Silver Skates Take
On Gold-Dollar Hue

Public Ice Rinks Provide Big Opportunity
For Outdoor Entertainment Business

By CHARLIE BYRNE

CHICAGO—The silver sparkle of a long winter is a treat on a golden hue. This sparkle, in the form of public ice-skating, booms big as a money-making opportunity on the outdoor amusement scene.

Skiing is the fact that since 1950 more than 600 public, artificially operated, ice rinks have been built in the United States and Canada and countless others are in the planning or building stages. Altho many of these rinks are located in buildings, the open-air establishments outdoors the indoor type by a five-to-one ratio.

The desire to the public to skate, sparked by more leisure time and money and a growing interest in sports participation is there. The ice rink builders, armed with new techniques and know-how are ready and anxious for the demand, and the number of ice rink operators or would-be operators is mounting.

Varied Locations

As at a result, ice skating may soon be common at dime theatres, shopping centers and recreation areas, such as amusement parks, Kiddielands and playgrounds. Typical of the trend is the open-air ice rink currently being operated during the winter for joint distribution of Drive-In Theater in Kansas City, Mo. The rink, located in back of the automobile area, is complete with a building to house the refrigeration equipment, restrooms, shops, and a conveniences.

Another rink, also financed by private capital, is the $100,000 Tower Skating Rink and School, which opened last fall in Chicago. Located in the Loop, takes self-help as its motto. The Club, a private membership swimming organization, the rink is open to the public. Skaters skim over 10,150 square feet of ice, with a portion of the huge floor laid over the swimming pool, which is filled with water and used for solid reformation.

Michael Kirk, former skating partner of Sessie Hienie, is operating.

ICF ICE SKATING IN THE BACKYARD

DETOIT—Backyard swimming pools, more popular each year, will soon be adapted to the latest home amusement, backyard ice skating.

A Detroit manufacturer of dies and equipment, aware of the surge in ice skating as a popular sport, has developed a backyard rink that can be installed in a few hours. One of the selling points is that the same equipment may be used to air condition a pool house during the winter when the rink isn’t used.

The manufacturer also points out that a rink may be used for seven to 10 hours a day in a pool that is generally used for only about three months out of the year.

SACRED SONG
INVADES POP MUSIC FIELD

NEW YORK — The Bell Building has seen the light, and the pop record market is currently flooded with records keyed to a religious lyric theme by every artist from Bill Haley to Lawrence Welk on a sacred kick.

During the past few weeks Decca has released Caterina Valente’s “There But For the Grace of God,” and adapted secular tunes by the Everly Brothers, “Faith Unties the Drive,” and “My Heart Is a Thimble.” Billy Ward and His Domino’s “St. Therese of the Roses,” the Dream Weaver’s “Give Us This Day” and the Sunday School Church Choir’s Don’t Send Your Kids to Sunday School. Get Up and Take Exercise Today.”

Hibberd of Bell has “Saints Rock and Roll” is No. 6 on England’s Hit Parade.

Victor is represented by Peggy Conno’s “Somewhere Up There Likes Me,” Sunny Gale’s “Try a Little Prayer,” and Tony Martin’s “Walking in Hand in Hand.”

Video Answers Call
For Programming
Of Religious Shows

Programs Heart Country’s Need, Create Desire for More Efforts

By DENNIS MCDONALD

NEW YORK — The National Catholic Council of Catholic Men has been a key factor in the strong resurgence of religious thought throughout the United States, which in turn has created an increasing demand for sacred programming on TV. Local, syndicated and network-level TV has responded with a good job, too, allowing religious leaders to feel that present programming has merely created a demand for more and that the job has just begun.

The extent of sacred programming is widespread according to Protestant and Jewish leaders and according to a survey of Roman Catholic programming begun last October and completed last month by the Radion and Television Commissions of the Archdiocese of New York.

Catholic Survey

From a total of 417 TV stations in the U.S., the Roman survey discovered that 224 actually carried programming in this area, 31 of these stations classified as Catholic. Each of these 224 stations carried the Roman Catholic message 400 times. Of this total, 82 were local program announcements, 129 network mentions and 189 syndicated. The total programming exceeding 12 per cent of total programming, stood far ahead in acceptance for station use, alto these shows received the highest percentage of unfavorable comments. Of the Catholic syndicated films “The Christophers’” received 121 station origination, “Sacred Heart,” 30, “We Believe” 18, and “Family The-” 12.

Local programs included wide variations of music, prayer, news and interviews, instruction pieces and quiz programs. Among the network shows, “The Catholic Hour,” currently on the Roman Church’s portion of “Frontiers of Faith,” has been seen by 39 per cent of the voting in its favor. Next in order were “Bishop Severson,” 37 per cent; “Our American Bible,” 25 per cent; “Box and Tweet,” 18 per cent; “Personal Faith,” 17 per cent; and “Frontiers of Faith,” 12 per cent. Shows were also shared by all three religious groups. “Varieties” polled per cent.

Protestants

The Broadcasting and Film Commission of the National Council of Churches, which represents about 90 per cent of all Protestant stations, was not included in the survey.

TV Blurb to
Urge Religion

NEW YORK — Religion in American Life, one of several organizations which embrace both Christian and Jewish religious groups, has been active in urging shows and films to make more profound use of the TV medium.

Now in production by the Jam Handy organization is a new campaign tied in with the Advertising Council’s “Marketing,” a series of TV announcements ranging from five minutes to eight seconds. They will be released to stations in November.
PRIME TIME OPENINGS: ABC, NBC Winter's Nighttime Programming

By Jack Singer

NEW YORK — The prime time openings for ABC and NBC are expected to be strong this season, according to industry sources.

ABC is expected to have a strong start with its opening night of November 17th. The network is expected to hit the ground running with its new fall line-up, which includes several new shows.

NBC, on the other hand, is expected to have a mixed start with its opening night of November 14th. The network is expected to face some challenges due to the competition from ABC, but is still expected to draw a significant audience.

Television Programmers

By Rob Sherr

NEW YORK — Television programmers have been busy this fall preparing for the upcoming season.

ABC has been especially active, with several new shows in the works. The network is expected to have a strong start with its opening night of November 17th.

NBC, on the other hand, has been more cautious in its programming decisions. The network is expected to have a mixed start with its opening night of November 14th.

Sponsors Changes on TV Web's Nighttime

The following chart shows how nighttime network TV advertisers have cut back, cut down or altered their programming lines for the ABC, NBC and CBS networks.

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MONEY-SAVING SUBSCRIPTION ORDER

Empty your subscription to The Billboard for a full year ($22) by saving 25% on its regular cost ($28.75), over single copy rates.

Name

Occupation or Title*

Company

Address

City

State

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

Sponsors Changes on TV Web's Nightline

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ABC to Launch Ambitious Doc Line-Up; One May Be on Russia

NEW YORK — ABC is ready to go ahead with two of its more ambitious documentaries. Both an hour and a half in length, one will probably be the first report on life within the Soviet Union. The second, a 90-minute program, will be on Russia.

Robert Graf and a crew of 15 inside the country. The documentary will include scenes shot this spring and summer. The film, "It Could Be You," will be released as early as December and January, 1958.

Graf, however, will take off for Russia, too. ABC is planning a special documentary about life in these countries. The telecast, "Life in Russia and China," will be ready for production in May.

Other films will be produced by "Life in South America," "Life in the United States," and "Life in the United Kingdom." Each will be about 90 minutes long.

Bud Aunst Joins Goodson-Todman

NEW YORK — Bud Aunst has joined Goodson-Todman Productions as general sales manager. Aunst is a former sales director of National Telefilm Associates, Telefilm Enterprises and Offshore Films.
MARY MARTIN 'BORN TO TV' TV PROGRAMMING 3
BA&H Study Make NBC Give Program Dept. a New Look

NEW YORK—Mary Martin's next TV appearance will be on the Fox Network this Sunday, June 28. She will play the role of Billee Dawn in the Camra Kanis production of "Born Yesterday" to open the season for the new Hallmark spec-
series on Sunday night. The Fox has also bought the play, will also produce.

AB-PT Hikes Dividend 25%

NEW YORK — The increasing pro-
lifts for ABC's division of American Broadcasting Company. The move, included AB-PF's dividends for the first six months of 1958 some 25 per cent higher after this shows, despite a decline in revenue from its motion picture theater.

Net operating profit of AB-PF for the first six months of 1958 was $470,000, equivalent to 43 cents per common share, as com-
pared with $377 expected in per common share, for the same period last year.

More than 100 earnings however, came in the first quarter of this year.

NBC Offered 'Big Pay-Off'

NEW YORK — The Big Pay-
off has been offered to NBC TV-owners as a result of a long-stand-
operation. The audience participation show is up for renewal.

Colgate is giving the program a re-evaluation in the face of a rais-
ing 25 per cent to $750, a sum cut from its previous $500, and that of a from the ABC division of American Broadcasting Company. The move, included AB-PF's dividends for the first six months of 1958 some 25 per cent higher after this shows, despite a decline in revenue from its motion picture theater.

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pared with $377 expected in per common share, for the same period last year.

More than 100 earnings however, came in the first quarter of this year.

NEW YORK — Wilber S. Edwards has resigned as general sales manager of NBC TV Sales to join Encyclopedia Britan-
na Films in Chicago as general sales manager. Edwards is currently looking for a new sales manager.

Edwards has been with CBS for the past 18 years in various exec-
utive positions. He was also the general manager of CBS' ad-
Hoffman forms Main Advertising

NEW YORK—Ann Hoffman has re-
signed as manager of NBC TV after five years as casting director, to form Main Advertising. At present Mrs. Hoffman is executive 
sham, Mark Lenard and Joan the National Broadcasting Co., where she will serve as public relations director. Offices will be announced soon.

ABC TV's 'Big Pay-Off' for ABC-PT owners across the country.

The program is being offered to the networks by ABC, which is the new owner of the program. The program is being offered to the networks by ABC, which is the new owner of the program.

ABC-PT's profits are up 43 cents per common share for the first quarter of 1958, compared to 37 cents for the same period last year.

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All-Out War Brewing On Allocations Front

WASHINGTON — An all-out civil war on the allocations front in American television is shaping up. The evidence has piled up in recent months of testimony from both industries to the Federal Communications Commission before the Senate Commerce Committee. It climaxed this Friday (23) when the delayed, cautious endorsement of the FCC's long-range, all-UHF proposal and its inferior detector tuners came from Sen. William Procter. He agreed with the need for research on UHF capabilities, but refused to sign the Doiier that selective detector is not in the public interest.

maybe yes

Spook Asks Move Into "Home Show"

NEW YORK—NBC-TV is expected to change its policy for the Bedroom Button and NBC-TV's sponsor has asked that it be allowed to move "Dr. Spook" from Sunday night to a 13-15-30 segment of the "Home" show.

The switch would be made to make closer contact with the pre-dinner set. CBS claims that "Dr. Spook" watches the daytime show, "Dr. Spook" would be the only self-contained and full-time show on the network.

