENBURG, Ky. — Beers-Barnes has put up its third stand in a row here Wednesday (26), drawing two full houses. Shows played under Women's Club regulations. The stands were on the Little Queen school grounds, first time it was used for show purposes.

v.

C.O. Pettit, general manager of the press, had stated a three-quarter text in the afternoon and a short note. It was the day before the annual show at the Lebanon Junction, Ky., the day before, when the bull was killed. He was killed by a horse which the bull was chasing. He was the third horse in the evening. It was the only horse in the evening. The horse's name was Walter. The horse was cussed all over the place. Dill Beers, barbald, came in at Paterson Lawton. (Continued on page 73)
N. J. Averts Wide Outlawing of Games

Emergency Amendment Saves Parks
And Resorts From Severe $5 Loss

NEW YORK—New Jersey concessions games were shut tight at a drum this week, but shutting them down was not the whole story, for on Wednesday, the same day, a protest was held by the State Legislature to seek the abolition of all such games. 

The protest was sponsored by the American Radio Historical Association, a group of people who have been working for the abolition of all such games.

The protest was held in the State Capitol, and was attended by representatives from all parts of the state.

The protest was to be followed by a hearing on the matter before the legislature's committee on games.

The protest was to be followed by a hearing on the matter before the legislature's committee on games.
ROLLING RUMBLINGS
Grunt-Groanners Aid
Montreal's Operation

DENVER -- Tuesday night
boxing matches at H. Sigman's
Montreal Gardens here have
taunted the roller skating estab-
lishment through the entire sum-
mer slump in the skating business
and kept the Garden operation well
in the black, according to Robert
Booth, Garden publicity director.

Aside from the lease for wrest-
ling promoter Jerry Frye who pays
for the use of the Garden, the estab-
lishment has benefited from another
angle. That is the telecasts of the
boxing shows, said Booth. These
telecasts have done a great job of
publicizing the Garden and its fa-
lilities. Prior to the wrestling af-
iliation the Garden was dark on
Monday nights. Now it operates
over nights a week.

Box professional Jack and
Irwin Boyer left last week for Cal-
ifornia to judge an ESROA re-
gression tournament in the Bay ar-
ea, but their departure has not slowed
activity at the Garden. Where daily
morning sessions for beginners got
under way at rates of 10 cents per
person, these new sessions have been
scheduled for Boy Scouts, Car Vi-
deo, Campfire Girls, the Hi-Y and
several dozen other youth organiza-
tions. Behind the plan is the hope
of developing the interest of these
younger skaters in roller skating.
According to a recent count, a
hundred kids have signed up for the
classes.

This week the rink is staging
a sweetheart day. All girls accom-
paing escorted by cowards will be
admitted free for an evening of special
skating activities, games, etc. A
knight and queen will be crowned
during the evening.

ROSSO OPERATING
At Glen Echo, Md.

WASHINGTON -- Carl Ruste,
former Eastern roller rink oper-
ator, has opened a rink in nearby
Glen Echo (MD) Park. It was re-
opened last week by Al Riffe of
Watauga, Mass., who oper-
ates in New England during the
winter, is operating the Glen Echo
rink seven nights a week.

He has classes under way for
dancing and free style skating and
exposes to form a dancing team
soon for participation in speed
events to be held at the park this
year later in the season.

Hartford's Schiannel
Set for N. E. Contests...

HARTFORD, Conn. -- Con-
nection to the New Eng-
land skating competitions at Lin-
colns Park Rink, North Dartmouth,
Mass., June 27-July 1, includes
David Schianneli, Hartford, and
John Milanesi, Hartford. Skating
Palace professional, Schianneli, 12
year old, took top honors in four
classifications at the Connecticut
finals, concluded at Melody Rink
Groaton, recently.

FOR SALE
Fortfeature Game Park
Located in front of Great Smoky
Mountains at Pigeon Forge, Tenn.
One of the largest animal exhibits in the
U. S. Y. years operation interest and
business and good winter business.
Great Smoky National Park has 211,000
people thru last year. Last year 31
months finish national park for $5,000
dollar a year. Reason for selling—in health
and other reasons. Write or come Look.

Figure forge, Tenn.

WANT
One good operator to take over Ranks
Pony Rink in downtown park. No Earli
You are equipped with full and plenty of
machinery. Get in before the 1st of July
and plan business. Money or will.

FUN CITY PARK

KIDDIE CAR RAILROADS
We will make up a carload of 10 or
more kiddie railroad sets for the shop
and would be pleased to have interested
investors. We have S.A.L. Car
oires, Parlophone, etc. Please send
letter for full details.

HATCHET RINGING MACHINE
Johnson, C. A. 13-10235.

MINIATURE FAIRGROUND
Located in center of city in large
room.

FOR SALE—AMUSEMENT PARK
Will sell all equipment, machines
rented. Price $100 to large city in
Southern California. $5,000 down.

FOR SALE—AMUSEMENT PARK
For sale 25 feet diameter. Complete
operation. Two million riders! No claims, no accidents.
RESERVE SPACE FOR THE ROTO-JET IN YOUR
PARK FOR 1957—CIRCLE 60 FEET DIAMETER

ERVIC WEDEMEYER, Inc.
Roto-Jet Division
NEW HYDE PARK, LONG ISLAND, NEW YORK
PHONE: FIELDSFORD 7-6783
R. B. Scores Okay DESPITE ACHES

Deaths, Injuries, Late Arrivals
New Mark New England, New York York

UTICA, N. Y. — Despite a series of mishaps, the Ringling Bros. and Barnum & Bailey Circus completed good turnouts at its final New England engagement and its return to the New York State.

Included in the troubles were two narrow escapes, one was a fire injured here Wednesday (27) when he was struck by a train during the unloading. He lost one leg, and the other was later amputated at a local, but the circus conditions was considered as a result of an injury.

Bene Clanine, 58, trumpeter who received the brand of natural causes in Fall River, Mass., Thursday (20), and Robert Kerwin, a found dead Monday (25) in Albany, Albert J. Widaman, a broken leg while setting up in Albany.

Picketing by both teamster union locals and members of the American Guild of Variety Artists did not hurt the show appreciably. The matinee openings, which at seven shows were from one to two hours late, were said to be satisfactory.

Despite all this, business held up. At Providence, R. I., the show was up in two days, with an overflow at night; at New Bed-

TEAER ADS
R-B "New Look" Paper Ordered For This Year

NEW YORK — First element for a "look" advertising for the Ringling Bros. was reported to be good door boards by mid-August as a result for the previous year. The Con & Belding Agency which has taken over the account, mc-

The agency has been contacting all advertising from its offices in mid-west, and claims no difficulties have been encountered. On the other hand, a "look" has been used, only the "good" space has been taken, and where such boards were unavailable, legible, such as a newspaper was advertised to make up the difference.

An increased advertising was announced (Continued on next page)
SACRAMENTO — A seven-point program for the improvement of exhibits at fairs was recommended by the Western Fairs Associations Exhibits Design committee at its recent meeting.

Edward Clendenson, who moved from manager of the Chockville Junior Fair to that at the Kern County Fair in Bakersfield Monday and is chairman of the committee, said the seven-point plan was developed from three main objectives. They are: (1) Better design in exhibits; (2) adopting uniform design applied to standard units so that the cost can be reduced; and (3) that a pool of ideal best designs in exhibits be gathered by WFA.

The three specifications most desired in exhibits, the committee agreed, are low cost, simplicity of design, and practicality. It is pointed out that exhibit space is three-dimensional and for the vast part fairs are now using only that portion of total exhibit space which is on the ground level. It was also emphasized that major trade shows exhibit in foreign countries have been utilizing cubic space above ground level for some years.

The committee offered the following points in the overall program to improve fair display:

1. The exhibit will have to be designed in the shape of a cube.
2. The cubical design will be mounted with a 12-inch pop-out at each corner.
3. The exhibits will have to be designed so that the cost of freight can be reduced.
4. The exhibits will have to be designed so that the cost of freight can be reduced.
5. The exhibits will have to be designed so that the cost of freight can be reduced.
6. The exhibits will have to be designed so that the cost of freight can be reduced.
7. The exhibits will have to be designed so that the cost of freight can be reduced.

DALLAS HIKES GATE PRICES

DALLAS — Adults will pay $7.50 and children 40 cents a day to enter the Texas State Fair in Texas under a new, higher price schedule. Adult admission prices for the fair are based on first gate charges made by the fair in 10 years. Higher charges were dictated the increases, James Stewart, general manager, said.

Martin, Lewis Off Program
At Sacramento

SACRAMENTO — Inability of Martin and Lewis to appear for the opening three days of the 12-day California State Fair and Exposition has been announced by the fair's board of directors.

The board appointed the grandstand show line-up and left the first four nights open for possible top billers. Arrangements for the comedy team were announced at the meeting of the fair's board.

(Continued on page 75)

GROCERY CHAIN TO SPONSOR SACRAMENTO'S 1ST KIDS' DAY

SACRAMENTO, Calif.—Cardinal Grocery Stores, Inc., with 34 Northern California stores, will sponsor the first kiddie car show and junior fair at the State Fair and Exhibition when it opens here August 29 for a 12-day run.

The promotional contract for the grocery chain for the opening day only will mark the first time that such an arrangement has been made with a private corporation. Dudley T. Faris, secretary-manager, and Fred Boulanger, assistant manager, who recommended the pact, said it was decided in opening-day attendance.

The contract provides that the chain donate one 5-cent ticket with each $1 purchase. The tickets will have a 5-cent value in opening-day only, for adults or children, for admission to the fair. The coupon will be redeemed at the full 5-cent value for the first $100,000 tickets, according to the current figure, Cardinal guarantees a minimum return of $5,000, even if the first 100,000 tickets are not used.

Weight questioned the deal with a private concern. Director James A. Neuland said that if the company contributed, it should be able to sell it next year.

Director James D. Sessa, a former director of the fair, said the board is setting a precedent by which other private concerns may demand a partnership in promoting other aspects of the fair.

$70,000 BUDGET SET
BY TOPSFIELD EVENT

TOPSFIELD, Mass.—The annual Topsfield Fair has announced an approved budget of $70,000 for the annual fair to be held this year September 10-20. The $70,000 will be the largest budget in the history of the fair and is $7,500 over previous budgets.

The budget is to be used to operate the fair in the coming year.

Tommy Marlin will again preside over the event. The management of the horse and pony-connected dog racing. The fair's busy area has been increased to accommodate 1,200 names at a cost of $12,500. This included filling in a large area of new land.

Among other requests this year is the black-topping of more roads on the grounds, and building of a new poultry building and additional sheep pens. Sewage extensions have been laid and the existing barns and buildings have had a refurbishing and repainting.

The midway will again be unlighted.

The construction of towns will be held at the fair service club and churches is expected to pay off at the gate. More than 40 dates were filled thru the winter for the Illinois Daily Journal Advertising and promotions via TV, radio and newspapers is planned on about the fair and the midway.

INDEPENDENT SHOWS WANTED
FOR THE SELINSGROVE FAIR

The largest night Fair Week of July 16 to 21.

Want Independent Shows with good stands and concessions that don't conflict.

BOLAND E. FISHER, Manager

SELINSGROVE, Pa.

FREE ACTS WANTED
For White County Fair, Sept. 6-7.

Contact T. Stephen Hale, secretary, fair office, Searcy, Tenn.

DEPLOY FIREWORKS DESTRUCTION
Without fear, Fireworks can be Exploded on Exposed Site in a manner that destroys the effect in the Sensation. These Fried Fireworks in the Exposition.

Arizona

Phantom Fireworks, Inc., Phx. (815) 834-2400

New York

Keesling, Ltd., New York, N.Y. (212) 477-2545

Orlando

Canal Street Fireworks, Inc., Orlando, Fla. (305) 659-3135

Savannah

P. O. 3177, Savannah, Ga. (912) 234-3440

S Council Bluffs

P. O. 578, Council Bluffs, Ia. (712) 284-2333
July 7, 1956

**Biz's Off Slightly For Royal Canad**

REDA, Sask. — Originally scheduled to wind up a six-day show here on July 1 (3), Royal Canadian Shows canceled a two-day show at Antalien, Sask., because of hot weather and stayed here for Monday (25).

Carnival, which is the past has played downtowns, was up at the fairgrounds and took advantage of past several days' hot weather area. Biz started show but breaking through by Thursday (21) when a three-inch downpour came down. On a complete blank for the night Friday was sold and closed and Saturday was fine, with activity picking up.

Manager Jerry Clawworth reported the week's play was the

**Tornado Belts Hills Greater In So. Dakota**

CANDO, N. D.—Four Great Shows moved in here the week of June 25 with its equipment bearing evidence of the extensive damage caused by a tornado that hit the area Monday (21) in Watertown, S. D.

The wind, which attained a speed of 75 miles per hour, sheared off canned roofs, ripped off tin tops, and destroyed or damaged other show equipment.

One of the shows' ferries was blown over and lost its rolling roof, doing considerable damage to that ride also. Bugle, the whole ride also was lost, and the canvas roof was blown down.

The new Joust Scooter purchased the first week in June sustained the loss of all canvass, the destruction of its finishing (Continued on page 60)

**Red River Ex Gives Royal Am. Good Biz.**

WINNIPEG—The Royal American Exh. showed Thursday (38), fifth day of the seven-day Red River Exh. considered advisable business that did here last year when the show was cancelled.

The ultimate risk is $50,000, will be used to refinish the center of the ring. The event will be open for two days.