The network does not ordinarily allow such a switch into the daytime set. However, "Dr. Spook" would fit right into the "Home" format and offer a solid half hour of programming to its listeners.

TOP SHOW PLUGGERS

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

KBTY, Denver: "Uncommon Valor"

Call in the Marines—that's what this station did to launch its "Uncommon Valor" series and win for itself second place in the four-channel or more category of The Billboard's 18th Annual Promotion Competition. The station just launched a week ago on the air—October 20 was the debut—the station was in its pitch with 81 slide and live announcements.

The show was used to good advantage. A large street window display, put up October 5, featured official Marine posters. For the week of October 13-18, KBTY took up the cause of the poor man in Boston and had a camera moved to the station after parading the streets.

Came October 17, 18, 19, and the station heralded the imminent return of the troops with a big searchlight that swept the sky from 7 to 10 p.m.

To tie this whole Marine promotion together, the station's second promotion consisted of an apporoiited public relations consultant by Peter, Griffin, Woodward, and the station reps.

Sponsors Chosy

Cost Factor

Another factor responsible for network billings pushing ahead to new high levels is the steady rise of the cigarette category, brought in by advertisers of new stations to the network in the last few weeks.

Network TV is still a dynamic and expanding medium. But the advertising situation this Fall season is a little tougher, while the advertisers are looking for something of new and a "show me" attitude in their purchasing.

New Allen?

Sponsors Chosy

CANS FOR CANNES


BILLINGS FOR ROACH

Billboards for radio's six months of this year for the Hal Roach Studio's commercial TV operations hit an increase of 57.9 per cent over the corresponding period last year. In fact, revenue for the first six months of 1956 was almost equal to the 1955 total of $1,250,000. New accounts include AT&T, Nestlé and Procter & Gamble.

Warda is mastering its strategies to handle commercial TV business, and adding more network contracts together with a few scrambled stations and a number of local radio stations. By the end of the year, Warda expects to be able to count on network and local TV business as well as the outside sales.

"I believe that trend will continue and be reflected in our 1957 sales figures," Warda said.

TV Commercials in Production

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

This weekly chart film commercials produced during the last four week period, with all stations covered over the course of a month's scheduled TV advertising. The chart includes all commercials, both network and spot, appearing on national and local stations.

Sponsor, Product & Agency (Show, if any No. (Seconds) (Color) Producer

TOBACCO, CIGARETTES, CIGARS

Americal Cigarettes, Cigar & Tobacco (Assured Distribution) 5 20 (U.S.) 1 LA

Philip Morris, Cigarettes (Freedom Cigarettes) 10 20, 90 (U.S.) 1 LA, 40

Marlboro Cigarettes, Cigar & Tobacco (Marlboro Man) 1000 1 (U.S.) 1 LA

His Master's Voice (Adrentive Theater, NBC) 1 (U.S.) 1 LA, Universal

Squal & Bros, Cigarettes (Bom Cigarette) 50 (20, 30, 50) (U.S.) 1 LA, F. J. R. Lawrence

Cardinale, Cigarettes (Cigarettes Cardinale) 10, 20 (U.S.) 1 LA, F. J. R. Lawrence

Cigarettes, Cigars & Tobacco (Beaumont Tobacco, Continental) 3 10 (U.S.) 1 LA, F. J. R. Lawrence

Allen, Cigarettes (Unidentified) 1 (U.S.) 1 LA, F. J. R. Lawrence

Bule Fites, Cigarettes (Fites Product) 1 10 (U.S.) 1 LA, F. J. R. Lawrence

Old Gold, Kenmore & National (Two for the Money) 1 LA, SA, Tracy

TOILET TISSUES

(Sena, Cosmetics, Perfume, Shampoo) 6, 20, 40 (U.S.) 1 LA, F. J. R. Lawrence

Bath Products, Ilates, Mayfair (Sevi) 40 (U.S.) 1 LA, F. J. R. Lawrence

Carter, Cigarettes (Carter, Cigarettes) 1 10 (U.S.) 1 LA, F. J. R. Lawrence

Cost Factor

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Sponsors Chosy

fully promoted, but the show ex- cludes to use them all. NBC hopes that the Ed Sullivan dependence in recent stars will prove the undoing.

Suffrom Problem

Forces pointed out that the new season will see a tougher looking competition than the numerous new variety shows being presented. Among them are


The battle between Sullivan and Allen has turned into a battle for headlines. For the first time in the season, this show had an announcement of its coming.

(Continued from last week)
31 BRAND NEW SERIALS
From the Studio of UNIVERSAL-INTERNATIONAL

Packed with THRILLS! ADVENTURE! EXCITEMENT!

The Perfect Programming For Stripping Across the Board...

UNLIMITED SUPPLY of Fresh Material For the Entire Family!!

HYCO Television Films, Inc.

www.americanradiohistory.com
NEW YORK — The prospects for new first-run syndicated product in the 1956-57 season is generally clear. Among the major syndicators, three new shows are definite with a full sale, another four seem to be fairly good possibilities and there is remanence of another three before the end of 1956.

Whether any of these possibilities will come to fruition depends on the major regional advertisers. At this stage in the industry's history, the only distributor that can be trusted on for a full sale is one of the three new syndicated shows is Ziv-TV, which will have debuted two shows in 1956.

Gulf Films and Television Programs of America may continue to make sales into first-run syndication without any prior sponsor commitments, but not in any consistent pattern.

The rest are not likely to produce any new properties for syndication sponsorship unless they can get at least one important regional advertiser to sign up on the basis of the pilot film.

Sheriff

National Telefilm Associates has now joined the ranks of important syndicators, but it sort of fell into it. It had mustered a "GAC "Coonhounds" pilot for its debut in national sales, but when it was booked at a couple of potential network placements, it took the 67th syndication deal from Socony Mobil, (See separate story).

A few weeks earlier NTA had put the 26-episode "Bill Palmer, Theater" into syndication, a precursor of the "Sheriff" situation. But that move was really more in line with the NTA established pattern of station sales. As far as is known, the Palmer show has still not been sold directly to any sponsors.

NTA has been primarily a feature film house over the past year. Its catalog of half-hour series is sold mostly in station library deals. NTA is not believed to have expressed any burning faith in the future of first-run syndication as is contained in the State Trooper.

In addition to "Sheriff," MCA TV's "State Trooper" has been assured for the syndication field by Fallon, which has never expressed any burning faith in the future of first-run syndication as is contained in the State Trooper.

Ziv to Pilot "Annapolis"

Hollywood — Pilot of "Annapolis," the naval academy, goes before the cameras at the studios this week. "Like West Point," which Ziv sold to General Foods, the series is planned on an anthropological basis with no central star.

Earlier this season the company had been in the market for a syndicatable sale, but it's believed that it may now be put into syndication.

Crosley Buys 1/2 of RKO Pkg.

CINCINNATI — Crosley Television has broken up the RKO lot, "Moviestore U.S.A." It was revealed last week when it made its third sale to an important station group. The Crosley Broadcasting Corporation bought 371 RKO feature films for its four stations. There are 740 films in the entire catalogue. Crosley earlier made deals on "Moviestore" with the Triangle and Westinghouse stations.

In all other respects this seems an entirely standard Crosley deal. The stations get the rights in perpetuity. It is understood Crosley plans to show the films in rotation on the station, WVL-D. The Crosley stations are expected to start playing these pictures August 1.

Gull Films Needs Call For Religious Programming

Continued from page 2

SABRA

NEW YORK — Four more sponsors are searching for syndicated television properties. They are Miles Laboratories for its new product, Bactone, a children's antiseptic; Magnavox; Schlitz Beer and H.P. Hood & Sons, dairy products.

Miles has been spending a great deal of its money on daytime participation shows. It is said to want to get the properties on network shows which can give more identification and appeal to the kids. Geoffrey Wade is scheduled to play a network show on the "Schatz Flavonce of Stars," this sponsor wants to use syndicated telefilms for a number of Midwestern markets. The beer circuit is expected to become a hot commodity with Budweiser and is said to feel its TV advertising could be strengthened. J. Walter Thompson is the agency. Budweiser is already using syndicated product in some cities.

'Kelly' Pilot To Be Filmed

Hollywood — Pilot star- ting "Kelly," called "The Kelly Show," will be put before the cameras at Thursday Oake jungle compounded by CBS. It is called "The Rabbitt Kelly Show," program will consist of both week-by-week and one-shots action. CBS-TV is financing the venture. Producer is Hugh Haman, who is best known today directing their Brooks directing.

La Van Doren

NEW YORK — Mania Van Doren has been signed by Screen Gems for television. She is a leading lady in an opening series "Girls About Town" on which it plans to shoot a pilot next week for national sale.

La Van Doren property, created by Harry Sauner, is one of 39 shows that Screen Gems plans to pilot film for national sale.
NEW MARKET?

KRCA's Buy of
NTA Fox Pkg.
Is Indication

HOLLYWOOD — Purchase by
KRCA-TV, NBC-TV & a station,
of NTA's 30th Century-Fox pack-
age last week indicates that an-
other new market may be open-
ing up for top quality features.

The pic, bought on a 10pm,
day/night basis, will be slated in
afternoon and late-evening time
periods, since the net channel ob-
viously has no Class A time avail-
able.

Feeling at the station is that, on
a long-term multiple-run basis,
top pic can be bought, for marginal
price periods despite their relatively
high cost.

The Los Angeles market now has
absorbed 104 Columbia (KTV)
and 23 Warner Bros. (KTLA) fea-
tures in addition to the Fox pack-
ages, and the HKO pic, which KHJ-
TV is getting.

There is mounting evidence, how-
ever, that the price being paid is
considerably below the $7,000
per pic average which top packages
have commanded in the past. If
this is so, both distributors and
studios are going to have to revise
their estimate of what features are
good in today's buyer's market.

HOLLYWOOD — Cal Kuhl pro-
ducer of "This Video Theater" since
its inception in 1950, last week
was named executive producer of the
Tennessee Ernie Ford show by
Cornwall Jackson, v.p. of J. Walter
Thompson. The agency produces
both programs.

BEST DRAMATIC SERIES IN SYNDICATION*

with Dick Powell, Charles Boyer, David Niven, Ida Lupino
and 30 other top stars.

*Billboard's Fourth Annual TV Program and Talent Awards.

BEST . . . THE ONE WORD HISTORY OF "STAR PERFORMANCE"

Through the years on Network, "Star Performance" as "Four Star Playhouse" has won award after award . . . Best Dramatic Series . . . Dick Powell, Best Dramatic Actor (and he did it again in Syndication) plus other winners in the Screen Director's Guild and Screen Writers Guild competitions.

Now is the time to put this solid award winning combination to work for you
in your own area. Contact us today!

SOLD

Bedsteiner Beer in 10 Markets

SOLD

To Top Stations in Other Cities, Large and Small, including:

phone wire write
the man from Official today!