Recent visitors were from John McLeish, $1,000, Birm (Miami Schoenewald), $1,000, Frank Waidley, $1,000, D. G. Rice, $1,000 each, and $100 each from R. King, F. B. McCune, Esq. and L. Bronson.

**33 DEGREES**

**Frigid Vt. Weather Nips Reid Effort**

ST. JOHNSBURY, Vt.—Frigid weather greeted the return of the King Reid Shows to its native State last Monday (18) where the mercury tumbled to 33 degrees. The cold continued throughout Tuesday and badly affected business on both days.

Temperatures and business climbed on Thursday and Friday, however, the stand did not bring up its equipment and radio publicity was good. A front-page story appeared in the daily newspaper and an interview with Reid was published during the show.

Club Etono personnel were featured on radio as was a taped interview with Reid. Max H. Shour, who tripped with the show last season, returned as publicist during the week. Club Etono has staged a performance at the Vermont's Administration Hospital, White Mountain, Vt.

**Elizabeth Strong as WOM Exits Jersey**

ELIZABETH, N. J.—Good business was scored here through the week is fair weather by the World of Mirth Shows. The unit was the first of its kind to show here in some six years, and Frank Bergen, owner-operator, said that arrangements had already been made to repeat the date next year.

This stand followed poor busi-ness at East Brunswick and South Plainfield and winds up the show's five-week tour of New Jersey. With three out of the five dates played out to good, the show still earned well, particularly in view of the plan to remain in a compact area for the reprogramming of equipment.

Besides a heavy advertising campaign, Mr. Bergen got additional wide exposure due to the location's being in the industrial area for the week.

Club Etono is looking for a fair-weather and a use of the show's equipment for next week's show.

**Work Program**

The work program has been in high gear for several weeks. A second light tower has been completed and the remainder will be finished by next week when the show will return to its birthplace of July date at New Britain, Conn. Also centered here in conjunction with the trek to the North and Manhattan for the new show, plus a new Round-Down. Mr. Bergen said that the show wagons would be painted red, white and blue, the flag out, and that the original parts of the show was new and reborn and painted.

Bernard (Bucky) Allen is in each week in conjunction with a unit of U.S. Marine Corps, the Dominican Republic.

The show was featured nationally Wednesday (27) on the Garvey Show. NBC television network's show will air one on the show a week earlier, as scheduled.

**Crofts Grosses Off Last at So. Calif. Towns**

OAKLAND, Calif.—Personnel of the Crofts 20 Big Shows who have just started their city run from their nearby home to the lot here has grossed $1,200,000 worth of shows played sponsored dates in Southern California, last week gave up their local run as the organization moved about 500 miles north for its annual Fourth of July run. At the close of the local run the show will play at least three more dates in the Central California.

Paul Crofts, show owner, said that the two dates prior to the were off. At Turlock, where the show closed its five-day run June 17, the weather was good but spending not enough for the show. The show is the last of the five. Crofts, show owner, said that the two dates prior to the were off. At Turlock, where the show closed its five-day run June 17, the weather was good but spending not enough for the show. The show is the last of the five.

**Shan Wilcox Rides Win At Florida Location**

**West Coast**

BANGALORE, Calif.—Shan Wilcox, owner of Shan Bore Cigars, is on tour with his nine-draft show here in the state of California, where he has been enjoying the fine weather. The show will be in the state for three more weeks.

**Upper Mich. Spots Good for Skerbeck**

NEWBERT, Mich.—Three days in Michigan shows has been providing the Skerbeck Carnival with a fair average business. Show is scheduled on its way up in the Upper Peninsula of the week of July 4, then jump to the show for Michigan for the remainder of the season.

Two more telekinetic light shows, new-club lighting on the new Tubs-Wheel, Tubs-Working, Ferris Wheel and on cotton candy stands. The stand has added to the shows, a variety of the goods at the show have been added to the show this week.

The new 31-foot semi-trailer of show is equipped with air conditioning and the other is also scheduled for the next show of the year. The owner-Pauline, Skerbeck, recently took delivery on a new 41-foot American Tractor. Other who took delivery on the American was Margaret Hoffman, Roy Glass, Hayden and Helen Nord and Donald Fickert.

Eugene Skerbeck flew to Tulsa receive the new semi-trailer from Spinifex. A new coaster ride is also in delivery.

Show's staff includes Eugene Skerbeck, manager; Pauline Skerbeck, secretary; Patitman, general agent; manager; Mrs. Nord, Newton, Ill., and Mrs. Nord, Newton, Ill., and Mrs. Nord, Newton, Ill.

**SLA Pledges Pass 44C Mark**

*Continued on page 60*

*Continued on page 60*

*Continued on page 60*
CARNIVALS
THE BILLBOARD

NORTHERN
EXHIBITIONS
HORSES
SHOWS
EXCITEMENT
FESTIVAL
FAIR
WILD
HORSE
STAMPEDE
THE ENTIRE
CIRCUIT
"NE MONTANA "B" CIRCUIT FAIRS"

CONCESSIONS—Can give you anything
you want and all you can
fool the postman with.

SHOES—Funhouses, Mechanical,
Monkey, Ten-in-One, Drome or any good
attractions with own equipment.

Wire or phone MIKE SMITH, Owner.

Mandan, North Dakota, this week, then route to:

GEO GEORGE W. NELSON SHOWS

"The Carnival with Community Spirit"

Have completed showing of 15 Celebrations; have 31 Celebrations and Fairs yet to play before September 22.

Schieler, Neb., July 1-34
Lyons, Neb., July 9-10
Hastings, Neb., July 11-12

Toby Young

TOBY YOUNG 214 S. Myers St.

WANTED

For Montrose, Mich., Annual Homecoming, July 16-16; on shows; Yankee Fair Free, July 17-21; Brown City Centennial and Fair combined, July 22-28; Flushing Annual Homecoming, Aug. 1-4; Pontiac Fair, Aug. 4-7; Flat Rock Fair, Aug. 4-11; Amherst Fair, Aug. 11-24; FOLLOWED BY ROME PECHEL FAIR, AUG. 30-30.

Wanted—Any type of Concessions wanted.

WANTED

Prime want for Ohio County Fair, Blue Gate, Indiana, July 10-10; Renne, Ind., Fair, July 11; Southern Indiana Fair, July 17-17.

Cash or Trade—AllMotors wanted to help.

COTTON AMUSEMENT CO.

Stevensville, Mich., this week, then as per route.

MAJESTIC GREATER SHOwS

Want for Okla County Fair, Shawnee, Okla., July 11-11; and 1 Iowa Fair and Celebrations to follow, plus our route of Southern Fairs.

CAN give you anything you want and all you can fool the postman with.

WANTED

TOBY YOUNG 214 S. Myers St.

MINTON,T., FRED


WANTED—DIXIE AMUSEMENTS—WANT

Any type of Concessions wanted.

Cash or Trade—AllMotors wanted to help.

COTTON AMUSEMENT CO.

Stevensville, Mich., this week, then as per route.

WANTED—CONFESS—WANTED

51 BONA FIDE—2 CONCESSIONS INCLUDING 2 STATE FAIRS

New Mexico, all States, Ohio, French Prizes, Novelties, Glass, Bird and Baby Fairs, Bungo, Clown Shows, Animal Shows, Concessions wanted to help.

For information, phone: CHATTANOOGA, TENN., 1-1455, SUITE 145

AL BARKER SHOWS

CASCADE, IOWA, 4TH OF JULY; MARENGO, IOWA, JULY 9-14; ON STREETS

Barker, White, DuBois, Jones, Ethel, Chow, Pendleton, Plam, Young, Thomas, Phillips, Philips, Arnot, Sisters, etc.

AL BARKER, Owner-Mgr.

100.000 $32.00
10.000 $11.00
20.000 $16.50
50.000 $25.00
100.000 $30.00
200.000 $32.00
200.000 $32.00
Cash, 10.00

ROLL TICKETS

PRICES

GIVE TO DAMON RUNYON

CANCER FUND

FRANK C. SCHEFTER

Carnivals are here.

CHARLES H. CARROLL, owner-manager of Carroll's Greatest Shows, reports that the show has yielded 20 per cent better business

than last year.

Morrill A. Haft, Chicago attorney and member of the Showmen's League of America, delivered the address of welcome on July 20 to 250 new Illinois lawyers May 24 at the Elks Club spring meeting. His son, Howard S., was one of the new lawyers. The banquet followed every-thing in the name of Cecily Moore—Miss Go-Round for General Films. C. M. Hay, who has been with Medal Shows, recently was joined by his wife and their infant daughter.

Richard Hoddell.

Lunch-up of the Corday and Lins Del Mar Side Show in New York or Shows included Duke Scott, first time back in the United States; O'Shea, second teller; Anna Louise Daniels, inside lecturer; Morris Dubin, fire chief, New York; Marguerita, princess; Electra Vesina, Illinois, Mary; Mary May, Serpentinite; William Gallop, bally boy; Pete Black, iron lung; Louie Mike, animal trainer; Brian, young hydrant boy; Frank Winton, gliss dancer; Lisa Del Mar, animal attractress; C. W. Robinson, entertainment manager; Miss Goldstein, First State and Bill Scott, second ticket box.

Rose Morrow flew to Interna- tional Order of Odd Fellows and Ridgevood Show on the Budget ShowStakes. Biggie and Miss Goldstein kept the weekend horseback riding. At Williamson and his concession people all made an effort to get a real eye at the Lake of the Woods in Ontario. Joe Money reeved an honor at the annual awards dinner of the Southwestern Carnival Club.

The Western Carnival Club of Los Angeles Telen Club is now operating a side show, reports Mr. John J. Dow, and after a successful trek thru Tennessee and Kentucky. Clarice Hilde, Chicago, and showman, and another attraction are with it. On the road now is Richard A. Dick's Hands Side Show and made acquaintances with the Corps of Cadets and band, and Irena Allen.

Weldon T. (Tooby) Hale, of Fairhaven, Mass., is again in the show business. He has been named to direct the Comedy and Variety Show of King Shows of Canada starting the first week in August.

list of the owners of the Belle City Shows, reports good business with the advent of good weather. King shows to the east of Iron Mountain, Mich., pro- ceeded with their schedule which offset lower per capita spending. Appleton, Wis., where the show has run a pretty good business, Komaha Win, opened on a light note but was strong. A. E. Anderson, manager, is back on the job after being seriously ill with tonsillitis. Mr. Bush, added on a 70-ton ferry ax.

The spectators at the Lake George (N.Y.) Amusement Park operated by H. W. Bishoff, Pittsfield, Mass., included Harry Wieg and William Boardman, Arcade, host ball game, eat cotton darts and record pitch, Al and Student Wieg, comedy figures, cup- toons and short-and-long range gal- leries, and Mr. and Mrs. Laster Primrose, Clinton, Conn., and Mrs. and Pat Patterson. Filthy riders, most of them owned by the

O. G. Buck Shows are on the grounds. Captain John Mason

Walter B. Fox, who recently celebrated his 78th birthday in Mod-

Buck was named to direct the 1946 Draftsmen's Show. A special performance was staged for the guests, with interest in the show.

Mr. and Mrs. J. Deveau, former circus agent, Chief Whitefoot and Four Winds, and Johnnie Adams, former cow-

A midnight jambooree for show personnel who held in the Club Eclips unit at the King Reid Show, served as a grand finale for the annual annual meeting. A special surprise was staged by Club Eclips, and King Reid spoke, and re-ceptions at the table were served.

Mr. and Mrs. J. Deveau, former circus agent, Chief Whitefoot and Four Winds, and Johnnie Adams, former cow-
Continental Scores Okay In Barre, Vt.

CLAREMONT, N. H.—Continental Shows set up this week on Washington Street in a pretty location, after the lot is considered relatively costly. Favorable weather was lacked upon to produce good business.

Clarendon follows Barre, Vt., also costly for the show, a day that which5mined out pretty well. Agent Paul La Cross spotted the show in the town of about 2,500 between Barre and Montpelier.

Show drew good weather and proportionate business during the week, but Saturday night (23) was hit by rain, forcing the midway to shutter at 9:30. Matinees were held on Wednesday (20) and Saturday, and the general business was better than average for the week. A stimulus was added service part the lot every hour from Barre and Montpelier.

Tri-County Fair, Jefferson, Indiana, July 16th to 21st.

Green County Fair, Washington, Indiana, July 23rd to 28th.

Richland County Fair, Otter, Ill., July 30th to August 4th.

Knox County Fair, Dicknoll, Indiana, August 6th to 11th.

Morgan County Fair, Martinsville, Indiana, August 13th to 17th.

Clinton County Fair, Franklin, Indiana, August 19th to 25th.

WANT Nicky Punks of all kinds, go. All Handy Punks in line joining of Prevost will go through fees of $20.00. More opening for Bear Pitch, Grass Pitch, Derby, Custard, Ice Cream, Boats, Freak Long, Pinchman and Demamce. Shows—Can use two well-trained Girl Show, if coming, wire deposit and footage required as I have been disappointed weeks in a row. Firemen, Oaks, S, Mechanical, Monkey Drive or what have you. P. C. 35%.

Bill Geren

REI TJOFFER

REI TJOFFER

E.L. WINROD, Mgr.

GRAMMY CLYDE SMITH SHOWS

Oakland, Md. this week, Neighbors, Pa. next week

WANT—L & M SHOWS—WANT

WANT for PAIGELO, L. E., WATERFALL FESTIVAL, July 9 thru July 14.

This is one of the biggest events in the State, over 10,000 attend each year. Rides, Mechanical, horse, Gift, Carnival, Band, etc.