OFFICIAL FILMS, INC.
25 West 45th St. New York 36, N. Y.
Plaza 7-0100

(Continued on page 14)

(Continued on page 15)
Ziv proudly presents

Already bought by:

COORS BEER ... in Denver; Grandview Springs, Barre, V. A., Asheville, Highland, Texas.
HEKMAN BISCUIT ... in Dayton, Cleveland, Toledo, Springfield, Lansing, Traverse City, Big Rapids, Traverse City, Elora.
SEALY MATTRESS ... in a lot of Ohio stores.
BLUE CROSS ... in Colorado, NE, Bottling ... in Grand Rapids.
S & W FINE FOODS ... in Seattle, Tacoma, San Francisco, Portland, Salem, Los Angeles and a few western.
MAYFIELD CREAMERY ... in Kansas City.
MUeller MACARONI ... in Philadelphia, Boston, New York.
LEE OPTICAL CO ... in Corpus Christi, Dallas, H. Wurth, LaFayette, St. Louis, San Antonio, Beaumont, Temple, Austin, Waco, Dallas, Houston, Wichita Falls, Cordele, Austin, and a few in Texas.
STANDARD FOOD STORES (HUMPTY DUMPTY)..., ... in Wisconsin.

SUPER VALUE STORES ... in New York.

KSL-AM ... in Salt Lake City.
KCMO-AM ... in Kansas City.
KSF-AM ... in San Francisco.
KSF-AM ... in San Francisco.

WYVW ... in LaFayette.
WJPN ... in Nashville.
WHAC-AM ... in Kansas City.

KWHIC ... in Kansas City.

AND OTHERS...

Warm! Friendly!
The kind of man you'd want for your family physician and friend!
Starring DONALD CAREY in the role of Young "Dr. Mark Christian"

PRODUCED IN ZIV's LAVISH BIG-TIME WAY!

Truly a series to quicken the heartbeat of your community, increase sales of your product!

WRITE or PHONE for an early audition. Markets are closing fast... yours may still be open!

HURRY!
New TV Spot Campaigns—
Future National Spot Drives—
Contracts Being Signed Now

This is a list of TV Spot Campaigns for which contracts were reported as of April 25, 1956. The associated ad was placed in Billboard, a weekly publication for the music business.

**NATIONAL SUMMARY**

<table>
<thead>
<tr>
<th>Product and Advertiser</th>
<th>National.monitor</th>
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<tr>
<td><strong>Art Instruction, Art Instruction</strong></td>
<td>KBTV, San Diego, CA</td>
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<td><strong>Contact, Easy Core Bond Mix</strong></td>
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<td><strong>Quaker Oats</strong></td>
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**REGIONAL SUMMARIES**

**Eastern**

- **Kraft, Cholodewich, Kraft**
- **Lenexa, 3-3, du Pont**

**Southern**

- **Lava, Pepper & Gamble**
- **Pepper & Gamble**
- **Schultz, Cigarettes**
- **Lava, Pepper & Gamble**

**Midwestern**

- **Philosophy Milk, Magnolia**
- **Kraft, Cholodewich, Kraft**
- **Beverage, M & L**
- **Business, Sanderson, Ball**
- **Pepsi, Coke**
- **Diet, Procter & Gamble**
- **Shredded Wheat, National Biscuit**
- **American Snuff, American Tobacco**
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- **Pepsi, Coke**
- **Diet, Procter & Gamble**
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**Southwestern**

- **Philosophy Milk, Magnolia**
- **Kraft, Cholodewich, Kraft**
- **Beverage, M & L**
- **Business, Sanderson, Ball**
- **Pepsi, Coke**
- **Diet, Procter & Gamble**
- **Shredded Wheat, National Biscuit**

**Rocky Mountain & West Coast**

- **Philosophy Milk, Magnolia**
- **Kraft, Cholodewich, Kraft**
- **Beverage, M & L**
- **Business, Sanderson, Ball**
- **Pepsi, Coke**
- **Diet, Procter & Gamble**
- **Shredded Wheat, National Biscuit**

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13 'Finest' to RKO Stations

NEW YORK—RKO Telecide, last week, was reported to have spun off 13 of the top feature films in its "Finest 52" package for use by its six color stations. The move suggests that Telecide has dispensed with landing a national sponsor this season for any of the 13 good RKO pictures it is holding back from C&C Television for two years. WOR-TV here will run these 13 pictures on its "Million Dollar Movie." Telecide has been blocked from a national sale by its failure to clear a 90-minute slot on any of the networks. The Vitapis Corporation, which had offered a line-up of available films on its 57 mom-

Let's Go Golfing' Sold in 47 Marts

CHICAGO—"Let's Go Golfing," 13 quarter-hour series of films featuring Byron Nelson, has now been sold in 47 markets. In the past two weeks it has been sold in six markets with Screen Gems, Ltd., Canadian distribution, leading the way. These sales were made to CHIC-TC, Hamilton, Ont.; CHIC-TC, Calgary, Alta.; CBOT, Ottawa, Ont.; CBUT, Vancouver, B. C., and WINnipeg, Man. Sponsors include Household Inventions, Rentway Motors, and Pacific Meat Company, Ltd.

Top 10 TV Sports Series* is Texas Rasslin'

*As selected by programwise TV sponsors, and agencies and stations in The Billboard's 4th Annual TV Program & Talent Awards.

There's a Reason!...a reason it's hosted by top ratings in market after market...a reason that proves the audience-winning and sales power of the unmatched, fast-action Texas Rasslin'

One-Hour and Half-Hour Shows in continuous production.

AND NOW—AVAILABLE IN COLOR

Maurice "Maury" Beck
TEXAS RASSLIN', Inc.
Producers and Distributors

Cadi & INDUSTRIAL BLVD. in DALLAS, TEXAS
I'm very grateful

... to the television sponsor, advertising agency and TV station executives for this outstanding honor.

... and to the Chevrolet Division of the General Motors Corporation whose sponsorship has made this award possible.

Dinah Shore
NEW YORK — What happens when a VHF station which had been an ABC affiliate suddenly finds itself in the position of affiliation to CBS? How does it maintain its identity as a New York BHF station, to which the web is shifted? One of the ways WGR is attempting to solve its problems is by bolstering the programming line-up it will receive from ABC with syndicated films. This week’s schedule brought a bundle of seven half-hour shows from CBS-TV Film Sales for that purpose. One of the shows, “Amos ‘n Andy,” will be programmed across the board as a daytime series, following the successful pattern established by WCBS-TV’s “Perry Mason.” There are 78 episodes in that series.

Other CBS-TV Film Shows bought by WGR are 39 episodes of “The 21st Century” and 11 episodes of “41 Days” run in that market. 26 “Adventures of Long John Silver,” first seen in the market last year, and first run, 13 “Holiday in Paris” episodes, also first run, 26 “Life With the Bowmans” episodes, and 12 “Eddie Drake” episodes. The deal with CBS Film Sales gives WGR rights to more than one run.

TV Heeds Call

"Christian" in three Texas cities, Wichita Falls, Abilene and Lubbock.

The preponderance of food and housecrafts继续s its interest in the MacDonald Carey show as a potential attraction for a home audience. VHF stations sold to Heinz Biscuit for a regional network. Other market-sponsor will be Coors Beer in the Rocky Mountain area and Texas.

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WGR Bolsters New Net Ties With Pic Buys

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CLEVELAND

1. TV-11 (20th-Fox Falls) \[MON\] POPULATION - 591,114.  3,327 W.17.0-

10. TV-4 \[NBC\] \[MON\] POPULATION - 420,560.  1,534 W.17.0-

6. WJW \[CBS\] \[MON\] POPULATION - 213,000.  1,522 W.14.0-

7. W7 \[ABC\] \[MON\] POPULATION - 224,000.  1,527 W.17.0-

8. WJAR \[CBS\] \[MON\] POPULATION - 235,000.  1,526 W.17.0-


COLUMBUS, O. 3 TV-2 \[ABC\] \[MON\] POPULATION - 442,500.  1,346 W.17.0-

1. WRDC \[NBC\] \[MON\] POPULATION - 312,500.  1,346 W.17.0-

6. WASH \[CBS\] \[MON\] POPULATION - 260,500.  1,345 W.17.0-

7. WOS \[ABC\] \[MON\] POPULATION - 220,500.  1,344 W.17.0-

8. WTVN \[CBS\] \[MON\] POPULATION - 130,000.  1,343 W.17.0-


PROVIDENCE, R. I. 3 TV-12 \[ABC\] \[MON\] POPULATION - 476,000.  1,342 W.17.0-

1. WPRO \[CBS\] \[MON\] POPULATION - 350,000.  1,341 W.17.0-

6. WCVB \[ABC\] \[MON\] POPULATION - 201,000.  1,340 W.17.0-

7. WHJ \[CBS\] \[MON\] POPULATION - 125,000.  1,339 W.17.0-

8. WTAR \[ABC\] \[MON\] POPULATION - 98,000.  1,338 W.17.0-


ATLANTA

3 TV-9 \[ABC\] \[MON\] POPULATION - 679,000.  1,336 W.17.0-

1. WSB \[CBS\] \[MON\] POPULATION - 565,000.  1,335 W.17.0-

6. WATS \[ABC\] \[MON\] POPULATION - 337,000.  1,334 W.17.0-

7. WBT \[CBS\] \[MON\] POPULATION - 265,000.  1,333 W.17.0-

8. WAG \[ABC\] \[MON\] POPULATION - 185,000.  1,332 W.17.0-


BUYING ADVERTISTS FOR EACH SHOW ARE REPORTED BASED ON THE FTS STUDY'S "CENSUS" OF TV HOUSES. RESULTS ARE BASED ON 95 PERCENT CONFIDENCE LIMITS. THE ATTITUDE OF THE NEWSPAPER READERSHIP, CHILDREN'S TV PROGRAMS, AND THE CENSUS OF TV HOUSES, IS BASED ON THE FTS STUDY'S "CENSUS" OF TV HOUSES. RESULTS ARE BASED ON 95 PERCENT CONFIDENCE LIMITS.
MUSIC RADIO

THE BILLBOARD
Communications to 1964 Broadway, New York 36, N. Y.

JULY 28, 1956

Joint Distribution for Dot, London in 4 Major Markets

Deal Forerunner of More to Come; Renew Pact for Europe, Near East

HOLLYWOOD — In a move that will directly hit Dot and London records jointly distributed in their major markets of the country, the two companies this week consummated agreements to continue distribution byDot in Los Angeles, Boston, Chicago and Minnesota, and by London in New York, Los Angeles and the Near East.

Neither Dot nor London will have a financial interest in any of the distributorships, as we are company-owned branches planned. Independent distributorship continues to handle both lines, but wherever possible, according to Dot Records President Randy Wood, London and Dot will be the sole or principal labels of any given district. The unique arrangement will have the blessings and the weariness put the cooperation. At London Records President Ted Lewis and Vice-President Harry Kreyntz are Bennett to Hart Firm

The first such move to implement this pact was made last week, with Dot to be distributed in Los Angeles and Boston by London Records' California and New England Distribution Records, Hart Distributors and Harrington respectively. Both firms are owned and operated by the Hartstone family which runs the company-owned branches of London Records here and in San Francisco. As Bennett, vice-president and western sales manager of London, has resigned his position with the company to take over as general manager for the Hart firm here. He will retain his stock interest in Dot, but will have no responsibilities in Dot policy. Hart Distributors will also move from its present location to a centrally located site in the heart of rush city.

The existing Dot-London arrangement with James H. Martin, from Chicago, and with American Music Company in Minneapolis, in essence under the new policy, the joint agreement will give Dot and London parallel distribution—each approximately one percent of the domestic record market, with neither party enjoying any privileges. The typical line presently is to be preserved for similar moves in other markets, Dot and London can be expected to continue to do business in San Francisco and New York. The Hartstone family handles London's Frisco operation, which is company-owned branch in New York.

Dot, London Renew Coincident with the change in American distributors, Dot Records renewed a three-year agreement with London calling for the latter to market Dot in. the United Kingdom, Holland, Germany, Italy, again, to the design of dot's Near East. Other distribution arrangements have been made for Dot and London in France, with George Hartstone, representing the distributing firm, and Dot and London in the new policy. The joint agreement will give Dot and London parallel distribution—each approximately one percent of the domestic record market, with neither party enjoying any privileges. The typical line presently is to be preserved for similar moves in other markets. Dot and London can be expected to continue to do business in San Francisco and New York.

HOLLYWOOD — The Hartstone family has reorganized its Dot franchise and has resigned his position with the company to take over as general manager for the Hart firm here. He will retain his stock interest in Dot, but will have no responsibilities in Dot policy. Hart Distributors will also move from its present location to a centrally located site in the heart of rush city. The existing Dot-London arrangement with James H. Martin, from Chicago, and with American Music Company in Minneapolis, in essence under the new policy, the joint agreement will give Dot and London parallel distribution—each approximately one percent of the domestic record market, with neither party enjoying any privileges. The typical line presently is to be preserved for similar moves in other markets, Dot and London can be expected to continue to do business in San Francisco and New York.

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EP's Holding Their Own, Says RIAA Report

NEW YORK — First quarter figures, released to member distri- cies last week by the Record Industry Association of America, confirm the findings of The Bill- board's own reports, as published elsewhere in this issue, that Ex- tended Play disks are more than holding their own in the current market.

The RIAA reported that, while

Seeco-Dawn Discount Plan

NEW YORK — A special promotion planned by Seeco-Dawn record company will be kicked off this week by Sidney Siegel's Seeco-Dawn diskeries. On the occasion of the release of the outfit's current catalog, retail- ers will be enticed into the store with 10 percent discount, with bills pay- able on October 10.

Other disk companies plan rapid expansion of their Latin, Personality and Jazz catalogs. On August 15, the Cal-Lat diskery will offer new titles, and Seeco will put on 11. As of the third of August, the Seeco diskery will offer a 10 percent discount, with bills pay- able on September 15. A second town will be kicked off this week by Sidney Siegel's Seeco-Dawn diskeries. On the occasion of the release of the outfit's current catalog, retail- ers will be enticed into the store with 10 percent discount, with bills pay- able on October 10.

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**Outlets in Europe for 'Mickey Kidish Wax?'**

HOLLYWOOD — Recent talks with Electric & Musical Industries, Ltd., Philips, British Decca and other distributors in England and the Continent are expected to lead to the establishment of outlets for Mickey Mouse Club Wax in these countries. A corresponding move is being made by the Walt Disney radio recording concern, which is distributing the Walt Disney "Mickey Mouse Club" line on ABC-Paramount in the United States and Canada.

Work on "Dinah's Dream," the "Mickey Mouse Club" and "Dinah's Dream" television shows due to make their debut in Europe this fall, is now being planned. A British Decca label will be used in these outlets, the sources report.

**Abe Olman With G. Schirmer to Push Standards**

NEW YORK — Abe Olman has become associated with G. Schirmer, Inc., great standard firm. He will handle this account in Canada, where he has been on the job for three years. Abe Olman & Co. will handle the Canadian and Canadian失去了内容。
NEW YORK—Magnetic Corp. of America, whose holdings include the Audio-Video Recording Company, Audio-Video Tape Library, the Hotel-TV Broadcasting Corporation, and various electronics sales and service enterprises, plans an early entry into the commercial disk field.

Gilbert S. McKean, former advertising and merchandising director of Columbia Records, joined the firm last week as marketing manager. Paul Seidenfeld, former Columbia vice-president and sales chief, recently joined the outfit as executive vice-president and member of the board.

According to McKean, Magnetic will record "specialty" material, but will not schedule regular releases. Distributors will be set up just prior to the company's first release.

Ted Lewis Held Over At Waldorf
NEW YORK—Ted Lewis, the old, top-hatted tragedian of song, has made a happy return here via his present city at the Staircase Theater, where, since July 2, he has been holding forth in a wire.

Held over until August 11, Lewis is in the whole show as he has Sung in some of the most notable tunes as "Sunny Side Of The Street," "Over With A Memory Tonight" and "Just Around The Corner." High points of the revue include "My Shadow," a bit done in polychrome style of music and dance, and a two-boy, one-girl number, "What Lewis is observing his 45th anniversary in the business with this stint and the attendance build-up should generate plenty of counterfeiting. No in-between LP's of the best of the old tunes. Lewis plans this during the show.

Deco has released a much-needed 10-inch LP in 12-inch form, also tying in with the anniversary. Ben Carvill.

Exchange Deal For Musicians Of 3 Nations
LONDON—An all-around international shuffle masterminded by impresario Harold Davison will be planned here next month in the States. The States. Berchet will be associated on 15 dates of this tour, consisting of 13 dates in Great Britain, completing his tour in Paris, as a reciprocal exchange for the musical events of Britain's swing.

LONDON—Continuing the talent sweep between the British and the States, the British, orgender visiting the States, British, orchestra will tour America on a reciprocal exchange with the London Phono Union, the States. British orchestra due to open here in the next few days. First Lewis stands by to front for Frankie Laine. Should that, sanger's projected British tour be set within a reasonable time.

With Laine's position in clarified, agent Joe Glazer has agreed to come up with 30 specific American dates for the London ensemble. Arrangements for Hampton's British tour, patronized by impresario Harold Davison.

Montilla Has New Sampler
NEW YORK—Montilla Recorders has just come out with the expanding list of "gambler" vendors with its own comprehensive catalog. According to the company, the NAMM show, Montilla's general manager, Harry Sattler, the material will be shown by the company at the NAMM show.

In addition to Montilla's general manager, Harry Sattler, the material will be shown by the company at the NAMM show.

"I Almost Lost My Mind"
Recorded by PAT BOONE
Dot ST. LOUIS MUSIC CORP.
Sales Selling Agent
Hill & Ronge Songs, Inc.

FREBERG CUTS PRESLEY RATE
NEW YORK—Alibi Elvis Presley has yet to reply to dear Art Ford's offer to have his $1 per minute for an on-the-air interview, the NNEW spinner last week received a substantial offer through his manager, Stan Freberg. In a rcord by donors, Capitol's novelty star is now up for grabs and available for nickels per minute; three cents after 6 p.m.

Ford is taking him up on the offer, and the Rock 'n Roll singer will be aired over the in-station here this week.

Reports Rack Jobbing Probe
NEW YORK—The U.S. Department of Justice is currently investigating jobber charges that rock jobbers are given extra discount privileges by disc manufacturers, according to retailer Leon Ferguson, Memphis, Tenn.

Ferguson wrote to the Federal Trade Commission recently requesting that the FTC look into the rock jobber field and possible unfair price discrimination practices. In a recent interview last week, the FTC said the matter is already under investigation by the Justice Department.

Jukebox - Box 99
Jukebox - Box 99

Sacred Songs In Pop Field
continues from page 1


Other sacred entries will be "Sweet Jesus," "I'll Do It Myself," and "My Prayer to You." Other religious themes will be in the "Gospel" and "Evangelical" categories.

For the trend "Christian," the first release in the sacred trend will be "One God," by Ronn Brown from foreign catalog department.

FBI Raided In New Vandalism Charge

The FBI has raided a New York City music store, on suspicion of stealing $10,000 in cash from a bank vault. The raid was conducted by the New York City police, who have been investigating a series of burglaries in the area.

The raid was conducted by the New York City police, who have been investigating a series of burglaries in the area.

Crystallette Has Reactivated
HOLLYWOOD—Crystallette Records, a wider area of record companies here, has been reactivated by its original owners, who have authorized to sell 300,000 shares of common stock at one cent a share, with Burns offering stock to disk jockeys, dealers and all interested music promoters.

First artists signed to the label are singer Benny Bishop and Darlene Loving, who promises a new foreign distribution pact has been arranged with London. Crystallette releases are expected to be in the hands of distributors next month.

New Label in NAMM Debut
NEW YORK—GMS Gold Label Records, an elaborately packaged line of low-priced disks, makes its debut next week at the NAMM show. Line is produced by Paramount Enterprises, Inc., whose parent company is known as Synge Bros. The GMS product will bypass name talent in favor of full-color inlay cards over art and self-box packaging. Packages will retail at $2.98. Five sets will be on the initial release: "Jazz at the Happy Fella" on one LP or two EP's. "Two Party," with 14 current hit tunes on one LP or four EP's; "Children's Selections" (vol. I) on a "Rock 'n Roll Party." A second release will follow on August 27.

Paramount president is Ben Loewy, former national sales manager for Syndicate's Peter Pan Records and Pop-Ups, Jack Osann, one-time assistant sales chief for Peter Pan, in secretary. Harry Lawer, former artist and repertory head for the Syndicate line, has been contracted for sales with Chrysses.

"I WANT YOU, I NEED YOU, I LOVE YOU"
Recorded by ELVIS PRESLEY RCA Victor
ELVIS PRESLEY MUSIC, Inc.
Solo Selling Agent
Hill & Ronge Songs, Inc.

"me make a child again"
FRANKIE LAINE

"Number of Releases This Week"

The everglowing standard

MILLS MUSIC, INC.

America's New Girlfriend

glenda

Perry Como RCA Victor
"make me a child again"
FRANKIE LAINE

"I WANT YOU, I NEED YOU, I LOVE YOU"
Recorded by ELVIS PRESLEY RCA Victor

"me make a child again"
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MILLS MUSIC, INC.
Kidisk Marketing In State of Flux

- Indices Woo Dealers; Majors Eye Toy Field
- Packaging, TV Exposure Seen as Sales Aids

The children's record field is in an interesting state of change as regards to dealers this year.

One one side, the major record companies have generally slackened their efforts to push kiddie material at the record retailer's expense, and have even created a desire to move in on the industry by department disk markets.

On the other hand, the leaders in the field are now more interested in the toy market—buying a big pitch for dealer trade this summer, via a series of packages specially designed for record store outlets.

The field is still dominated by 78s, but 45's are slowly gaining in popularity and LP's are proving surprisingly strong saleswise. All this the 25-cent record is still a dominant sales item, a trend which has been evident towards gaining more sales in higher-priced package units, thereby giving the 25-cent platter more dealer appeal. Colorful packaging and TV exposure are generally credited with this year's 25-cent LP's sales being very good.