Write or telephone now on any and all information. WANTED: Booking Agents, Managers, Rides, etc.

WANTED BILLPOSTER

Want Street Pitch, Hoppe-La, Pitch-Tilt-You-Swing, Swings, Photos, Age & Scale. Rake Bell, Fish Fond, Buckets, High Stiffer, Pony Arcade, Custard and Candy Fats. West Side Show, Street Show, Monkey Show and Wildlife: Agents for Affo.

Write now. Rent, 25% of all profits. Send booking card for details. TRAM MECHANIC.

All replies to GEORGE CLYDE SMITH SHOWS

THE BROWD SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

10 NEWARK LODGE, B.P.O. ELKS’ CIRCUS AND GALA FROLIC

July 9 to July 18, Memorial Stadium, Newark, N. J., 4 BIG KIDDE DAYS. HARRINGTON FAIR to follow.

WANT WANTS WANTS

CONCESSIONS

SHOWS

RIDES

Want Age and Snakes, Neatness, Derby Bourse, French Fries, Eating and Drinking Stands, Handy Punks of all kinds. Advertise.

Show with or without equipment, Fat Show, Illusions Show, Exhibits at any new Show with much. Susser, Scambler, Round-Up, Outpost. Will book or lease Ferris Wheel, Line Party Ride, Dark Ride, Funhouse, 3 or 2 Kiddie Rides. RIDE HELP in all departments. Semi Drivers preferred. Paula Williams wants good Cid and Concessions Help. Best salary for those who qualify.

All answer: PRELL’S BROADWAY SHOWS, Riverhead, Long Island, N.Y.

Now booking for Jersey County Fair, Jerseyville, Ill., next week; followed by Greene County Fair, Carrollton, Ill., July 16-22. Then the Big one—St. Clair County Free Fair, Belleville, Ill., 16 Days—July 27 to August 5. All Fairs until Oct.

CONCESSIONS

REPLACEMENT CONCESSIONS

Candy, Wares, etc., NO FLATS OR CYPHEL, THOSE JOINING NOW GIVEN PREFERENCE AT BELLEVILLE

FAMILY SHOW

Can place first class Girl Show with own equipment for next Fall, including Belleville.

GIRL SHOW

This is a big gross spot. Fred Miller, contact.

WANTED

BROWD SHOWS INC.

BROADWAY SHOWS INC.

BROADWAY SHOWS INC.

BROADWAY SHOWS INC.

BROADWAY SHOWS INC.
Vivona Explores New Pennsylvania Territory

SCRANTON, Pa.—Heading into Western Pennsylvania for the first time, Vivona Shoves got off to a somewhat insipid start here at Andy's (posing for my photography brought out 1,500 women, all free, plus 1,000 men, all paid). The attendance was spotty, and quirk was concerned, with the innumerable attendances' not placing too little better than fair.

While the date was disappointingly light and hope was held for action on opening Saturday (30 officials felt they had some of the suppliers for the locomotive stand. Nearby amusement park offered rides for 5 cents—an unmatchable prices for carnivals—for one thing. Secondly, a local baseball was in operation pretty with a free gate and prices to lure the crowds.

For the next six weeks the show will be in New Living. Best business and least competitive action is looked for in such towns as Berwick, Altona and Alcona.

Promotion will be stepped up, too, with Harry Wilson planning the revival of his giveaway of baby dolls to his babies tonight, variations in live shows used to cover promotions. Slim Mason, Funhouse manager, is controlling the street downtown.

Five winning weeks are reported for the most part. In the business is judged respectable in view of the generally bad weather that blanched many of the spots.

Ralph Ryan is reported relinquishing the cookhouse because of his activities as first mate with the new pier, formerly with Penn Premier, is reported set for joining with his unit on July 9.

A new Minstral Show front in new near completing and the unit will be added in time for four.

Catherine (Miss) Vivona will remain shortly after a period of her home in New Mexico.

Wyoming Yields OK Ride, Concess Biz for Standard

LANDEB, Wyo.—Standard moves have left here for a July 4 date that opened Friday 30 and was scheduled to wind in the holiday. Business for this last spring for the shows has been fair to good, with Thermopolis, Wyo., played early in June, yielding a big clean for all segments. Rides and show did near capacity business with the front end doing its usual two.

Staff includes Vincent Johnson, owner-manager, J. B. (Dutch) Snow, agent, and Bob Cumberland, radio superintendent. Charles Williams has his Autos on the show and B. Rogers, live pose.

Most recently added Joumills and White Dixon added a new grit store and riding game. Expected to join soon are John Burke and Bouloue Stephens. W. C. Johnston and Vic Hamil left for the Middle West.

A double birthday party was given for Bob McEachen and Mrs. N. L. (White) Dixon with 40 adults attending the festivities.

With Fay Emmons adding for the carnival feature and its current activity was conveyed coast to coast on the Dave Carney Show that started in New York City.
FOOD DEVELOPMENTS
Pint-Sized Portions
For Pint-Sized Patrons

SALT LAKE CITY—Even food and refreshments with no new Mother Gooseland fit the pint-sized customers.

Bob Good, manager of the near-by amusement park, said that when it was decided to build the children's area of the park for this season, he began looking around for something special for the pint-sized youngsters. He had noted that often parents had to spill portions with the youngsters or give them "man-sized" amounts that over-filled the kiddies.

His search was rewarded. Drinks, served— narrative with all refreshments—from "Peter's Pumpkin Sherbet, Rembrandt's standard simple drink, Bob purchases six-ounce cups and refills with the popular regular bulk dispensers. Price: 6 cents.

The No. 40 size cone, with a small dip of new ice cream concoctions that allows each toddler to have his own, but not too much, was found.

Hot Dogs Are Problem

The hot dogs were the main problem. Bob Good, who is the largest fish and drive-in distributor and found that they—could—for large enough orders—usually buy into the packing machine to cut out dogs about the size the children want. He has to buy about 14 "dogs" to the pound.

Only one problem remained, Smith said. "The solution, so Bob contacted the bakers that sell him regular sized

FOREMAN WANTED

Place foreman for Oufish. Must be reliable. Tack and drive semi. Also place Wheel Mau, Second men on all rigs. Write to J. M. W., 811 Pine St., Denver, Colo. Can place good fast-stepping Midge St. and drive semi. Write to W. I. W.

Add address all mail and wires to
Lloyd D. Serfass
Penn Premier Shows
Louis, Ohio, this week; Dover, Ohio, next week.

HOTEL ALABAMA

436 Chestnut St., Godfrey, Illinois

Good family hotel. All rooms have bath. Good meals at all hours. Good shows out, all kinds. Write or call in Godfrey. Write or call in Godfrey. Write or call for rates.

Mrs. Walter L. Keck, Owner and Mgr.

MIDWAY OF MIRTH #2

WANT

Commissions on all extra work. Address F. L. Barrett, 1121 Massachusetts Ave., Atlanta, Ga.

STANLEY WALKER

Grove, Ill., this week.

JACK VINSON

Wants

Bingo callers and countermen. Experi-

ance for Wheel and show. Write to W. S. F., 923 Central, Franklub, Ind., 924 Central, La Porte, Ind., this week.

MAX CRUEG

Will buy Merry-Go-Rounds, Canvas, and show rides. Will buy all types of shows. Will buy anything with or without horses or persons or property.

MAX GRUBERG

Long Beach, Long Island, N. Y.

WHITE DIXON

Wants to work. Can work Canvas, Shows and New York State Agent. Only 2.78 ot. Interested in Shows. Address 400 Wood, West, New York City, N. Y.

Rin Tin Tin

To Be Feature

Of N. Y. Rodeo

NEW YORK—The World's Championship Rodeo of Madison Square Gardens has not yet set up with a feature alongside its show dates are but three months away. But a date has been set on the booking that has been made and contracts are expected to be announced in a near week.

Ned Irish's office at the arena announcing Rin Tin Tin as one of the attractions, and Irish said a "co-feature" will be announced soon, indicating that the dog will get rather high billing.

The rodeo has been scheduled for September 22 thru October 13, with 16 nights shows and 12 matinees, same as in 1955.

Irish dealt with Steak and Bones, producers of the Rin Tin Tin television show. Article in the negotia-

tions was headed Mitch Hamblin.

Said he will be Monday night shows this time, as it has been increasingly difficult even to meet end of the big crowd, said he has had good sledding in recent years, and that handliners have rem-

ained the tried and true cowboy attraction, Rogers and Austin, plus TV's Range Rider. Siging of the dog in a top spot represents a de-

cision in booking, in efforts to find the winning combinations.

SCHOOL'S ON

Talking Prize

OK But Birds

Playing Dumb

AGAWAM, Mass.—May not be an original idea, but publicist Hans Storin and Madison, con-

tractor Tommy Moray are making it give with the latter's parade which took place the last week.

Merchandising angle thought of to touch the birds' doings like this is a good one. Chair made home for a dime.

Show and Movies will buzz. The Billboard if anything develops, but so far the birds are playing
dumb about the whole thing.

VA GREATEST FINALLY

GETTING SOME BREAKS

SALEM, N. J.—Virginia Great Show is finally getting a break in the weather after six rough weeks due to miserable oper-

ating conditions. Clockwork rainfall has hampered several Saturday nights and personnel were anxious to get out and forward to better things this week.

Following Salem, last date in Virginia, the company heads into Delaware for five weeks, then con-

tinues its usual stamping grounds for the rest of this year.

Grosses since the opening in Virginia have been disappointing for the past six weeks. The first 10 days were bad, the last six were bad. Last season's figure. Show played Virginia, Maryland and New Jer-

sey, with Beverly Hills, N. J., being a big disappointment. First decent week was in Mount Holly, N. J., where the weather let up. Others

were

Fair and New fairs on hand included George Hartford with his non-law show. Notes by Mrs. Mike Lane, two ball games.

J. Kelly, age 50 years; Johny Weber, pan game; Betty Munroe, even and odd; Mr. and Mrs. Don Castleman and son closed at Salem, N. J., Manager Ross Macassie re-

and Edie and Charles (Chuck) and Stella Bowyer are no longer with the company.

The Munroe's Roller Coaster is reportedly doing well. Munroe has been an order over the old cars from McLaughlin Bros. of Buffalo, N. Y., in order to prepare for fairs and carnivals, starting in Dela-

ware.

Visitors recently were Sam Williams, of New Jersey, and Mrs. A. M. Corn, of N. J., and G. C. Mitchell, of Amer-

ican Amusement Company who revealed several cars, and George and Harold, the youngsters, as well as Mrs. Ralph E. Davis, of Dyer, Ind., and Mrs. Ralph E. Davis, of Dyer, Ind.

Carnivals

FAIR STANDARDS

 succession of shows. Also write to Mrs. Mike McRoy, Dyer, Ind.

MIDWAY OF MIRTH SHOWS

Can place Foreman for West Wheel and show. Will book Concessions for 12 weeks of Fairs and Carnivals. Will give good proposition to small Carnival that will feed show people. Address:

TRENTON, N. J., THIS WEEK

WANT

We want tides for Kiddieland or Amusement Park on percentage basis. Will be a permanent arrangement. Address Mr. Melvin Gear Carrie—our deal. Contact

LOTTIE KELSEY

BOX 187, MIDDLETOWN, N. Y.

PHONE: MIDDLETOWN 2961

WANT—WANT

WANT—WANT

ELECTRICIAN

WANTED

Ride Shows. Has experience. I am a dependable, good job, pay your men, no loss. Vacant in Bremerton, W. A.

MAX GRUBERG

Long Beach, Long Island, N. Y.
A. C. Yields To Operators, Cuts Concerts

ATLANTIC CITI, June 30—The Gardens Pay open-air theater will be "cuck" on its opening and all of the Saturdays during the summer. Presentations of various programs will be presented on most of the other evenings, according to David G. de la Pena, Superintendent of the Department of Parks and Public Playground.

Opening of programs on Sundays follows a policy established last year, when the civic center was shifted several times to meet objections of organized amusement men to competition from city-sponsored programs.

While programs by military bands and other out-of-town musical organizations were held at Saturday last year, Jackson said, many of the musical groups will not be available for productions this year and must be booked for weekday performances. There will be programs only on four Saturdays during the 10-week summer schedule.

The Atlantic City Festival Orchestra will play on Monday and Tuesday nights and under the direction of William Madden. The Boardwalk Follies, a program of local talent, will be presented on Wednesday evenings with Lucile Russo, producer, as master of ceremonies and in charge. Friday programs will include a variety of novelty nights, including such things as Barbershop Quartet Night.

New Kid Park Rising Soon By Bronx Zoo

NEW YORK—A new Kiddie land park, which is being built in the Bronx, will be ready in time for the opening of the zoo in the fall. The park will be located in the southern part of the zoo, adjacent to the Zoo entrance.

Curtis-Phillips, Inc., has already opened its 22-acre miniature golf course, which is being constructed under the direction of the New York Zoological Park. Curtis-Phillips, Inc., also has a contract to build a new three-story building for the zoo's administration.

Kelly-Miller Takes Steady In Iowa, Illinois

MACOMB, Ill.—The Al Kelly-Miller Rodeo Company, which has been performing in Iowa and Illinois for the past several years, has announced that it will continue its national tour, including several performances in the Midwest.

The company, which is under the direction of Al Kelly-Miller, has a reputation for providing quality entertainment and has been well-received by audiences in the past.