Field Pitcher

The top three indies kidisk manufacturers—Stinson & Schuster, Peter Pan, and Crickel—which produced the greatest portion of the 35,000,000 25-cent records in 1955, are all making special packages for dealer trade this year.

Stinson & Schuster, which produced 13,000,000 of the 35,000,000 25-cent records, are offering a special price to dealers for their "Lady Love" package.

Full-Line Accessory Section

Is "Must" for Healthy Trade

By BILL SIMON

It's an old adage in the record business that "accessories pay the rent." Today, the way the record and phonograph business is run, economics count more than ever.

The cost of a single LP record is about $3.50. This is made up of manufacturing cost, distribution cost, advertising cost, and profit. The average record retailer will spend about $1.00 for record advertising and $0.50 for store advertising. The average record retailer will spend about $1.00 for record advertising and $0.50 for store advertising.

There are many record stores today that sell records by the dozen or by the gross. These stores should be considered as wholesale record stores.

The "name" record stores should be considered as retail record stores.

The "name" record stores should be considered as retail record stores.
They're Here to Stay, But Average Dealer Still Wary

- Mail Order Broadens Market, Say Club Ops.
- But Dealers Applaud Only Trade Builders
- Numerous Retailers on Local Kick to Attract Buyers of Singles, Albums Alike

By JUNE BUNDY

Also record clubs have aplaus-
ously settled down to stay in the music business. But the fact is that this industry still has reservations—some of them serious—about its ultimate success.

Among those dealers who do employ the record club tactic, many are of the opinion that they can handle it better them-
 rusty another way. On the other hand, a Billboard survey indicates that a large percentage of the owners of several club-type LP promotions as Col-

In fact, only 6.4 per cent of dealers polled said Columbia's LP mail-order plan had increased business, while 37.5 per cent said the labels' "Buy of the Month" promotion had increased their sales. But this time around, Victor's "Save-On-Records" had been less successful.

However, it must be pointed out that this survey was made be-
 fore the widespread introduction of "Operation Net" revision plan, (See The Billboard, July 7), whereby the whole industry has tried to channel directly to retailers. A special poll of key dealers indicates that under this new setup (designed to bring more traffic into stores), independent shop owners are inclined to take a less negative view of the Columbia clubs.

For instance, Paul Kyser, who runs the Record Bar, Durham, N.C., the South Carolina Columbia "Operation Net" station as a "smart" move, Kyser's store is a暴雪 over Columbia's "Buy of the Month" plan and Victor's "Save-
On-Records" program. But the reports that he has done well vas-sales-wise on both programs.

Columbia, for instance, had "Operation Net" worked on the basis of the two plans, as well as Mercury's new "one-cent-bout-
 L.P." program. And the poll pointed up last month on The Billboard's "Hit List," which listed three $2.98 bargain-albums along with several "one-cent-bout-
 L.P."s. Interestingly, every Columbia "Buy of the Month" package sold its best-seller chart to date.

Meanwhile record club opera-
 tors continue to maintain that clubs do not only take business away from independent shops, but tend in many cases actually bring the retailer a new business.

"Intensive market research has shown that over a third of the people who buy a club record have never bought a record before, and the club has bought one or more before joining the club," the Columbia club executive said. "Meanwhile, it is not unusual to find that the majority of record club buyers have no knowledge of record buying. The Columbia club re-
 ceived 17,000 orders in one month, and developed the record-buying habits of many of these members. The members then, in turn, are likely to supplement their club buying, as shown by increased retail sales in club selections in dealers' stores." Club execs of all companies are remarkably cagey about turn-
 ing membership figures, but reli-
able trade sources report that the

Hit Singles Spark Retail Trade in All Departments

- Provide Key to Profit or Loss for Dealer in Terms of Customer Traffic
- Sales of Albums, Phonos, Accessories Stimulated by Repeated Pop Smashes

Traditionally, popular music has been a vital part of the Amer-
 ican music scene. But the "swing era," the "hot" jazz of the turbulent 1920's and 1930's has moved past its heyday and is becoming a common bond among people who made it easier to recognize, but is now becoming something of a cult.

There lies the basic reason why pop single records will long re-
 main the backbone of the disc industry. For popular music, de-
 spite the steady growth of pack-
aged merchandise, continues to dominate the over-all music-rec-
 ord picture as the sole means of entertainment in the industry. Pop records are the means with which the customer expresses his interest in photograph records, and bring the consumer into the store.

According to the record industry, the single pop recording represents the vital link in the retail music chain. Just as movie fans became enthu-
 siastic with their celluloid idols, so did pop music devotees with their music idols. Just as the audience of an Eddie Fisher, Rose-
 nes Clooney or Patti Page for the first time, so today's pop fans might stand virtually uninstructed in New York's Grand Central Station, yet squads of police couldn't bold back the crowds were Frank Sinatra or Elvis Presley there in their place. Recent surveys of the disc industry show that younger people buy the lion's share of all records, single or al-
 bums, and accordingly, the single sells the disc. The pop recording stars are a measure of their hero worship.

A single hit recording can't be measured in terms of actual sales figures alone, for the single pop hit represents the introduction to all things music, phonograph equipment, albums, sheet music. Single hit tunes produce one of the factors that spells profit or loss for the record dealer—turnover—so necessary in today's volume market.

Heavier Sales

Sales of pop recordings appear to be heavier this than year before. At one point during 1955, the number one song on The Bill-
 board's music popularity charts was "All My Love," by Frank Sinatra. Compare this to the high water mark reached by Capitol with "Heartbreak Hotel" and "Memories Are Made of This," RCA Victor's more than a year ago, and you can see how the music business is changing. And this is not to mention that the "Waltz" and its current hit, "Heart-
 break Hotel," or Columbia's "Tel-
 lephone Pinish." According to the reports and statistics, sales are still increasing. And the RCA's "PLEASE SING" is a rising star on the charts.

Frank Sinatra first stood before a record company as a "bar-
 d," but now his latest hit "S" may reach a million dollars in sales. Al-
 though this might not be the case in other industries, it is a living proof of the successful record industry.

The record business has been a larger base for record sales, but has not been so successful in the retail department. Few record dealers, producers sold sales figures, although there are literally hundreds of big hits to which the public has taken a fancy, all records sell bet-
 ter than expected, the record industry results in sales of not only singles, but of packaged merchandise in the top ten, jazz and classical cate-
 gories.

More important, the low cost of multiple singles makes it easier for a dealer to produce quick sales of relatively little invest-
 ment. Single disks represent a reason-
 sably stable-priced commodity in today's fiercely competitive re-
 cord market, with few dealers en-
 couraging price-cutting competition.

Altered Packaging has been a recent trend in the music industry. But now it appears that even this trend will continue. RCA has created what is thought of in the trade as the "album." Is this the prime example of the artist who has learned his lesson and won't yet make a dent with a single.

"Album Artists"

Capitol has a substantial stable of artists, who were started in the business. These include the various Jackie Gleason char-
 k groups, Joe Bickel, Martha McPartland and others. Earlier this year, RCA Victor kicked off whole group of "Christmas albums," Lorain Hasser, Teddy King, Bar-
 bara Eden, all done in the same style, strictly an L.P. Same is true at the different studios, and RCA.

At Dede, Sylvia Synne turned out several L.P.'s, as well as the single record level. Recently she cut the "Half-Breed Night," as a single. Other re-
 cent releases include that by Libby, Conny, Gracies and Viki Beren.

Frank Sinatra is Julie London. The Liberty thrill through her "Cry" which was released as a single disk, a sort of a punch line from his first album. The disc is old, and also the single will sell, too.

Hit singles are the key to profit or loss for the record dealer.
Here's profit news...

ZENITH-WORLD LEADER IN RADIO AND TELEVISION-NOW ANNOUNCES A COMPLETE LINE OF HIGH FIDELITY!

Zenith's matched, balanced components and more performance features make these profit builders easier to demonstrate, easier to sell!

The 4-Speaker

Chopin

Performance you wouldn't think possible outside a concert hall!


Up to 4 Speakers!
Zenith audio systems have up to four matched speakers, housed in specially vented enclosures. Specially engineered "woofers." Certified with Alnico-5 magnets to reproduce the rich bass notes. Emphasize "tweeters" to provide the harmonics and overtones that bring living presence to records.

Zenith Extended Range!
High fidelity, push-pull amplifiers have essentially flat response of 20 to 20,000 cps. They deliver the complete audible range with fidelity reproduction!

Zenith "Bass Without Blast" Circuitry!
New circuit ensures the fullest-sounding range of high fidelity even at low volume. 4-Pole filter record compensator is an additional high-quality feature on many sets.

New "Presence" Control!
Parallels fidelity transmission of music in the vital "presence" range, imparting the same exciting new adventure that is again heard in the Concert Hall.

Dual Needle Cartridge
German transfer cartridge with L-2410 and S-12ful manufactured upturn tips. Push-pull which handles the whole vital range of light-weight tone arms for quick, easy selection of best needle.

See all the new models in Zenith's complete line of Quality High Fidelity and Phonographs starting as low as $199.50

MAKE THE MOST...of your trip to the N.A.M.A. See the one and only thing NEW in television.

Zenith "Space-Command" Tuning
You control TV with a command, through space! No wires! No flashlights! No batteries! No transistors! No radio control waves! IT'S MAGIC!

Rooms 631, 632, 634, in the New York Trade Show Building
QUESTION 1: Please show whether your dollar volume in the following classification was up, down or about the same during the first five months of 1956 compared to the same period 1955.

<table>
<thead>
<tr>
<th>Total Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Single Records—78's</td>
</tr>
<tr>
<td>down</td>
</tr>
<tr>
<td>same</td>
</tr>
<tr>
<td>Single Records—45's</td>
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<tr>
<td>down</td>
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<tr>
<td>same</td>
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<tr>
<td>LP Records</td>
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<tr>
<td>down</td>
</tr>
<tr>
<td>same</td>
</tr>
<tr>
<td>EP Records</td>
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<tr>
<td>down</td>
</tr>
<tr>
<td>same</td>
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</tbody>
</table>

COMMENT:

The decline of the 78 single disk continues. In fact the 
downgrading in importance of 78's is almost evenly matched, 
according to these figures, by the upsurge in 45 r.p.m. sales. 
Even more impressive, is the bearing out by these figures of 
the tremendous and universal increase in album sales. EP's 
though showing a down trend, have not decreased to the 
extent believed by many informed trade observers. In fact, 
in some categories, EP's are known to have moved outstanding 
success in this just month. For additional data on EP trends, see question 5.

QUESTION 2: Please show the percentage of your first five months' 1956 Total Record Dollar Volume represented by each of the following types of records.