1956 Rodeo Dates

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N. E. Group Meets July 24 At Norumbega

EXETER, N. H.—The New England Association of Amusement Parks and Zoos will hold its annual summer meeting Tuesday, July 24 at Norumbega Park, Atkinson, N. H. The meeting will be addressed by G. K. Conard, president of the group, who will present the annual report of the organization for the past year.

The group, which is composed of representatives from amusement parks and zoos throughout the United States, will discuss a number of topics, including the future of the industry and the impact of technology on the business.

Recent developments in the business of the group will be discussed, including the impact of new technologies, such as virtual reality, on the industry.

The group will also discuss the impact of the COVID-19 pandemic on the business and the future of the industry.

The meeting is open to members of the association and non-members are welcome to attend. For more information, please visit the website of the New England Association of Amusement Parks and Zoos.
**BIGGER SELLER THAN EVER!**

A GOOD JOINT.

* **PRE-SOLD THRU TV**
* **OFFICIAL CLUB-BALLOON**

**WITH NOSE**

**the NEW OAK MICKEY MOUSE NOSE BALLOON**

**MERCHANDISE**

**MERCHANDISE TOPICS**

Joseph Bros., 5 South Wabash Avenue, Chicago, having made what it calls its greatest purchase of name brand watches of the year, announces big savings to purchasers of assorted famous brands. One deal is for five men's or women's wristwatches or pocket watches for $10. "These are unconditioned name brand watches, such as Hamilton, Waltham, Benrus and Cronen, in late styles. The fact that these same or name brand assorted watches with matching yellow gold expansion bands are offered at a higher price at other stores for special offers. Two deals are for watches which include men's jeweled watch movements in a stainless steel band, gold plated cuff links, signet bar, money clip and key chain, all individually boxed in a display gift box. The firm's Barney Joseph also announced that several hundred pieces of good quality airplane luggage will be closed out at 85 cents. Quantity buyers are urged to contact the firm for special prices.

Due to similarity of brand name with the product of another firm, Cook Bros., Chicago, has adopted the Sherman Master Painters Products label for the product formerly bore the Pittsburgh label. Sherman Bros. Cook Bros. points out that the product bearing the new label is not a reconditioned paint. It is being made from the same formula that has been used for years at the firm's plant. The white paint remains the name. For convenience in handling, it is in master carton at $1.35 per gallon and sold in master carton units only. For one gallon it will be sold at $1.25. Any amount will be labeled as before. It is priced at $1.40 per gallon and is sold at $1.50 per gallon in the master carton. It, too, is sold only in master carton boxes. The Sherman Master Painters Products label will also be used to decorate the battleship gray paint box and clock rubberized exterior or interior enamel paint, formulated especially for concrete base, wood and exterior surfaces and lawn furniture.

The battle ship gray paint box is priced at $2.90 per gallon. It is packed in four gallons cases to market carton and is sold in the master carton lots. All prices are quoted on a quantity basis, Chicago.

**SHERMAN**

Master Painters Products

40 OFFICIAL 40TH
July 10

**SHRIZC**

**ADJUSTABLE ANGEL WREATH**

1 piece $1.50
2 pieces $2.75
5 pieces $5.00

**STILLSON PATTERN WRENCH**

12-PIECE PIECE SETS-Sizes 3 to 10 in. Chrome or Steel. $7.50, 5.00. Assorted $4.50.

**SHERMAN**

**CUT OUT NOSE,** $1.00 to $7.50.

**COOK BROS., 85 S. Halsted St., Chicago, III.**

**EVE-APPEAL! BUY-APPEAL!**

Luxurious 6 Pc. Set $5.99

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**IMPORTANT**

To Obtain the Reader Notices in Blue or Red in Detail Your Orders and Use the Code Appearing at the End of Each Notice. In Advertisements the Code Appears in a Black Box. Be Sure to Give Your Name and Address.

**“It doesn’t matter if you win or lose, it’s how you play the game.”**

—Donny Gordan, Midler Reel, Michigan City, Ind., winner, June 25 Carrigan carton contest.

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**PIPED FOR PITCHMEN**

By BILL BAKER

FROM TARPON SPRINGS, Fla., Mrs. Bob Nole of Nevis Polk County, Fla., reports the report that old Bob Russell took his final bow yesterday after a long life of aiter, at the age of 82. He had been bothered with a stomach ailment for the past several years and it finally caught up with him in Lyona, Ga., while he was working with Ring Bros. Circus.

Most of the obituary will remember Bob as a blackface comedian on the San Francisu, Calif., Medicine Company, which was owned and operated by Doctor M. C. Epling nearly 60 years ago. Late he was a clown with San Diego's Circus which was so well known at the Great Keystone, Silver Brothers and Burns Brothers. More recently he had worked as basso voice man on the Ring Show. Survivors include his widow, a son, several daughters, a brother and a sister. Burial was in Suffolk, Va.

**FIVE YEARS AGO**

In the time of a welldoined man, Kelco was seen taking in the sights and sounds around Cincinnati, Ray Harris, following up to make a run in a Queen City five and dimes with a jump going to Louisville with the same item. Jimmie Wall, shorty worker, had just passed through Cincinnati from Capמחל es on route to Calpplso. O. R. King (Sonny) Berger, widely known in pick circles through the North, went just that same week to Anchor Hospital, St. Paul. Herbert Van Swearingen, Wrens, had become a fixture...
CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual word-styled type, one paragraph, no display. First line in regular 3 pt. case, balanced in regular 5 pt. upper and lower case.

IMPORTANT
In determining cost, be sure to count your name and address. When using a Roy Number in this issue, allow six words for the address.

Also, includes $2 per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum $4.
CASH WITH COPY

DISPLAY-CLASSIFIED ADS
attracts more attention and produces quicker and greater results by the use of larger type and white space.

Type up to 14 lines per page, no胆es, no capitals, reverse plates, tags or other decorative material.

Typical border paragraph: space 2 lines, 1 inches or more.

RATE: $1 per agate line—$14 per inch.
Minimum $10.
CASH WITH COPY

(Unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK’S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, Ohio

ACTS, SONGS & PARODIES

NATIONAL RADIO CORPORATION

835 W. Grand Ave., Detroit, Mich.

FERRY, ROY

867 ALBANY ST., WESTERN STATES

FERRIS, DON

181 CLEVELAND AVE., SANTA MONICA, CALIF.

FERRIS, LAMP CANDLES

10707 WILSHIRE BLVD., WILSHIRE BLVD., LOS ANGELES, CALIF.

FERRUS BOUTIQUE

NEAR LOW TURF, QUEST, HILLS, BROADCASTER, LOS ANGELES, CALIF.

FERRUS, LAMP CANDLES

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FERRUS BOUTIQUE

301 S. 13TH ST., PHILADELPHIA, PA.

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SALES BOARDS
TICKET GAMES
PULL TICKETS
BASEBALL TIPS
HOLDOUTS—KEYS

SEATTLE GAMES
219 East Pine, Seattle 22, Wash.

Free Wholesale Catalog
CONTAINING
- Expansion and Phone Items
- Heart and Disc Pendants
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SEND FOR YOUR COPY TODAY
Please state your business.
FRISCO PETE
220 S. Wells St.
All Phones: Franklin 2-1567

12" FEATHER DOLLS, Dolls...$7.75
PARASOLS...$3.50
8x10" DOLLS, Dolls...$9.00
4x6" DOLLS, Dolls...$4.25
100 OTHER ITEMS
OPEN SUNDAYS

BELL SALES CO.
1107 S. WABASH ST.
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KEEP YOUR CUSTOMERS COOL
With this "Hot" Summer Item
Ladies' 2-Piece Sheer Baby Doll
$15.00 per dozen, C.O.D., F.O.B. Chicago.

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P.D.O. - World's Greatest
PHOTO BOOTH CAMERAS

Also portable cameras, White model
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Add....
COMING EVENTS

Rhode Island

Connecticut

New York

case-Centennial of the New York State Legislature, Aug. 25.

Indiana
New York-City Hall, Aug. 23.

Ohio
Sears, Aug. 29.

Pennsylvania
Pittsburgh, Aug. 28.

Michigan
Ann Arbor, Aug. 24.

Wisconsin

MERCHANDISE

THE BILLBOARD

Attention! Coil WORKERS!

All New * SPIV-FIRE UNIT

New SHIP-SPINNING MACHINE

M.D.I. MFG. CORP.

Manufactured by
Heckle Board, Art Noverst & Ralph Springer

48th Street, New York, N. Y.

Now new Jersey Game Situation

Bungie of New Jersey has announced that guns where art or skill is required.

Games Reopen

With the protection of the "art or skill" clause, the operators went home and the State's concessions and games were again in business. It was more than likely mixing along this week-end. Estimated how many millions were spent at the games, the greater number of which were uncomplied for, and the probabilities that the numbers will be greater in the near future. The vote on the amendment was 30-0 in the State Senate and 42-0 in the House. Governor Groves said he would sign the bill if the State Legislature would authorize him to do so.

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Plymouth-16.

August 13.

July 29.

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LETTTER TO EDITOR

Initial Push Over; Top Airs 10 Effects

( Editor's Note: Willie Blatt, well-known music operator headquartered in Miami, recently wrote The Billboard about the subject: "What's holding the Juke box operators far back?" The subject was featured in his first letter (The Billboard, June 23). Blatt explained that the biggest reason was the operator's failure to overcome in connection with dime play

Trumont Sales Named Distrib For RCA Line

BOSTON—The Trumont Automatic Sales Corporation has been appointed authorized distributor for RCA sound system products, David H. Fooshee, president, announced last week.

Trumont, which has been actively engaged in background music, will now carry a full line of RCA sound systems, inter-com, automatic telephones, public address systems, phonographs, record players and other accessories. The firm also will handle RCA Victor accessories, phonographs and a full line of accessories for all of the products. More than 500 new accessory components will be available.

The line will include portable and wall-address systems, wall speaker or baffle microphones and tape recorders as well as simplex and custom-designed multi-channel systems.

MEMPHIS—Publicity wise, the Memphis Music Association's public relations committee is making a big move to bring the juke box into the attention of the local public.

High on the list is a cooperative program with Memphis theaters advertising a new LP-1 record from the box to the attention of the film audience.

On the opening day of the movie and through its showing a juke box ad will be placed in the lobby and in the box itself. The tunes sung by the artist is placed in the lobby and set on continuous play.

The project, according to Dr. Camp, supports the idea of the box to be kept in public view. Records that have a bit of interest make the news, and as the use of the box grows in volume, the Phonograph will be brought into the proper channel for news and publicity.

P-R Group Ties Juke Disks to Movie Tunes

RAYONIER, Wash.—In an effort to further tie record operations with the recording industry and at the same time to get more playing of record disks in juke boxes, the performers union, of which the Juke Operators Union is a part, has presented a plan to the American Federation of Musicians. The proposal is to tie in record releases with the release of forthcoming pictures.
LOCATION AGREEMENTS IN WRITING; COURT SUPPORT INSURANCE FOR OPS

CALIF. CASE REFLECTS VALUE

LEEDORSHIP IN ACTION

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

A CONTINUOUS STORY OF

IF YOU MISSED READING THE JUNE 30 ISSUE OF THE BILLBOARD YOU MISSED THESE OTHER IMPORTANT NEW STORIES AND FEATURES, ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News Wider't It's New

"Wayward Wind" Holds MOA Lead

NEW YORK—"The Wayward Wind," with George Grant on Easy, retained its lead on "National Juke Box," the ABC radio network prepared by the Music Operators of America.

EDUCATED "WHERE" "WHERE" "WHERE"

OTHER DUKES PLAYED ON THE PROGRAM WERE "WHERE LOST ME," WITH PAT BONNER ON DOT; "FALLEN MOON," WITH PATTIE PAGE ON Mercury; and "CREDIBLE LIES," WITH Lou DEMARCO ON Ferris.

NAMED AS MOST PROVINCE WERE "TALLIED TO AN ACT," WITH DAVE COSTA ON AMPA, and "SWEET OLD FASHIONED GIRL," WITH TRENDA BREWER ON Coral.

399 PROGRAMMING IN MIAMI

Survey pin points how Miamioperators program 290selection photographs—hit tune category accounts for 60 selections. Prominence on select panel is given to hit tune and old favorites categories.

COIN MACHINE NEWS QUIZ

DIME PLAY A MUST

Automatic phonograph operators must receive 18 cents a tune to earn a fair return on investments and stand on their own feet, participants in The Billboard's Music Operator Forum agree. Conversion calls for presenting, courage and timing, according to MOP operators.

OAKLAND, Calif.—Two more music operators here have learned the value of written contracts. Jerry Wilson and Henry D. Tomlinson, head of D.J. Music Company, were awarded a judgment of $1,300 in the Alameda County Municipal Court because they had a contract.

The decision was handed down by Judge T. L. Foley against Gilbert W. Cook, Oakland location owner, who was charged with breach of contract by the D.J. Music official.

The court action was prompted when Gilbert, who had signed a written contract with Wilson and Tomlinson guaranteeing a minimum net return of $1,350 a week for a period of three years, decided to change photographs.

Tries New Juke

Disregarding the contract, Gilbert ceased to operate the D.J. Music phonograph and substituted in another phonograph furnished by another operating company.

At the time of the substitution, the contract still had more than two years to run. Wilson and Tomlinson felt entitled to receive $125.50 a week for the 120-week period remaining on the contract following the breach.

Judge Foley, in handing down his decision on the suit A-3817, said: "It is altogether the plain

Here's a Contract That Wins...

CALIFORNIA MUSIC MERCHANTS ASSN.