<table>
<thead>
<tr>
<th>Total Sources</th>
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</thead>
<tbody>
<tr>
<td>Over</td>
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<tr>
<td>---</td>
</tr>
<tr>
<td>78—Single Record Sales</td>
</tr>
<tr>
<td>45—Single Record Sales</td>
</tr>
<tr>
<td>LP Pop Record Sales</td>
</tr>
<tr>
<td>LP Classical Record Sales</td>
</tr>
<tr>
<td>EP Record Sales</td>
</tr>
</tbody>
</table>

COMMENT:

As reported some months ago in an exclusive Billboard 
story, over all 45 r.p.m. single sales outweigh single sales 
by about three to one. But another way, nearly 75% of all single disk dollar volume is now 45 r.p.m. 
merchandise. The two categories of pop and classical albums 
now account for about 45 per cent of the total record dollar 
volume and the large increase is shown is slightly 
more than half of all disk merchandise sold. Classical albums 
have made notable gains in share of the market, particularly 
in the hard-sell stores, where they are now challenging 
the stores to steadily disk dollar volume. EP's have dropped 
nearly 50 per cent from last year, but remain a marketable 
factor, with 11 per cent of over-all volume.

QUESTION 3: In packaged records (LP's and EP's), how does your present dollar inventory compare with that of a year ago this month?

<table>
<thead>
<tr>
<th>Total Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
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<tr>
<td>---</td>
</tr>
<tr>
<td>LP inventory greater</td>
</tr>
<tr>
<td>smaller</td>
</tr>
<tr>
<td>same</td>
</tr>
<tr>
<td>EP inventory greater</td>
</tr>
<tr>
<td>smaller</td>
</tr>
<tr>
<td>same</td>
</tr>
</tbody>
</table>

COMMENT:

Long playing disks—at all levels of price—amounts to 
more than less LP inventory than last year is negligible. Total 
all stores having less LP inventory than last year is negligible. 
Indeed, the lower the LP's and the less stock, interestingly, in 
the small store bracket, those carrying very few LP's as well as 
many stores are carrying far less, a reflection possibly of the fact that 
the more youthful buyers, who are known to be a substantial part of the LP market, 
tend to patronize smaller stores. Evenly only among the larger 
stores does there appear to be a definite swing away from 
LP's.

QUESTION 4: In EP albums, what is the current trend of sales compared to last year?

<table>
<thead>
<tr>
<th>Total Sources</th>
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<tbody>
<tr>
<td>Over</td>
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<tr>
<td>---</td>
</tr>
<tr>
<td>One-pocket EP up</td>
</tr>
<tr>
<td>down</td>
</tr>
<tr>
<td>same</td>
</tr>
<tr>
<td>Two-pocket EP up</td>
</tr>
<tr>
<td>down</td>
</tr>
<tr>
<td>same</td>
</tr>
<tr>
<td>Three-pocket EP up</td>
</tr>
<tr>
<td>down</td>
</tr>
<tr>
<td>same</td>
</tr>
</tbody>
</table>

COMMENT:

Personal budget factors can be assumed to be playing a 
big part in EP buying. The one-pocket EP, which in many 
cases contains selected offerings from an LP, is definitely on 
the upswing, while two and three-pocket EP's show just 
as definite a downturn. Budget economic shoppers may well 
see the one-pocket EP if it is available, otherwise they 
would be lost completely as customers, if the complete 
LP only were made available.

QUESTION 5: Of your single record sales, what per cent of dollar volume is currently represented by the two speeds?

<table>
<thead>
<tr>
<th>Total Sources</th>
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<tbody>
<tr>
<td>Over</td>
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<tr>
<td>---</td>
</tr>
<tr>
<td>Pop singles</td>
</tr>
<tr>
<td>45's</td>
</tr>
<tr>
<td>C&amp;W singles</td>
</tr>
<tr>
<td>45's</td>
</tr>
<tr>
<td>R&amp;B singles</td>
</tr>
<tr>
<td>45's</td>
</tr>
</tbody>
</table>

COMMENT:

If there is any holdout in the 78 r.p.m. vs. 45 r.p.m. picture, 
it's the country and western market. Even here, however, 
there can be no lingering doubts that the 45 speed is 
getting a larger and larger share of the market. In the 
country field, 45's hold a two to one edge and in the pop 
and rhythm and blues markets, as shown before, the margin 
is a substantial 75 to against 25 per cent.
SOUNDS TERRIFIC!

1957 COLUMBIA PHONOGRAPH

Listen ... the greatest sound, engineered by the greatest name in sound—Columbia! Look ... the all-new styling of 1957's superb "360" K2 line! Stop ... and count your profits! Here's the most wanted line of phonographs any store can stock ... and the only line that's being backed by regular advertising in Look, Holiday, Time, Popular Photography and This Week ... plus spots on America's most popular radio and TV stations!

SELLS TERRIFIC!

Columbia Phonographs • A Department of Columbia Records • A Division of CBS, 799 7th Avenue, N. Y. C.
New sensations in sound by complete line of New Orthophonic High with more new features — more new styles.

RCA Victor — now selling more High Fidelity instruments than any other manufacturer — brings you 8 new models — priced from $79.95 to $1600. And every step-up in price adds extra features you can demonstrate — extra value you can prove!

Now — whatever your prospects want — the finest in sound, the most beautiful cabinets, the most reliable name — they get them all in an RCA Victor New Orthophonic High Fidelity "Victrola."""" If they're feature-conscious — demonstrate the features shown at the right, and the many others included with every model. But most important of all, let them hear — let them feel — the rich realistic sound that pours out of every model! Every set shown in the photographs above has the great Panoramic Speaker System that no other High Fidelity phonographs offer! The Mark VIII has a new, balanced multiple speaker system which also gives a response through 20,000 cycles per second.

All these features — all these styles and finishes and the name RCA Victor add up to just one thing — your biggest sales year ever, in High Fidelity!

RCA Trademark for records. CAMDEN, N.J., NEW JERSEY.
RCA Victor! Announcing the most Fidelity "Victrolas" in history—
and finishes—more sell-up than ever before.

Never before features like these in a ready-to-plug-in-and-play High Fidelity line!

Panoramic Speaker System has a minimum of 3 speakers to diffuse lifelike sound throughout the room. Full tone range is heard wherever you sit.

New all-speed "Victrolas," High Fidelity record changer. Plays all record speeds for greater convenience...greater Hi-Fi pleasure.

Stereophonic Sound. Plug master unit of a "Victrola," Stereophonic Player into stereo-jack of the Mark IV, Mark VI or the Mark V. It's an RCA Victor first!


A Fidelitone NEEDLE
MADE TODAY'S
RECORD CHANGERS
POSSIBLE

Plenty of folks remember
the old play 'em once,
wind 'em twice phonographs
—but the modern
record changer makes music
listening easy and popular.

And the phonograph needles most
called for today bear the same name that
pioneered the way...

Fidelitone
PHONOGRAPH NEEDLES
DIAMOND, JEWEL OR Precious Metal TIPS

PERMO, INC. CHICAGO 26
THE FABULOUS "45"

LET'S LOOK AT THE RECORD...
THE FABULOUS "45"

63,000,000*
SOLD IN 1954

80,000,000*
SOLD IN 1955

90,400,000*
SOLD IN 1956

*Reported Industry total for "45's"
"The Billboard" magazine

**Projection of reported
 gains for first quarter—
"The Billboard" magazine

www.americanradiohistory.com
JULY 28, 1956

THE BILLBOARD

MUSIC-RADIO 29

SEVEN SUCCESSFUL YEARS

In 1949, RCA Victor made phonograph history with the introduction of a new record speed—a new record—a new kind of record playing system. For the first time a record and an automatic record player were designed for each other. The result: superb performance that set a new standard in recorded music. The public loved the new system. A short seven years later, the Fabulous “45” is by far the biggest seller in pop records—and in record players!

And this is just the beginning. Its future—and yours—looks even more fabulous. You can make a lot of money with “45’s.” But to do it—you must concentrate on RCA Victor “45’s”—the only “45’s” with these 3 big sales advantages.

Make sure every phonograph you sell has

THE BIG THREE

“45” SPINDLE

Heart of the “45” system: the big spindle with trigger-fast mechanism for changing records. It’s the simplest, easiest-to-use, most trouble-free record changer in the world!

SOUND

Famous RCA Victor “Golden Throat” tone brings concert-hall realism to recorded music. Your customers are sound-conscious—give 'em what they want to hear!

TRADEMARK

World's most famous trademark helps you sell the world's most famous phonographs! Your customers know this sign—a symbol of quality for over 50 years.

And now—leading the way into the greatest sales in Hi-Fi history

NEW ORTHOPHONIC HIGH FIDELITY

“VICTROLA” PHONOGRAPH

THE MARK VIII

(Model 7074-A)

smashes right through the hi-fi price barrier—a new high in high fidelity at a new low cost!

Here is sound so rich, so clear, you almost feel the music. Features balanced sound system with two big speakers. “45” changer plays 14 “45EP” records at one loading—almost two hours of true hi-fi listening. The Mark VIII is a continuation of the famous “Mark” series with beautiful styling similar to this much-talked-about line. Handsome to look at, a sensation to hear—it's the greatest of the “45’s.” Available in mahogany, maple or light rift oak finishes, this one's going to be easy to sell! Only $79.95.

RCA VICTOR

Radio Corporation of America

TO SEE HOW YOU CAN SELL MORE “VICTROLA” PHONOGRAPHs, TURN THIS PAGE
NOW YOU CAN CASH IN ON THE
FABULOUS "45"

1. Demonstrate all the advantages of the Fabulous "45"

SHOW THEM how easily the big-spindle changer works—so fast, so silently, so automatically, so trouble-free.

TALK ABOUT the convenience of stacking up to 14 records at a clip. Almost 2 hours of music on one loading.

EXPLAIN how easy and convenient these small records are to store. Almost 150 records fit on one foot of shelf.

TELL THEM about the tremendous popularity of "45" records, in both popular and classical music.

2. Display the "Victrola" phonographs that feature the Fabulous "45"

Automatic record player attachment (Model 6JY1). Has famous "45" changer. Plays through radio or TV phono-jack. $13.95

RCA Victor's lowest priced automatic 45 "Victrola" phonograph. (Model 7EY1). Plays up to 14 "45" records. $29.95

Deluxe automatic "45" (Model 7EY2) has extra-large speaker. Superb "Golden Throat" tone sounds like a console. $34.95

Automatic "45", phonograph to take anywhere (Model 6EY3). Smart luggage case is packed with music for happy traveling. $39.95

Finest of the "45's"—the sectional new Mark VII (Model 7HF45). Features "45" changer, two big speakers, true hi-fi. $79.95

3. Tie in with Fabulous "45" promotions like the Glenn Miller deal

FAMOUS GLENN MILLER ALBUM — a sellout at $24.95—you offer the same selections for only $5.00 with the purchase of any of these "Victrola" 45s: Models 7EY1, 7EY2, 6EY3, 7HF45. How's that for a deal! Your customers will love it—and buy it. Album is packed with 60 all-time hits—"Moonlight Serenade," "String of Pearls," and "Little Brown Jug." Phone your distributor—get all the details on this Fabulous "45" promotion!

YOU'LL SELL MORE PHONOGRAPHS IF YOU SELL "VICTROLA" PHONOGRAPHS WITH THE FABULOUS "45"
HERE HE IS!...The most talked-about singer in show business with the song he exploded on TV!