LOCATION LEASE

This agreement made and secured date day of

Holders hereinafter referred to as OPERATOR or Owners hereinafter referred to as PROPONENT, at

City

City

WITNESS:

1. In consideration of the signing of this contract, OPERATOR agrees to vacate the above address of PROPONENT

2. OPERATOR agrees to meet and comply with all rules and regulations promulgated by the Company and all applicable laws and regulations of the city and state in which the property is located.

3. OPERATOR agrees to pay for all reasonable and necessary repairs of the property, including but not limited to all costs of maintenance, insurance, and all taxes, at the same time as and in the same manner as the said property is maintained and insured by the Proprietor of the property, and such repairs shall be paid by the OPERATOR to the Company prior to the expiration of the lease or any renewal thereof.

4. OPERATOR agrees to keep the property in good order, proper condition, and repair at all times during the term of the lease and to pay the rent in full for the use of said property at the rate of $ per month, payable in advance at the beginning of each month, and to pay all taxes, assessments, and other charges on said property, including but not limited to all costs of maintenance, insurance, and all taxes.

In witness whereof, the parties hereto have executed the above contract.

Date

Date

ADDRESS

ADDRESS

OPERATOR

PROPONENT
MUSIC OPERATOR FORUM

How to Get More $$ Out of Juke Records

Two juke boxes, both featuring the same number of selections and playing in similar locations at the same price, differ drastically in average weekly grosses. Why?

"After studying this week's Music Operator Forum we attributed the difference to what they call single location promotion and the most out of box record purchases," according to these operators, this situation is the result of poor programming, an almost nonexistent attention to promotional techniques, and easy buying.

MOP operators explained that setting up proper programming patterns is not enough. "When you know how many pop and country and western tunes are used," one operator said, "you still have to decide which records to buy.

Some operators said that they found on-location promotion—using the same records—netted them larger collections. Examples of the promotion included request cards, EP jackets displayed inside the dens of phonographs, untitled title strips, such as those featuring pictures of artists, weekly litho title cards, or placards, and even ministores to concentrate on playing the music.

Slow Coverage

Slow disk coverage results from waiting until a record is well on its way in the list cycle before purchasing it. Operators claim this usually occurs when an operator tries to cut corners on his成本 and neglects one of the attention-getting promotional techniques.

MOP operators said that trade paper charts which cover all fields on a national basis and include special information on tunes coming up strong are considerably more useful. They also recommended local listings such as disk jockey picks and local retail sales reports. One operator said, "About 95 percent of the time our local charts follow the national listings to the letter. Then all of the time, there's a big seller here but never make the national charts.

Operators can easily buy a selection of non-scheduled disk buying habits. To keep abreast of the charts, an MOP operator explained, juke box operators have to buy records once a week, "even when other week is too infrequent.

Top $$ From Records

AB WEINER, Lansing, Mich., said, "Juke box play can be boosted six location promotion. Location disposition of pictures of artists on programming panels usually help.

T. L. BOYD, Boyd Music Company, Elizabeth- tow, Pa., explained that when charts closely coincide, we can ride a hit number from the beginning the same way all the down the average. Believe me, this is something we do.

NELS E. NELSON, Alexandria, Minn.: "I find that on-location promotion pays off for a juke box operator. "We have tried several types of promotions, but find that a record request card is something we should use. Our record cards are often filled out, even alongside the juke box. They simply ask customers to jot down, under the name of the record they would like to hear played on the machine. The requests are turned over to the location owner. We also have our own special request cards, and, since the machine is in a location, it's much easier to increase our collections of new records (if available).

What About Risk Releases?

JOSEPH REICH, Mount Vernon, Tarrytown, N. Y.: "There should be a longer length of time between releases for certain recording artists. For example, Nat King Cole releases are too fast to come out with new releases just as another one of his recordings is selling. If the operator is forced to spend his purchase till on each recording released, they will have only a small fraction of the play on a machine in any one week. EPs are nearly valueless for operators, and EPs are holding up the entire juke box run.

L. C. LACKETT, Lucky Music Service, Middle- tow, Ohio: 'I believe there is too much propaganda for EP records on juke boxes. There is no public demand for them and, as a result, we find that they account for about 30 percent of average weekly grosses. Our dispense with them entirely. We find EPs are valuable in the juke box run.

BOYER, Grants Pass, Ore.: 'EP records have got caught up with the public or locations owner.

What About Manufacturer Risk?

TWIN NOVELTY COMPANY, Columbus, Ohio: 'Record companies, in my opinion, make one big mistake and that is the cost factor. They have failed to cut down on their prices which is hitting the average listener hard. The operator is forced to spend his purchase till on each recording released, which is two years or more, which just does not meet customers. How about mixing the records up a little?"
BE WURLITZER'S GUESTS FOR 3 DAYS

AT BUFFALO'S HOTEL STATLER

ENJOY 3 BIG, FUN PACKED DAYS AT THE GALA WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

Join the Wurlitzer Centennial Club. Be Wurlitzer's guest for three thrilling days of fun and entertainment as we celebrate 100 years of musical achievement.

See your Wurlitzer Distributor to learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. See your distributor now, then plan to be the guests of Wurlitzer August 23, 24, 25.

Luscious barbecues and shore dinners in beautiful Wurlitzer Park.

Airplane sightseeing and coach trips to Niagara Falls.

Meet the people who design and build Wurlitzer Phonographs. See the fabulous new Centennial 2000 made right before your eyes.

Top stage entertainment by recording artists, name bands and variety acts.

PLUS PRIZES GALORE
Advertised Used Coin Machine Prices

MUSIC MACHINES

Jersey Ops

Continued from page 23

Jersey Ops is now recorded on high fidelity extended play reel which they can supply to you on multiple selection equipment that opens up new field for music.
"To hear this great music—it's just a matter of John having and you will win—it with the "Jersey Ops" label. You can win it with no strings attached.
"As you know, today's nickel is worth 2 1/2 cents and the child's nickel is worth only 2 cents."
"The nickelodeon joke box is sold as it is a nickel but you've got to feed the nickel and then it's been nickel on nickel... and you've got to keep an eye on your nickel.
"All coin-operated phonographs—now being manufactured—are geared to the modern market.

Radio Cuts Cost

Continued from page 22

T morale. In addition to the radio station's solid effect on location service, the system is now considered a lot of weight in selling new locations, too. Most of the repeatedly heard story is similar, like another business with a firm that is using up-to-date methods of advertising. When a location makes a record request, the most rapid and immediate way to fulfill the request is to use radio, through the radio station or through the local station. 

"Your customers are likely to be able to tune in at any time, have a steady flow of customers, and the station will be doing your advertising for you."
"Your customers will be able to hear tunes for a nickel, and they'll be able to hear the great extended play reel for a nickel or a dime if they want it."

"These are the only kinds of services that are being offered by the radio stations today. Your customers can get the music they want by tuning in at any time, have a steady flow of customers, and the station will be doing your advertising for you.

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Kroger Grocery Chain Tests Bread, Milk Vending Units

CINCINNATI — Kroger Grocery chain, one of the largest in the nation, is experimenting with bread and milk vending machines, it was disclosed here Friday (24) by E. J. Florea, manager of the baked food division, stated Kroger has bread machines on location in Indianapolis and Sterling, Ill., and will place another in Detroit within the next two weeks.

The milk machine is on location at the Sterling store. Meanwhile, Earl Miller, merchandising manager of Jewel Tea Company, Inc, Melrose Park, III., also disclosed John has had a milk vender on location on the packing lot of his Northlake store for the past two years.

Watches Progress
Officials of two other large chains have also mentioned All-Union of American and National Tea Co — admitted they were watching developments in the automatic merchandising field.

W. Henry Longshower, director of store engineering, said top IGA officials are urging its members to install batteries of venders to meet the demand for food purchases, especially during after hours and on holidays. (The Billboard, September 18, 1955).

Florea said that Kroger's venders have not been used long enough to form any definite plans for expansion, adding that 74 cents is the price to be met with moderate success, and are accepted by store patrons. The venders are all spotted on parking lots, but have much to sell.

J. L. Anderson, bakery supervisor of the Indianapolis area Kroger stores, said he had trained his bread vender at two stores in residential districts since February, and is now planning to move it to a third — a large Kroger superstore.

"Quite frankly, I'm at a bit of a loss. 'Cause we don't operate the vender at the bigger store," he said. "You see, the store sets back about 50 feet from the frontage road with a close eye."

Placement Problem
At one chain store official said he plans to place the machine along the sidewalk next to the entrance of the packaging lot for several weeks. Here it will be apparent to everyone.

Weiner Elected
Western Bulk Op Assn. Pres.

Plan License Fee Discussions With Californias Cities

LOUIS ANGELES — Leo Weiner was elected the new Western Vending Machine Operators' Association at the monthly dinner meeting Tuesday (20) at Unique Restaurant here.

Plans were also formulated for a special meeting of representatives before city councils in nearby municipalities to discuss a reduction, or the elimination, of per machine taxes in 1 and 5-cent bulk venders.

Weiner, who has served several terms as treasurer, succeeds Robert Leidig, whose resignation was elected included Robert Broo, Sec.

(Continued on page 9)

New Cole Unit Exhibited in N.Y. By Ameropa

NEW YORK — More than 200 operators, manufacturers' representatives and foreign offices attended the showing of the new Cole unit by the headquarters of the Ameropa and Shipping Company, export agent for Ameropa.

Greeting the guests was Arnold (Continued on page 9)

April Cig Consumption Runs 5% Ahead of 55

NEW YORK — Cigarette consumption in April was 5 per cent ahead of April, 1955, and manufacturers produced 4 per cent more cigarettes than they did a year ago. Cigarette consumption in April, according to a report issued this week by the Internal Revenue Service, was 4.2 billion.

The report said that manufactured

Nedick Stores

SOLD FOR $3 MILLION

By C & C Super

NEW YORK — The C & C Super Corporation said it sold its chain of 110 Nedick quick lunch outlets for $3,000,000 to a new company, Nedick Stores, Inc., Heading Nedicks Stores is Peter

The gross sales averaged from $200 to $300 per location.

The additional plus summer markets are obtained through inducements, advertising and merchandising, and through the use of these venders.

There is no problem in acquiring routemen to man the trucks, and the company has no need for the extra weekend business, Kiley stated. Earnings can range from a minimum of $75 in April to $85 in July.

"We had to use a rotation system (Continued on page 90)

CIGAR VOLUME AHEAD OF '55

NEW YORK — April cigar production (46,700,000) was 8 per cent ahead of April, 1955, according to a report issued this week by the Internal Revenue Service. The report stated that 500,000,000 were consumed in the month, 10 per cent more than a year ago.

Some 1,925,000 cigars were produced during the first four months of 1955, 4 per cent more than the corresponding period last year. Sales to re- tail outlets were also 1.9 million, 4 per cent more than in 1955.

It is estimated that 1936 cigar consumption will be 20 per cent greater than 1935. Some 631,000,000 will be sold in the first eight months of 1937. Tobacco use will be down.

SWEDISH MFR. STUDIES U. S. VENDING METHODS

NEW YORK — Johan Holm, Swedish candy manufacturer, feels that the American concept of the vending operation could be adapted to the Swedish market. (Continued on page 98)

SIDNEY BRUCK RE- NAMED HEAD OF CIG GROUP

NEW YORK — Sidney Bruck, head of the Long Island Tobacco Company, was recently re-elected president of the Cigarette Merchants' Association, at a dinner meeting at Al's Deck's Restaurant, this week, as vice-president. (Continued on page 98)
COINMEN YOU KNOW

Chicago
By KEN KNAUF

CHI PLANTS SET FOR SUMMER VACATION. The majority of coin and gum machine manufacturers have prepared to embark on their annual summer vacation, due to begin this week. Shipping and receiving operations were continuing at the plants, but production schedules were expected to taper off during this period.

Making the most of the first chance they've had to travel the territory in some time, First Coin Machine Exchange's Sam Kuller and Fred Klein have hit the road to scout up added game sales. First's stereo, Analee Perlik, plans a couple months of relaxation while Martie Sattin takes over for her during the summer .... Sam Lewis, Exhibit Supply president, due back from his honeymoon this week, according to latest report from Frank Mercanti, vice-president and director of sales. Missing from the Chicago scene will be Isaac Edelman, who is leaving this week for his annual vacation in up-State New York. Visiting at United Manufacturing Company was Fletcher A. Blahok, president of F.A.R. Distributing Company, New Orleans. Also in town was Mrs. Alan Markowitz, and Harry Rosenbloom, Simon Double-U Sales, Baltimore .... Ralph Sheffield, Genex director of sales, back from a week's fishing in Ohio. He plans a return trip, so the fish must bite.

J. H. Kenevey & Company's Bill Cana in Philadelphia, on a sales tour. Kenevey president, Roy F. McGinnis, is in Baltimore, with John C. Moore, in Kansas City. Visiting with Kenevey, general sales manager, Paul Huesch, last week was Irving Langer, director of operations, Hank Glassman, vice-president and executive director, who flew in from St. Paul .... Alvin Gottlieb, D. Gottlieb & Company, says his dad, Dave Gottlieb, president of the firm, is plenty busy with plans to build one new hospital in the Chicago suburbs. Dave has donated $350,000 toward the program.

Miami
By RAOUL SHAPIRO

GAME ROUTE CHANGES HANDS. .... Morris Marder, M & H Service, announced he has bought a franchise in the largest game distributor in Dade County, Gene Lane, and formed for Taran Distributing Company, came close to losing his hand at he ever will. Gene was calling on A. B. Chanecker in Lakeland when he accidently stuck his hand into a whirling fan. Another guy who really had some tough breaks in the past few weeks is Owen Regen, of Owen Rogers Music Company in Palos porte. His wife died recently of a heart attack, and now Owen has lost his family's one, too, and is laid up at the hospital.