HOUND DOG
DON'T BE CRUEL
profit picks of the month!
big name recordings at 1/2 the big name price!

THE BEST FROM FRANK LOESSER'S
THE MOST HAPPY FELLA
JACK SAY and his orch.
only
79c for each 45 EP

SMASH FOLLOW-UP TO
RCA CAMDEN'S "MY FAIR LADY"
**4 great hits from 1 great show; at 79c the price adds up to the fastest selling album in your store! Includes: Standing On The Corner; Joey, Joey. Somebody, Somewhere; Don't Cry. All "dressed up" with a large orchestra, fine arrangements and fabulous "New Orthophonic" High Fidelity Sound, this is sure to be the summer's hottest seller. Feature it = display it — and watch it sell! 45 EP (CAE-375) 79c

CLAUDE THORNHILL Dinner for Two
Features the famous piano stylings and orchestra of Claude Thornhill Perfect music for dancing or listening. 12" Long Play (CAL-207) $1.99

DOBENNO SAVINO and his orchestra
ALL I DO IS DREAM OF YOU
**Como mano Section conducts his 50-piece orchestra in a brilliant array of summer mood music. The whole family will love it! 12" Long Play (CAL-366) $1.98

LET'S PUT OUT THE LIGHTS!
TONY MOTTOLA and his All-Stars
**Tambora played by Tony Mottola and a group of outstanding instrumentalists play 12" album great hits. 12" Long Play (CAL-305) $1.98

ORDER THROUGH
your RCA Victor
Record Distributor NOW!

The Golden Gate Quartet, one of the best known and best selling quartets, now available at a price to please any budget. 12" Long Play (CAL-306) $1.98

RCA CAMDEN A DECO-
SMASHING VALUE AT
EVERY PRICE POINT...

c.) Best all-round co-operation (one point for each mention)

<table>
<thead>
<tr>
<th>Label</th>
<th>Total Sales Under $50,000</th>
<th>Total Sales $50,000 $99,999</th>
<th>Total Sales $100,000 $549,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>125</td>
<td>151</td>
<td>27</td>
</tr>
<tr>
<td>Capitol</td>
<td>123</td>
<td>103</td>
<td>30</td>
</tr>
<tr>
<td>Columbia</td>
<td>72</td>
<td>55</td>
<td>17</td>
</tr>
<tr>
<td>Decca</td>
<td>43</td>
<td>39</td>
<td>8</td>
</tr>
<tr>
<td>Mercury</td>
<td>23</td>
<td>19</td>
<td>4</td>
</tr>
</tbody>
</table>

COMMENT:
Several distributors figured to a minor degree in the voting on the three separate parts to this question. On sections A, B, and C, 24 different names received at least one mention, while on sections A and B, 13 and 18 firms were named at least once. However, other than those listed, none received as many as 16 points.

QUESTION 10: In this question, the top 10 records of The Billboard's best selling pop single and album charts of the week the survey was mailed were listed. Dealers were asked to indicate which of the records they had in stock at the time of filling out the questionnaire.

<table>
<thead>
<tr>
<th>Number of albums in stock</th>
<th>Total Sales Under $50,000</th>
<th>Total Sales $50,000 $99,999</th>
<th>Total Sales $100,000 $549,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>all 10</td>
<td>60.3%</td>
<td>82.6%</td>
<td>64.8%</td>
</tr>
<tr>
<td>9</td>
<td>5.0%</td>
<td>7.6%</td>
<td>20.9%</td>
</tr>
<tr>
<td>8</td>
<td>6.1%</td>
<td>5.7%</td>
<td>8.2%</td>
</tr>
<tr>
<td>7</td>
<td>3.9%</td>
<td>2.8%</td>
<td>4.1%</td>
</tr>
<tr>
<td>6</td>
<td>1.6%</td>
<td>1.1%</td>
<td>1.9%</td>
</tr>
<tr>
<td>5 or less</td>
<td>1.9%</td>
<td>2.2%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of singles in stock</th>
<th>Total Sales Under $50,000</th>
<th>Total Sales $50,000 $99,999</th>
<th>Total Sales $100,000 $549,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>all 10</td>
<td>53.6%</td>
<td>84.0%</td>
<td>46.6%</td>
</tr>
<tr>
<td>9</td>
<td>18.9%</td>
<td>13.3%</td>
<td>20.3%</td>
</tr>
<tr>
<td>8</td>
<td>5.8%</td>
<td>4.9%</td>
<td>16.7%</td>
</tr>
<tr>
<td>7</td>
<td>7.2%</td>
<td>9.9%</td>
<td>8.7%</td>
</tr>
<tr>
<td>6</td>
<td>4.5%</td>
<td>-</td>
<td>3.6%</td>
</tr>
<tr>
<td>5 or less</td>
<td>7.0%</td>
<td>9.8%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

COMMENT:
Reports from the field continue to indicate that distribution operations stand plenty of tightening. Purpose of this question was to help determine, in an over-all sense, how complete distribution of hit material really is. Among the large stores, as might be expected, inventory of hits among both singles and albums is relatively complete. Over 95 per cent had at least eight of the top ten singles in stock. With the albums, the picture was even more pronounced, with 97 per cent of stores having at least nine of the top ten LP's on the shelves. With smaller stores, the indication is that more attention is centered on complete singles inventory, with 87 per cent showing at least nine of the top ten in stock. Only 67 per cent of the small 11 store, however, showed up with nine of the top selling albums in store. Nearly 10 per cent of these lower volume outlets, had five or less of the best selling albums available.

QUESTION 11: From your experience, how do the following sales plans affect your record sales?

a.) Columbia LP mail order plan (survey was made prior to revisions put into effect to increase dealer participation)

| Total Sales Under $50,000 | Total Sales $50,000 $99,999 | Total Sales $100,000 $549,999 |
|---------------------------|---------------------------|-----------------------------|-----------------------------|
| increase business | 6.4% | 7.7% | 6.2% |
| decreases business | 29.7% | 33.0% | 28.9% |
| has no effect | 39.5% | 40.6% | 38.3% |
| we do not handle | 24.4% | 19.7% | 18.6% |

b.) RCA Victor "Save on Records" coupon plan

| Total Sales Under $50,000 | Total Sales $50,000 $99,999 | Total Sales $100,000 $549,999 |
|---------------------------|---------------------------|-----------------------------|-----------------------------|
| increase business | 54.0% | 65.7% | 51.1% |
| decreases business | 2.6% | 2.6% | 2.6% |
| has no effect | 35.1% | 29.4% | 36.5% |
| we do not handle | 8.3% | 2.0% | 9.3% |

(Continued on page 28)
Many thanks, Music Merchants, for keeping our records moving across your counters—

Bill and Gang

Brand New DECCA Release

TEENAGER'S MOTHER
(Are You Right?)
and
RIP IT UP

Decca 30028  9-30028

Currently on Record-Breaking Canadian Tour

Scheduled appearance on NBC "Atlantic City Holiday" Spectacular—August 12

PRESS AND RADIO
Pine Associates...New York
Steve Schichol...Chicago
Nick Thory...Hollywood

PERSONAL DIRECTOR
JAMES H. FERGUSON
891 Barclay St.
Chester, Pa. Chester 3-3004

PROMOTION
Bob Hayes
Chicago
Jack Howard
Philadelphia
CASH IN HAND... V-M IN MIND!
they're heading your way...

Looking for the "purely for pleasure" V-M Line

THE MASS MARKET

THE V-M 2-unit "Binaural Package"—V-M 'Celeste'—‘Fidelis'* table model—puts you way out front in this profitable field. Sell them together or sell one now, the other later. Either way, you're sure to profit! Also, V-M offers the sensational portable tape-o-matic* with binaural playback feature. So get into the swing of things with V-M binaural sound for "profits-plus!"

V-M CORPORATION, BENTON HARBOR, MICHIGAN

Stock up on V-M now!
See Your V-M Distributor, too, for Powerful Promotion and Sales Aids...
Over a Dozen to help you sell V-M!

Now... there's a new 'Fidelis' Console! The Provincial Model 565... hot new addition to the fabulous V-M line. Its modified French Provincial design and warm fruitwood finish blend tastefully with any "period" furniture. It's a short cut to more cold cash... for you!

V-M 'FIDELIS' CONSOLE PHONOGRAPH, Model 565. Authentic High Fidelity, 'Super-Fidelis' 4-speed changer with Stereo-Matic. Blonde or Mahogany, $199.95 List*. Walnut, $204.95 List*. Provincial-styled Rutherford... $219.95 List*.

V-M 'TEENTIME' 45 RPM AUTOMATIC PORTABLE, Model 625. Front-opening speaker, separate tone and volume controls. Green and white, reddish-buff and white, red and grey... $59.95 List*.

V-M 'PLAYTIME' 4 SPEED PORTABLE, Model 210. Front-opening speaker, separate tone and volume controls. Choice of three exciting color combinations... $79.95 List*.

V-M CORPORATION, BENTON HARBOR, MICHIGAN
SWINGS TO BINAURAL SOUND

NEW 'CELESTE' BINAURAL PLAYBACK TAPE RECORDER,
Model 750. Matches 'Fidelis' Model 560 phonograph.
Records and plays back monaurally; Blonde or Mahogany
furniture finish. $259.95 List*. Legs optional.

V-M 'FIDELIS' TABLE MODEL PHONOGRAPH, Model 560. Matches
'Celeste' tape recorder. Three speakers, authentic high fidelity,
'Super-Fidelis' changer, Siesta-Matic Blonde or Mahogany, $149.50
List*. Walnut, $154.50 List*. Ebony, $159.50 List*. Legs optional.

WORLD'S LARGEST MANUFACTURER OF
PHONOGRAPHS AND RECORD CHANGERS
RCA VICTOR presses most independent-label discs that hit the top—yet it costs no more!

It's up to you whether your next disc strikes gold—or strikes out. Why take chances when RCA Victor custom service gives you all these "bonus extras" at no extra cost:

- brilliant sound engineering—fifty years' experience!
- vast facilities—newest equipment to service every need!
- individual attention for all clients—big or small!
- 3 strategically located plants—East, Midwest, and West—to assure fast deliveries plus drop-shipping and warehousing.

Got a hit in the offing? Make it sure! Call RCA Victor Custom Record Sales—today!

RCA VICTOR CUSTOM RECORD SALES

135 East 42nd Street, New York 17, N. Y.  
435 N. Lake Shore Drive, Chicago 11, Ill.  
324 South Main Street, Nashville 3, Tenn.  
200 Music Square West, Nashville 16, Tenn.  
217 Paseo de la Revolucion, Mexico City, Mexico  
126 Portland Building, Seattle, Wash.  
2540 Wilshire Boulevard, Los Angeles 5, Calif.  
106 North Main Street, Richmond, Va.  
1429 Broadway, New York 35, N. Y.  
103 East California Street, Los Angeles 11, Calif.  
122 Post Oak Building, Atlanta 2, Ga.  
530 West 57th Street, Hollywood 28, Calif.  
219 South Beverly Drive, Beverly Hills, Calif.  
1330 Sunset Boulevard, Hollywood, Calif.  
2554 Vine Street, Los Angeles 28, Calif.  
1900 Century Park East, Los Angeles 15, Calif.  
54 East 40th Street, New York 17, N. Y.  
1501 Sunset Boulevard, Hollywood, Calif.  
313 North Bunker Hill, Los Angeles 13, Calif.
MAGNIFY YOUR NEEDLE SALES
with Walco's new Needle Inspection Microscope

Get Your Needle Inspection Microscope — FREE Of Extra Cost.
Ask your distributor or See us at the NAMM Show, Booth 28, 2nd Floor N. Y. Trade Show Building.