Glads to report that Ellie Mangone is feeling much better and is home from the hospital. Now maybe Joe Mangone will stop pacing back and forth like an angry lion .... Todd Mahoney, Capital Vending, visited his old home town, Buffalo, looks good advances of the lower prices. A well up that way to buy himself a Cuddy, Steve Brownlee, local Mercuryden distributor, finally took a vacation after six years and flew up to New York for a visit of a couple of weeks.

Milwaukee
By BENN OLLMAN

MUSIC PARTY LAUNCHED. First Annual Music Industry party at the Miller High Life Inn, Thursday evening, June 28, is slated to draw a nice turnout of band owners, C. S. Pierce, Brookfield, president of the Wisconsin Music Merchants; Robert Dietenhofer, coin machine editor of The Billboard, and Nomin Weiser, forest furniture staff editor and editor of Current and with Playboy, are scheduled to attend to discuss music industry trends.

The past, or weather cool, says Carl Haspel, Badger Novelty, business continues to move at a nice clip. Pool games and phonos are the main thing that keeps the early chiselers coming in. .... Six Gimenez, Radio Doctors disk buyer, expects that the season for the Midwest has not made its appearance this year. "Operator one-stop volume is bigger than ever," he adds. Stopping by the mark's for their record needs were Mike Young, Soldiers Grove, Roy Suborich, Burlington; Tony Het, Sheboygan, and Harry Kovalski, Niagara. According to Sam Hastings, sales of equipment are slowing down, although collections of coin operated machines were good throughout the summer.

Chinin Named
N.Y. Dist. Mgr. By Md. Match

NEW YORK — Irving Chinin has been named district manager for the Maryland area by the Maryland Match Company. Chinin is in charge of all sales and servicing machine operators in New York, New York, New Jersey and Connecticut. This marks the first time that he has worked with a manufacturer eight years ago as a salesman. He was instrumental in launching the firm's sales program in selling book machines to operators.

For the past few years Chinin has been selling cigarette operators exclusively. He said that 1950 sales in the New York metropolitan area are running about 20 to 25 per cent ahead of last year.

T. T. VENDING SALES CO.
2659 N. Racine Ave.
CHICAGO 14, ILLINOIS

NEW! NEW! NEW! NEW!
SPECTACLES GENIE LAMP RUBBER FINGERS LARGE BABY SHOE OWL WITH JEWEL EYES SKULL WITH JEWEL EYES
Send 35c for Regular Sample Kit of Charms

PENNY KING COMPANY
2518 MISSION STREET
PITTSBURG 3, PA.

THE BILLBOARD
JULY 7, 1956

VENDING MACHINES

Make More Money in Vending!

READ THE BILLBOARD EVERY WEEK

FOR THE BIGGEST SELLING OPPORTUNITIES—FOR THE LATEST PRICES ON POINT VENDING EQUIPMENT—FOR EVERY BIT OF SIGNIFICANT NEWS IN THE VENDING BUSINESS.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Save more than 20% on newsstand price.

The Billboard
2350 North Scott Street
Chicago 25, Illinois

Y. 2530

Name —
Address —
City — Zone — State —

Descrip. —

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

J. SCHONEBACH
Director
for
Oak Manufacturing Co., Inc.
1445 Beford Ave., Brooklyn 25, N. Y.
Ph. 2-2700
PRICES AT TIMES CHANGED
British Firms Seek Rights
To Make U.S. V. Envelopes

NEW YORK—Harry J. Parker, managing
director of Parker-Bright
and Automatic Vending Machines, Ltd., London, is currently on
inspection tour of vending machine
manufacturing facilities in this

regard to automatic merchandising.
The nation-wide search for new
cold drink machines, and large
operating firms like British Auto-
nic are doing well in ice
and cigarette vending.

The big reason for the dollar
drought is virtually impossible
to stamp American machines into
the English, and the demand for these
machines is substantial.

According to Parker, the United
Kingdom is in a peculiar position in

regard to automatic merchandising.

Parker is traveling as representa-
atives for these British firms, all of
whom are interested in gold
production on hot and cold

ELECTRIC MONEY MAKER!
Famous ACME ELECTRIC
MACHINE

Sample . . . . .$24.35
2 to 11 . . . . . 19.50
12 to 49 . . . . . 18.25
50 or over . . . . . 15.00
Floor Stand . . . . . 5.00
1/2 deposit. bal.

C.O.D. F.O.B. N.Y.

Your Capsule Machines operate at
good profit, when used for the right
type of GIMMICKS or above.

SAMUEL EPPY
& CO., INC.
11-15 149TH PL.
Jamaica 33, L. I.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Cigarette Conversions for

ROVE IMPERIALS, ROYALS, CRUSADERS.

NATIONAL 750, 94.

UNNEED ALL COUNTRIES.

Also介绍说:

ROWE DIFFERENTIAL BARS

Available in:

CURRENT CIGARETTE MAGAZINES (Contains)

for

MACHINAS.

Only one size per box. We also carry “King Size” your old

ECONOMY CIGARETTE VENDORS

National Model 750, 25c, 750 Cig. $1.00

National Model 729, 25c, 279 Cig. 75.00

Lehigh, 25c, 100 Cig. 145.00

Lehigh, 25c, 250 Cig. 285.00

25c, 500 Cig. 525.00

25c, 1000 Cig. 1050.00

Rowe, 25c, 500 Cig. 275.00

Rowe, 25c, 1000 Cig. 550.00

Rowe, 25c, 2500 Cig. 1450.00

Rowe, 25c, 5000 Cig. 2875.00

Rowe, 25c, 10,000 Cig. 5525.00

All Equipment Unconditionally Guaranteed

COMPLETELY RECONDITIONED AND REFINISHED

Trade Prices, 1/2 deposit, balance C.O.D.

VEND PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a placement for these new and

amazing machines: automatic merchandising!

Plug in every hour—sell today!

VEND Magazine, 2140 Patterson St., Cincinnati 22, Ohio

Please sign me up for VEND for:

3 month subscription $1.00

VEND maggie, 2140 Patterson St., Cincinnati 22, Ohio

New Products

Editorials

NATIONAL

9 C. 100 Cig. 25c, 35c Vend

9 C. 200 Cig. 25c, 35c Vend

9 C. 350 Cig. 35c Vend

9 C. 500 Cig. 35c Vend

9 C. 1000 Cig. 50c Vend

9 C. 2000 Cig. 50c Vend

9 C. 3500 Cig. 75c Vend

9 C. 5000 Cig. 75c Vend

50c, 200 Cig. 25c Vend

50c, 350 Cig. 35c Vend

50c, 500 Cig. 50c Vend

50c, 1000 Cig. 75c Vend

25c, 100 Cig. 10c Vend

25c, 300 Cig. 15c Vend

25c, 500 Cig. 25c Vend

25c, 1000 Cig. 50c Vend

15c, 100 Cig. 5c Vend

15c, 200 Cig. 10c Vend

15c, 500 Cig. 25c Vend

15c, 1000 Cig. 50c Vend

ORDER TODAY!

J. SCHONBACH
Distributor of American Vending

NATIONAL VENDING MACHINE CO.

320 Sixth Avenue— New York, N. Y.

SPECIAL

National 9-M National machines will handle BOTH King and

normal operators.

Brick..., 30c, and

30c at same price.

Will sell at 25c and

25c, 50c, and

25c vend out well.

Cigarette Vending

Tobacco vending presents a problem in Sweden, at the
cigarette industry in a government monopoly and may only
be sold in licensed

Halm is no stranger to this
country; he lived here for five
years and is a graduate of the

National Institute of Technology.

The new company is

to start operations.

The agreement, however, has

been signed, and

the company has

been formed.

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New York Cig Price Hike?

- Continued from page 90

and drab, trade problems dominated the conversations everywhere, even in the dining rooms.

Central Hints
Special events at the weekend Camel outing included a Friday mid-nighth snack, courtesy of Philip Morris, and a Saturday champagne and chicken supper courtesy of Continental Vending Machine Corporation.

Drinks for the contingent were provided Saturday night by P. Gilmar, while the American Tobacco Company provided cigars for the ladies. Also providing gifts for the women were the Maryland Match Company and the Leon Match Company. Home Manufacturing Company and Continental maintained a pool table bar.

A partial guest list includes Victor Baker, Interstate Cigarette Smoke, Missouri; Max Kamal, Max Berkowitz and Jack O'Connor, all of Philip Morris; Ed Munro and Norman Schiff, New Jersey Automatic Merchandisers Association; Dave Haffen, County Cigarettes; Dick Clark, Jack Hopkins and Pat Mahoney, Rowe Manufacturing Corporation; Hy Rubin, Long Island Vending; Max Weiler, New York Vending; Morris Weinstein, CMA staff; Harry Malkin, S. Malkin and II. Bloom, Malkin; and Mechanical Merchandisers; Sidney Brehm, Long Island Tobacco; and Jack Blockow, T.S. Cohn, Philip Wirtz and Nat Bloom, all of United Tobacco.


And Nat Carson, Commercial Cigarette Service; Bernard Roen, Supreme Cigarette Service; Morgan's, Earl Thomas, Matty Forbes, the Harrogh Corporation, Paul Jacobs, I. Epstein & Son; George Gross, Eliza Schwartz and J. Cody, F. Leonardi; Ben Bonamino, Match Match, Universal Match; Ed Diekens, Dyeke's Vending Corporation; Ira Grabol, Fan Pac; Ben Fals, Apo; Dave Tripper, Tripper's Vending; Max Skolnik, Commercial; Elgin, and Hy Berwitz, Reliable Cigarette Service.

While not everyone traveled the furthest for the outing were both Continental Vending and B. Jenkins from Dallas and George Gans from Los Angeles.

Look at this offer! Complete P&L Deal! * 64. This is something you can't miss! Get your Picture Card Vending Machine now!

Cost: $64.1

[Note: The advertisement details the Vending Machine, its costs, and the deals available for customers.]

Ball and VEND...ING GUMS LOW Factory Prices

BUBBLE * CHICLE CHROMOPLAST AND TAB

We deliver anywhere MORTON GUMS 300-Capacity AUTOMATIC 3 Selections of chewing gum in one machine, available in any color or any three colors, for different locations. A new machine for 1957. $13.15.00

Large Cash Bonuses 35% in Williston, Chicago, Illinois.

FREE SAMPLES available on request. Write for Full Information.

Write for Free Circular TODAY

J. H. KEEN-Y & CO., INC. 2480 W. FITZGERALD ST., CHICAGO 29, ILL.  
FAX 312/446-0500  
EMAIL sales@jhlucky.com  
WEBSITE www.jhlucky.com

TENNESSEE TRAFFIC HURDLES!

Send schedule change notices to the A. Richard Morris, Manufacturers Sales Corporation.

J. H. KENNY & CO., INC.

4660 W. FULTON ST.  
CHICAGO 44, ILL.

COFFEE SNACKS

BRING 3-WAY PROFITS!

Snack customers drop loads of dough into Kenny's Snack Venders while coffee drinkers pour out dough into Kenny Coffee Venders. And, the Kenny Snack Vender is an absolute "must" with any hot or cold drink machine!

New Kenny's HOT SOUP VENDER 300-Cap Capacity AUTOMATIC 3 Selections of soups in one machine, available in any color, in any three colors, for any location. A new machine for 1957. $13.15.00

Cold Hammerson

Kenny's HOT CORVE VENDER

The Hottest Item in Vending GUGGENHEIM'S "GLO-LANTERN"

Really glows in the dark! Plastic. $1.5150 per thousand Vacuum Packed. 15.00 per thousand at your distributor or...

PIONEER VENDING SERVICE

GIFT TO DAVEN RUNYON CANCER FOUND

NORTHWESTERN SALES & SERVICE CO

www.americanradiohistory.com
AMUSEMENT MACHINES
Communications to 188 W. Randolph St., Chicago, Ill.
JULY 7, 1956

N. J. Legislature Passes Bill
To Legalize Games of Skill

Supreme Court Ruling Would Have Placed Coin Devices in Jeopardy

TRENTON, N. J.—As 1,200 coin machines and Arcade operators observed in The Billboard that the Legislature passed a bill designed to bypass a Supreme Court decision which had knocked out most coin-operated games in the State.

The action of the Legislature took place Thursday (25) when the court decision was handed down Monday. The hearing was set in the Amusement Association of New Jersey, organized earlier in the year and fairly inactive to date, tripled its membership and marched on Trenton in a body to lobby for the amendment.

The coin machine game was held that "it does not matter that skill predominates in the process if actual gamblers are eluded.

Richman's

At noon as the decision was handed down, Attorney General Grover Richman Jr., wired 21 county prosecutors the following:

Supreme Court has held that in effect all devices at which persons play to win money or other valuable articles, with or without game, engross, apparatus or device having games of chance therein, violate the law.

Also, the operators of such de-

One Firm Gets
Rights to All
City's Games

WALTHAM, Mass. — Coin games are back in business here under a unique plan, after having been out of commission for months. Now the games will be operated by the Coin Operating Co., a wholly-owned subsidiary of the Distributing Company, owned by Frank J. Costello Jr., Bedford, and William W. B. Belmont.

Dr. Joseph H. O'Neill, chairman of the operating company, said he and two other members of the board decided to limit operations to the old Longfellow Park, to afford better supervision.

At the recent hearing, Mayor Paul V. Shaughnessy, the games will be put on a 90-day trial basis. Just one machine is allowed for each establishment. Others who have been driving the games to date, about 20 have applied for permits. Most asked for a shuffleboard. Fee per machine is set at $20.

Pool Leads Heavy 1956
Game Model Production

CHICAGO—The coin-operated pool game may accomplish a two-year production record this year, if the evidence is taken from order sheets mailed to The Billboard by the manufacturers so far this year as compared with the same period last year.

More than half of the new models introduced since last January have been pool games. While news on machines still coming off manufacturers' production lines, the output of these units has fallen off sharply, however, in the past few weeks. Total output of 1956 coin games has passed the 1955 mark to this date, a year that was re-
garded as a record production year. The Billboard, June 20) Following is the list of new 1956 models, in order of their introduction:

CUPID AT WORK
AT DETROIT CO.
SCORES 3 HITS

DETROIT—Cupid has been busy setting up at Angotti Sales Company here and has made strong friends in good positions.

The first of the Angotti boys have recently announced their engagement to the assistant manager of the record department and son of Carl Angotti, Miss Joy Angotti, who is engaged to Cale Mykle, Rich-


F.A.B. Ready
For United
Game Sales

NEW ORLEANS—F.A.B. Distributing Company here, recently appointed distributors for United Manufacturing Company, has read-
ted their offices and showrooms for sales of United amusement games.

F.A.B. headed by Fletcher Blak-


Ind. Pins Get
Support From
New Court Rule

INDIANAPOLIS—Indiana pool operators got a good break in morale here with the news of a decision from the new court calling that a sensational pool game is not a gambling device.

Judge Londgren, who has been ranging inter-


Edolite Preps 3 New Games
To Bow Sept.

DETROIT—Edolite Products, Inc. here is currently developing several new games which are slated to hit the market by Sept,

After the Turtles and Calf's Play, which were well received, the company now has three new models under test, a combination model on coin-operated pool tables and a coin-operated pool table with pull lever.

Larger Pool Ball Can
Re-Revive Game: Belgian

CALLENELLE, Belgium—One of the largest manufacturers of pool games in Europe, Les Jattes, Ltd., has spent three years coming up with what they feel is a timely gadget for the coin pool game market. Use larger, heavier pool balls.

Regis Socquet, the firm's commercial manager, says he believes such a move would revive the U. S. coin pool market. His

argument: "It worked in Belgium. Really, the pool ball is sturdier than ever,"

At the game level, Socquet said, manufacturers should offer longer life and

(Continued on page 87)

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(Continued from page 87)

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(Continued from page 87)
EXECUTIVE OFFICE

CITY OF CHICAGO

WANTED FOR CASH GUNS—Arcade Games


ECONOMY SUPPLY CO.

375 North Avenue

New York City

POOL GAMES

3-Sided 4-Sided Brand New In Original Cartons. Name Your Price!

ALL MACHINES RECONDITIONED & GUARANTEED

Ask for:

VENUS $140 COMET $125

NATIONAL ROUTES

Ops Combine Rides, Games Up Profits

By KEN KNAUF

Chicago—Ten most active coin-operated rides in Chicago and surrounding area.

The firm’s 300 national locations are the ride side type—department store, variety store, and the like.

By then, 90% of the rides were sold.

The size of the coin—arcade and concession route was limited to those that could fit into the trade in the true sense. That is, the games are major attractions to both adult and children.

One recent development that operators need to keep track of is the cost of space. Many of the rides are placed on the first floor of large buildings, and the cost of space is high.

The Supreme Court action served as a clarion call for New York state Republicans. The legislation was in March, and is not incorporated or even mentioned in the framework of the New York Supreme Court.

As soon as the Supreme Court ruling was handed down, the necessary organization swung into action. Within 24 hours the group had drafted an amendment to its charter. It was submitted to the state constitutional convention, and was adopted. The group has continued to be active in the industry for the remainder of the Supreme Court’s term.

At the present time, the group has succeeded in taking over the industry for the Supreme Court does not reconvene until the fall. At best, it has failed to stave off an inter- est in the future, which would have cut heavily into the bank accounts of the state’s coin machine operators.

WANTED

Mechanical or late bingo and phonograph. Must be experienced. Excellent money making capacity for dependable, sober, expert, airmen. Give references and experience.

CALL WRITE OR WIRE

G. D. Smith

WOODWARD AMUSEMENT COMPANY

601 Center St.

Crystal Lake, Ill.

Night Phone: Murray 5-7250

New Arcade Games Rebuild the Muens Way

"A" Chicago and the New "B" Cloverdale, Wisconsin

FREE: 1956 Catalog—375 Illustrations

197 North Ave. (at 42nd St.)

New York 16, N.Y. Bruce 5-9257

4 YEARS SERVICE - EST. 1915

All the news of your industry every week in The Billboard...
**BINGO SPECIALS!**

**CLEAN GAMES READY FOR LOCATION**

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally Beauty</td>
<td>$70.00</td>
</tr>
<tr>
<td>Beach Club</td>
<td>$60.00</td>
</tr>
<tr>
<td>Dudo Ranch</td>
<td>$50.00</td>
</tr>
<tr>
<td>New Bally Pin Pool</td>
<td>Long 240.00</td>
</tr>
</tbody>
</table>

Adding: New Keno Flicker Pool — Write

New Pool Sticks — $1.50 ea.

Immediate delivery

1% DEPOSIT

FRANK MILLS, Mgr., Dept. B-6

**SUPERIOR SALES CO.**

7655 Stony Island Ave. Chicago Bapyort 1-1616

**IMPORTERs**

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**TRIMOUNT**

The Leading Exporter Of Coin Operated Equipment For Over 25 Years.

- Trimount has New England's largest stock of used machine, including Seeburg Select-O-Matic MIGOA, Atlas Whizy 64, 47, 48, Williams, AMI, Wms. & others.
- Trimount offers all items of Bally and Arcade Equipment.
- Trimount carries a stock of new and used machines — all have been completely reconditioned.
- Trimount is New England's largest parts department and finest service department.

WE FOB NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Chicago Coney, Genco and United Distributors.

Remember

In NEW ENGLAND IT'S TRIMOUNT!

16 WALTMAN STREET
BOSTON 15 MASS.

---

**PLANT CLOSED**

**For Annual Vacation Will Reopen July 16**

**BUY THE BEST—WE DO!**

**D. GOTTLIEB & CO.**

1140-50 N. Kostner Ave., Chicago 51, Illinois

**GAMES COMETH**

- Continued from page 84

**COINMEN YOU KNOW**

- Continued from page 94

seem to be holding strong. Ottine and bookkeeping changes are now being supervised by young Jack Hastings, who promptly completed a course of training at Spencerian College here.

Fred Wynn Jr., formerly sales representative for Automatic Coin-Operated Company's Minneapolis operation, has been appointed to Washington, D. C. ... Sam Cooper, manager of the Paster Distributing Company office, is the proud father of a girl. Newcomer made her appearance on Father's Day, and now rows has three lovely daughters. ... W. J. Johnson, United, Inc., sales representative, is planning to move to Vancouver in mid-summer. He is flying back to come to join his family in Pennsylvania to spend the time there. ... Joe Pellegino and Bob Puelo are spending busy days and nights fixing up their new headquarters at 3731 W. Fullerton. ... Scott's first weather forecast of the early summer, but weather has encouraged them to include an air-conditioning unit in the blueprints.

Reports from Racey tell that Hoffman Music Shop has opened a one-stop outlet for coinmen. ... Joe Dellosso, chairman of the Arcade Service Company's Seventh Annual Fall Carnival, September 20-21, says that C. M. McMillan, Washington, D. C., executive secretary of the National Confectioners Wholesalers' Association, will attend. Also lated to be there is J. B. Fritz, Newton, Mass., who is national presi- dent of the NCA. ... Dick Jacobs, with the 5002 Service Unit of Harry Jacobs Sr., United, Inc., has been named director of the Cannon Choraliers, famed vocal group of Fort Carson.

**POOL GAMES**

Largest and Most
Dive Door Knock in the Country

We Specialize in Conversions

TOPS from $35.00

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**WANTED TO BUY!!**

Will Pay Cash $$ for:

- **BALLY CHAMPION HORSE**
- and all makes and models
- **KIDDIE RIDES**
- BALLY BINGOS
- UNITED BOWLING MACHINES
- LATE 5 BALLS

**POOL TABLES**

**ARCADE MACHINES**

**DRIVEABILITY**

**KING OF SWAT**

**MUSIC**

**WURLITZER SEEBURG — AMI**

**DISTRIBUTORS AND LARGE OPERATORS:**

Send your complete inventory!

**ROSEN DISTRIBUTING CO.**

Exclusive distributors for

**WURLITZER—BALLY—EXHIBIT—CHICAGO COIN**

**GAMES COMETH**

- Continued from page 84

electric features, the shuffle bowler has light scoreboards that register frame-by-frame scores for up to its players, automatically record scores, and keep up-to-date score sheets and numbers. Details of new features, have been introduced.

Bowlers Come Back

The shuffle bowler kept going strong until late 1955, when the pool game came along and took the wind out of its sails. But now that the pool game has lost its flow, the bowlers are finding their way back up the profit path.

The coin game market literally boomed during the summer of 1954, with the coming of the first gun games, and bowling centers around the country. It was an electrically-operated unit attached to a compact cabinet. Targert were reflected by mirror from the bottom of the cabinet, the gun glass in front of the gun, giving weight to the field of fire. The later models featured moving targets, including everything from sporinge ducks to seamingor gulls.

More than 20 different models of the rifle units were in use during the time when gun game was out, but was up and carrying through into the 1956 summer season. New models in this field popped up again last winter and may turn up again this summer.

D. Gottlieb and his new entries in the coin game field will be making their appearance within the next few months. There are now being tested at the taverns right now.

**Chicago Mrs.**

- Continued from page 94

bowl, which will continue in shipment thru the coming weeks. Bill DeLoach, sales manager, said the firm plans to follow up the initial Pool Alley game with new versions in the pool line as expected. Williams Manufacturing & Sales Company will slow down its out- put during the first two weeks of July while the factory is in its annual vacation. Orders will continue to be filled, however. Ralph Sheft, director of sales, said that a new game is in the development stage and will probably be unveiled later in July.

D. Gottlieb & Company will re- main closed for three weeks, normal production will resume. An office force will be on hand to fill orders. New five at 3731 W. Fullerton are scheduled to appear later in the summer.

Williams Manufacturing Company began their two-week vaca- tion last Friday (7/1). Shipment will continue on the current William's line as may be expected to be introduced after the vacation period, according to Sam McMillan, sales manager. J. H. Kreisky & Co. will continue their factory production thru the summer for factory persons taking "tagged" vacations, and will probably adhere to such a policy a necessity, said Paul Hurbach, general sales manag- er.

Bally Manufacturing Company has tagged most of their employees, with general schedule thru the summer, with factory personnel taking "tagged" vacations. They are scheduled to continue, with production lines continuing to run the regular pace, according to Jack Nelson, general sales manag- er.
Pool Leads

**Game**
- King Size Tournament
- Deluxe "84"
- Tim-Buc-Tu
- Pin-Pool with Hazard Holes
- Heidelberg Pool
- Glomax
- Caravel
- Standard Tournament
- Diamond Score
- Royal
- Convertible Skill Pool
- Crosswords
- Hi-Score
- Two-Way Club
- Spot Pool Deluxe
- Supreme Deluxe
- Harbor Lakes
- Texan
- Roto Pool
- King-Size Bumper Pool
- Clever
- Gym Cycle
- Skill Score
- Arcade
- Flicker
- Deluxe 4-Bagger
- Crane
- Night Club
- Drive-In Theater
- Pro Pool
- Boaster
- Klik Billiards
- Score-Board
- Dudley Flicker
- Waterman Pitcher
- Star Slugger
- Standup
- Hobby Horse
- Steam Fire Engine
- Advance
- Baseball Pool
- Super Star
- Hi Pool
- Pool with slate top
- Hi-Fly
- Enco pool
- Spanish Pool
- Slate Pool
- Jumbo
- Rotation
- Match Pool
- Pinball
- Rock 'n Roll
- Double Bank
- Derby Day
- Magic Pool
- Grandma Fortune
- Twin Hockey
- Steam Show
- Kneeny slate top
- Triple Zero
- Cover Pool
- Tie-Tac-Toe
- Imperial
- Thunderbird
- South Seas
- Build Up
- Torus
- Back Pool steel top
- Select Play
- Parade
- Bank Pool
- Pool Alley

**January**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**February**
- Manufacturer: Enco
- Type: Electric
- Pool: Regular

**March**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**April**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**May**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**June**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**Pool Leads**

**Game Production**

**January**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**February**
- Manufacturer: Enco
- Type: Electric
- Pool: Regular

**March**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**April**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**May**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular

**June**
- Manufacturer: Genco
- Type: Electric
- Pool: Regular
Lorillard Names

When answering ads . . .

Say You Saw it in The Billboard

EXCLUSIVE DISTRIBUTORS

CHICAGO COIN

EXHIBIT

INTERNATIONAL Mutoscope

POOL GAMES

WORLD'S BIGGEST SELECTION!

FIRST-Conditioned

Coins: All Sizes! All Models!

LOWEST PRICES!
WASHINGTON—"Capitalizing on the Changong Times" will be the topic of the 11th annual convention of the National Candy Wholesalers' Association here July 9th through August 3 at the Knickerbocker Hotel.

The principal speakers will be E. B. Weiss, national authority on retail marketing and merchandising; Dr. Charles E. Lapp, professor of marketing, Washington University, St. Louis, and Edwin B. Moran, vice-president, National Association of Credit Men.

**POOL TABLES**

<table>
<thead>
<tr>
<th>$90 &amp; up</th>
<th>SPECIAL DELUXE CUE STICKS, $1.85</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BINGOS</strong></td>
<td>Night Club, Wite Broadway, $445.00</td>
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<tr>
<td></td>
<td>Beach Beauty, $395.00</td>
</tr>
<tr>
<td></td>
<td>Hi-Mambo, $295.00</td>
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<tr>
<td></td>
<td>Big Time, $250.00</td>
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<tr>
<td></td>
<td>Gay Time, $240.00</td>
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<tr>
<td></td>
<td>Variety, $140.00</td>
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<tr>
<td></td>
<td>Pool, $295.00</td>
</tr>
</tbody>
</table>

**PURVEYOR DISTRIBUTING COMPANY**

4225-34 N. WESTERN AVE. CHICAGO 11, ILLINOIS

**WE NEED ROOM**

**OUT THEY GO**

Bally Broadway, Bally Knight Club, Bally Miami Beach, Bally Variety, Bally Hi-Fi, Bally Yacht Club, Bally Dude Ranch

**FRANK SWARTZ SALES CO.**

515 A Fourth Ave., S. Nashvillle 10, Tenn.

**BEST IN THE MIDDLE WEST**

GOTTLIEB PINS

| SCORERBOARD | $350.00 |
| GLADIATOR | $325.00 |
| GLORY LIGHTS | $265.00 |
| DUETTE | $250.00 |
| SWEET ADD-A-LINE | $210.00 |
| HALLOWEED | $210.00 |
| DRAGONETTE | $140.00 |
| KING OF HEARTS | $95.00 |
| POVER FACE | $95.00 |
| SHINDIG | $95.00 |
| MASH | $95.00 |
| CROSSROADS | $75.00 |

**BRAND NEW POOL GAMES AT GIVEAWAY PRICES!**

Electric Scoring

| Flash Pool | $149.50 |
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| Skill Score Booster Pool | $149.50 |
| Baseball Pool | $149.50 |
| Star Pool | $149.50 |
| Hit Pool | $149.50 |
| Lover Pool | $149.50 |
| Flicker Pool | $149.50 |

Regular Games

| Club Pool | $149.50 |
| Pin Pool | $149.50 |
| Bank Pool | $149.50 |
| Tournament Pool | $149.50 |

**NEVER BEFORE AT THESE PRICES—Liberal Trade-ins, Too**

Call **EVERGRODE 4-2600 Now!**

**100 USED POOL GAMES**

as low as **$15**

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**77-15**
ARCaDE EQUIPMENT BuYS! Complete Refurbished Throughout!!

BAY-A-BALL 28c. (3c Play)........ $35.00
WESTERN BASEBALL................ $35.00
CHICAGO COW HOCKEY.............. $35.00
TOWN & COUNTRY................. 25.00
CHICAGO COW GALEE................ 65.00
SEEBURG COW GUN HUNT.......... 135.00
MOOSE, SKY COMMANDER.......... 135.00
BALLY GOATEE BARTLETT........... 199.00
EVANS NEW TRIPLE................ $75.00
SEEBURG RAIL HUNTER............. 199.00

COMPLETELY REFURBISHED IN "POCOPool SEEN" 

ZODIAC VENDOR
The Year Round Money Maker
Complete With 1,290 Hits...
$395

Monarch Coin Machine, Inc.

CLOSING OUt... BRAND NEW POOL GAMES...

VARIOUS TYPES AT BELOW COST!

LIMITED QUANTITIES USED

JR. POOL TABLES................... $100
SR. POOL TABLES................... $125

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

GIVE TO DAMON RUNYON CANCER FUND

DAVIS 6-POINT GUARANTEED EQUIPMENT

... is the first choice of operators the world over, and for good reason! It looks and operates LIKE NEW because it is THOROUGHLY rebuilt and reconditioned by expert technicians. Davis Location-ready equipment, available to convert to dime-play if requested, is ideal for your Summer spots.

SEEBURG

1604.................. S 99
100 W.................. 650

WURLITZER

1100.............. $99
1250.................. 160
1400-1450............. 285
1600-1650.......... 350

WANTED FOR EXPORT

SEEBURG 3W1 Hammertone....... $54.00
SEEBURG 3W1 Chromatic........... 64.00
SEEBURG Sc. 20 selection, 3-wire or wireless......... 4.95
SEEBURG Sc. 10c, 25c, 20 selection, 3-wire or wireless........ 14.95
WURLITZER 5209, 3-wire 104 selection........... 55.00
WURLITZER 5204A, 3-wire 104 selection........... 50.00
WURLITZER 4872, 3-wire 48 selection........... 15.95
WURLITZER 3020, 3-wire 24 selection........... 9.95
WURLITZER 219 Shopper........... 9.95

ROYAL DISTRIBUTING, INC.

BEACH CLUB ........... $50.00 MIAMI BEACH ....... $275.00
GAYETY ............. 125.00 SURF CLUB ....... 70.00

CLEANEST GAMES YOU'VE EVER SEEN!

1/3 DOWN, THE REST "SIGHT DRAFT"

Your Money Goes Farther at NATIONAL!

DISTRIBUTING IN Europe

"Holland-Belgium-Sczce" Europe

REMEMBER for EXPORT it's INTERNATIONAL SCOTT CROSSE

It's smart to do business with THE firm that does the most for YOU

INTERNATIONAL SCOTT CROSSE COMPANY

503 SPRING GARDEN STREET PHILADELPHIA PA

DISTRIBUTING in PA

Private Western Union Wire Cable Address: "DAVIS" 6 Dep, Required
Kroger Grocery
Continued from page 80

explore to by-passing automobile and pedestrian traffic as well as to those customers who use the parking lot. Luby intends to move it back in the lot next to the store.

At the first two locations, the vendor was placed along stores which are flanked immediately by sidewalks.

In Sterling, the bread vendor and milk machine are set alongside each other between the two entrances to the parking lot.

Benedict Hudson, grocery merchant for the area, said the machines have been on location for several weeks only, and refused to comment, other than to say, "The machines are being used by customers."

Officials in Indianapolis and Sterling both declared improvements must be made in the coin mechanism of the bread vendor. It accepts pennies, nickels, dimes and quarters, but doesn't return change. Bread sells for 17 cents a loaf in Indianapolis, and 20 cents in Sterling.

CLOSE OUT
GENCO SKYGUNS, $9.50
ALFRED BEFFIE & SON CO.
1924 W. 23rd Ave., Denver, Colo.

It's New... It's Baseball
Balls Soar Through the Air
Without the Use of Ramps!

It's different
NEW! 4 STAR FEATURES

• KING-SIZE 3½" BALLS
Solid - Break-Proof

• ADJUSTABLE HOLD-OVER PENNANT FEATURE

• COMPACT CABINET Pin-Game Size

• FORMICA PLAY FIELD

Also See Genco's New Pool Games with Marklite Top (Magnesium)

100% Warp-Proof!

See your Genco DISTRIBUTOR NOW!
WANTED
GOOD BINGO MECHANIC

This is a real opportunity with excellent salary and fine working conditions for a good man. Christmas bonus, sick pay, vacation, etc. write

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Chicago, Illinois

RECONDITIONED EQUIPMENT

There is a difference! When you buy games from us you can be confident they are clean inside and out, rails straightened and sharpened, thoroughly checked and ready to put on location immediately. And you pay no more for this assurance of the best in used machines.

MIAMI BEACH $265.00 VARIETY $135.00
GAY TIME 215.00 SURF CLUB 75.00
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911 EAST BROADWAY Phone: Wabash 1243 LOUISVILLE 4, KENTUCKY EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHOS AND BALLY GAMES

BINGO BARGAINS

AJAX (8 Col.) ELECTRIC CIGARETTE MACHINE
All Col., Regular or King Size—320 Capacity
Used $40.00

SUN CLUB
Palm Springs
$89.50 DUDE RANCH
BEACH CLUB
RIO

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Palm Beach
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SPOT LIGHT
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$69.50

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WANTED
GOOD BINGO MECHANIC

Backboard
GAY
MIAMI
BIG assurance and ready

They introduced new versions, but these did not have the appeal of the original. Simplicity is the key to the game's success, according to Delmotte. The more complicated versions interest the people, but they are short-lived.

"Are we to conclude that the new pool games will not have success? No, but one thing is sure: people will return again to their first love."

Delmotte noted that at the beginning of the U.S. pool game boom, some manufacturers used balls of four ounces. The preference of the players went to balls of five ounces, which roll much better and provide smoother play. The ball used in Europe, he says, is 2 7/16 inches in diameter and weighs six ounces. This is considerably larger than the 2 1/10-inch ball regularly used in the U.S.

Thus, Delmotte believes the U.S. manufacturer would do well to switch to the larger size ball. This can be done, he says, without increasing the size of the table. This has been proved in Europe.

"The pool pool game requires a solid table with slats, heavy balls having the elasticity and the qualities of ivory," Delmotte concludes.

Williams DELUXE

WITH BASEBALL AT ITS HIGHEST PITCH

4-BAGGER

PLAYERS ACTUALLY RUN THE BASES!

BALL HITTING PLEXIGLASS CREATES ILLUSION OF BALL SAILING OVER THE FENCE!

PITCHER ACTUALLY THROWS THE BALL!

4 ALL NEW ADVANTAGES:

- Twin Coin Chutes
- Formica Playfield
- Improved Bat
- New "BATTING AVERAGE" Feature

CRANE

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. Fillmore St. CHICAGO 24, ILL.

Coca Promotes Jones

NEW YORK—Joseph W. Jones has been elected assistant secretary of the Coca-Cola Company. He joined the firm in 1955 and for the last 10 years had been secretary to Robert W. Woodruff, chairman of the finance committee.

WANTED
BINGO MECHANIC

Waltz
The Billboard
BOX 853
Chicago, Ill.
chicago coin BRINGS YOU THE NEWEST IN PROFIT MAKING ATTRACTIONS!

Greatest Action You Ever Saw!
TWIN HOCKEY

- Scoring Value of Balls Advance as Game Progresses! (From 10 to 50)
- Two Sided Play! Players Face Each Other at Opposite Goals!
- Ball Type Operating Lever for Complete Operating Comfort!
- Brilliantly Lit Up with Fluorescent Lights!
- Formica Playfield and Control Panels!
- 1 or 2 can Play!
- 5c or 10c per Player! (Optional 6 for 25c)

Excitement For Sidewalk Engineers From 6 to 106
STEAM SHOVEL

- Free Play or Regular Models!
- A Natural Attraction for Thousands of New Locations, Retail Stores... Terminals... Arcades... Dime Stores... etc.!
- Dual Controls Raise and Lower Shovel - Scoop Up Simulated Gravel - Swing Shovel and Cab - Deposit Load into Hopper!
- Scale Indicator Scores in Tons the Amount of Gravel a Player Has Skillfully Deposited into Hopper!
- Special Topping Panel Ranks Player at the End of Play Either as Beginner - Advance - Qualified - Expert!
- Entire Cabinet is Exceptionally Well Lit Up! Brilliantly Colorful!
- 2 Hand-Lever Controls for Simple Operation!

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1725 West Diversey Blvd., Chicago 14, Ill.
EXTRA LINES CLOSED

EXTRA LINES OPEN

Extra Lines
EARN BIG EXTRA PROFIT

Look at illustrations above, showing PARADE card... first with Extra Lines tantalizingly closed... then with Extra Lines open for exciting score-boosting action... and you see why Bally PARADE leads the profit parade, topping BROADWAY and NIGHT-CLUB in sustained earning power.

POPULAR MAGIC SQUARES
Double, Triple, Quadruple Scores
EXTRA TIME • BALLYHOLE • ADVANCING SCORES • EXTRA BALLS

Now at your
Bally Distributor
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER (Match) • PIN-POOL

Bally Manufacturing Company
2640 BELMONT AVENUE, CHICAGO 12, ILLINOIS

Parade
for best deals on biggest money-makers $$$ $$ $$ $$ $$ $$

SEE YOUR Bally Distributor
A Combination of 2 great American favorites

Pool and Bowling

"Spot" Ball Hits "Tee" Ball for Scores
One or Two Can Play
One or Two Ball Play

Attractive New
Single, Double, Triple Frame Scores

1 or 2 Shots per Frame
10th Frame Extra Shots Feature

Front End Play
Hinged Pin-Hood
Hinged Playfield

Attracts More Players
Earns More Money

Approximate Size: 25 in. by 80 in.

United Operators Are Successful Operators

United Manufacturing Company
3401 N. California Avenue, Chicago 13, Illinois

Order from your United Distributor Today

South Seas • Star Slugger • Regulation Shuffle Alley • Select-Play Shuffle Alley • Pool Games
Better Visibility
FOR FASTER, EASIER SELECTION AND GREATER OPERATING PROFIT

The revolving drum program selector of the Seeburg makes programming easier for the operator . . . and, even more important, it makes the titles easy to see and easier to select for the public.

This modern music display classifies the music on the phonograph 40 titles at a time. Attractive classification windows in the center of each panel help the public select the kind of music it wants to hear — "Hit Tunes," "Rhythm and Blues," "All-Time Favorites," etc. These headings also state whether the music is on single or E. P. records.

The revolving drum program selector is one more reason why the World's First Dual Music System is the finest music system ever built.

America's finest and most complete music systems