MULTIPLY YOUR ACCESSORY PROFITS
with the Walco RECORD ACCESSORY BAR

Setting Sales Records for Disc Dealers, Coast-to-Coast!

Accessory business is big business and the Walco Record Accessory Bar proves it! Wherever you go, you'll find disc dealers piling up unprecedented profits — building big repeat volume — with the Walco Record Accessory Bar.

Compact, complete, colorful — the Bar turns $1.25 of counter space into a single, self-service record accessory headquarters — uses 5 sales-creating record-care "images" up on the counter where they can be seen and sold!

Cash in with this powerful profit-producer — start stacking fast-moving Walco accessories today!

Get Your Record Accessory Bar — FREE of Extra Cost
Ask your distributor or See us at the NAMM Show, Booth 28, 2nd Floor N. Y. Trade Show Building.

Ask about Walco's great new SUPER BONUS PLAN
that pays big spills on the complete line of Walco accessories, plus GIANT DIVIDENDS on the spills themselves!

FREE — To Walco Dealers!
NEW NEEDLE SALES TRAINING MANUAL
Turns Clerks Into Needle Salesmen.

First complete study of needle selling techniques ever offered • Shows how to remove needle from any cartridge — tells how to explain it to every customer • Teaches how to identity and sell needles • Easy to understand • Packed with how to do it pictures.

BUILD A BIG REPEAT BUSINESS WITH THE HIGH-PROFIT, HIGH-VOLUME Walco ACCESSORY LINE.

Walco STATI-CLEAN ANTI-STATIC RECORD SPRAY
Walco DISCLEEN RECORD BRUSH
Walco DISCOVERS PLASTIC PROTECTIVE RECORD SLEEVES
Walco Balanced Sound Kit FOR TURNTABLE & TONE ARM ACCURACY

Walco PRODUCTS, INC.
60 FRANKLIN ST., EAST ORANGE, N. J.
Make Music

"TRUE LOVE"

B/W

"MIND IF I MAKE LOVE TO YOU"

Orchestral Accompaniment by Buddy Bregman

V-2018 Y-2018X45

Jane Powell is soon to be seen starring in RKO Radio Pictures’ “The Girl Most Likely”

First Release!

Copyrighted material

QUESTION 15: Which amount comes closest to your annual retail sales of all records (based on your 1955 volume)?

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,000</td>
<td>19.2%</td>
</tr>
<tr>
<td>$15,000 to $24,999</td>
<td>37.7%</td>
</tr>
<tr>
<td>$25,000 to $49,999</td>
<td>20.6%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>13.6%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>5.3%</td>
</tr>
<tr>
<td>$100,000 to $200,000</td>
<td>3.9%</td>
</tr>
<tr>
<td>Over $200,000</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

COMMENT:
This breakdown of dealers taking part in this survey, merely serves further to show by sales level, the types of stores being surveyed. According to figures available, this closely approximates the over-all ratio among all dealers. By far the heaviest concentration lies in the $15,000 to $50,000 bracket, although the importance of the larger volume stores cannot be overlooked since, the smaller in number, they do a heavy share of the total business.

QUESTION 16: Does your store sell any of the following products?

<table>
<thead>
<tr>
<th>Product</th>
<th>Total Sales</th>
<th>Under $100</th>
<th>$100 to $200</th>
<th>over $200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phono under $100</td>
<td>93.4%</td>
<td>92.4%</td>
<td>90.8%</td>
<td>94.1%</td>
</tr>
<tr>
<td>Phono $100 to $200</td>
<td>84.3%</td>
<td>85.7%</td>
<td>82.9%</td>
<td>83.2%</td>
</tr>
<tr>
<td>Phono over $200</td>
<td>49.4%</td>
<td>56.0%</td>
<td>47.7%</td>
<td>76.3%</td>
</tr>
<tr>
<td>Hi-Fi component parts</td>
<td>27.7%</td>
<td>33.0%</td>
<td>29.8%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Sheet Music</td>
<td>32.6%</td>
<td>30.0%</td>
<td>36.4%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Tape Recorders</td>
<td>66.4%</td>
<td>67.0%</td>
<td>66.2%</td>
<td>66.2%</td>
</tr>
<tr>
<td>TV Sets</td>
<td>33.0%</td>
<td>37.7%</td>
<td>39.0%</td>
<td>39.0%</td>
</tr>
<tr>
<td>Radios</td>
<td>41.3%</td>
<td>70.7%</td>
<td>65.1%</td>
<td>65.1%</td>
</tr>
<tr>
<td>Home Appliances</td>
<td>24.1%</td>
<td>14.1%</td>
<td>26.3%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Pre-Recorded Tape</td>
<td>27.7%</td>
<td>43.4%</td>
<td>24.1%</td>
<td>24.1%</td>
</tr>
</tbody>
</table>

COMMENT:
Although the overall results of this question closely parallel the results last year, a slight tendency toward specialization and a narrowing of the number of diverse products handled is apparent. In the over-all category, for example, TV sets, sheet music, radios and home appliances all show a slight drop under last year’s figures. On the other hand, there is a slight increase over 1955 in the number of dealers handling equipment units in excess of a $200 retail price, indicating a tendency to “sell up” on the part of the retailer. Pre-recorded tape, too, showed a noticeable increase over last year, indicating the increasing popularity of tape units, not only for home recording, but for listening as well.

QUESTION 17: How does your dollar volume in phono and radio sales for the first five months of 1956 compare with that of the same period a year ago?

<table>
<thead>
<tr>
<th>Product</th>
<th>Under $100</th>
<th>$100 to $200</th>
<th>over $200</th>
<th>Under $100</th>
<th>$100 to $200</th>
<th>over $200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phono</td>
<td>93.4%</td>
<td>92.4%</td>
<td>90.8%</td>
<td>94.1%</td>
<td>92.4%</td>
<td>90.8%</td>
</tr>
<tr>
<td>Radio</td>
<td>22.9%</td>
<td>23.0%</td>
<td>22.5%</td>
<td>22.9%</td>
<td>23.0%</td>
<td>22.5%</td>
</tr>
</tbody>
</table>

(Continued on page 40)
40 Minutes of Music for $1.69*

AUDIO BOOK PUTS MUSIC ON 16 2/3 rpm RECORDS ANYONE CAN PLAY AT HOME!

VIRTUALLY ALL PHONOS NOW BEING PRODUCED HAVE THE 16 2/3 RPM SPEED!

FOR THE FIRST TIME, music on compatible 16 2/3 rpm records that can be played on all existing 4-speed phonos! This is the newest achievement of Audio Book, pace-setter in the 16 2/3 rpm field!

COMPARE THE QUALITY! COMPARE THE PRICE! YOUR CUSTOMERS WILL! Now you can offer a full 40 minutes of music on a single 7-inch record which lists at $1.69. 33 rpm LP records cost nearly twice as much! Standard 7-inch 45 rpm extended play records at $1.49 play only 8 minutes—less than 1/4 as long as the NEW AUDIO 16 2/3 rpm records!

AUDIO BOOK ALONE

offers you this newest record development.

offers living literature on records.

offers a sure stimulant for 4-speed changer sales!

JUST OUT: 12 BRAND NEW AUDIO MUSIC RECORDS—All-Time Favorites, Show Tunes, Classical Selections. They're packed with sales-appeal, loaded with profit-potential for YOU!

AUDIO'S MUSIC SERIES—THE HIT OF THE N. A. M. M. SHOW!

*List price. Write for details of the Audio Book Profit Plan.

THE TALKING BIBLE

Here are the finest thoughts ever inspired in the mind of man; the World's most beautiful words, reverently and correctly read. Both New Testament Books have been specifically approved by the churches. (Catholic New Testament—imprimatur: Francis Cardinal Spellman.) All books in this series are jacketed in simulated morocco leather binding, embossed in gold.

STORIES FOR CHILDREN

Hours of enjoyment for children are stored in these popular talking books. Youngsters want to hear them over and over again, and talking books are so easy to play that children can use them without help from the parents.

Speed-Reducer: Just place on turntable. Adapts 33 1/3 rpm to 16 2/3 rpm.
Record Clubs—Pro and Con

LP clubs are run by Leon Ferguson, Ferguson's Record Shop, Memphis, Tenn. Ferguson, chairman of the NAMM phonograph records committee at the NAMM convention here this week, came out rather strongly against the Columbia club last February, taking particular exception to a prediction made in a Billboard story (Feb. 25 issue), by a top manufacturer who based an analysis on a research organization, that "in 10 years half the record volume will be done through mail-order clubs."

Ferguson doesn't charge any membership or service fee to his club members. They can choose from his entire LP stock—pop, classical, etc.—and audit the disks in the store. Club members are given a free LP certificate with every LP purchase, and 10 certificates entitles them to one free album. Ferguson services his entire mailing list with one free LP certificate to start them off and also enclosed a buying guide, made up from The Billboard's best selling packaged records charts in all categories. Meanwhile, national mail-order disk operations are rolling along, with Growell-Collier—the newest club firm—scheduled to start test runs in August. C.C. is still gathering its forces to challenge it, and an important segment reportedly will be filled from RCA Victor "vault" material (e.g. platters by artists no longer with the label, some non-exclusive pactees, etc.). C.C. is also drawing material from several other companies.

Other important LP disk club operations include the Josefowitz Fraternity—probably the most successful to date—which has Jazzlines (recently raised from $2.75 to $2.50); Opera Music Society; Chamber Music Society (a new club), and Musical Masterpieces (the only 16-inch LP club in the field), which was recently raised from $1.65 to $1.85.

Sutliff-Stevenson owns three disk clubs: Music Treasures of the World, the Children's Record Guild (78s and 45s), and the New American Recording Society (the Norman Grantz jazz catalog). Columbia and the American Recording Society clubs, incidentally, are the only club operations which feature bonus-LPs on a regular basis.

The Book of the Month Club's disk clubs are Metopera, the Music Appreciation series (which only gives bonus LPs to new members), and a children's record club.

Other mail-order record clubs currently in operation include the Louisville Philharmonic Society, which, catalog-wise, is tied up with Columbia; Capitol Records is currently endeavoring to test runs on a projected children's disk club, "The Children's World of Music." The label is offering subscribers a free choice of any of six two-pocket 78 albums valued up to $5.00, with the subscribers allowed to keep the album selected even if they cancel their membership. Members receive one 16-inch 78 album (45s optional) each month for $1. Each of the material in the club will be culled from Capitol's existing kiddie catalog.

Mail-order disk clubs are riding high in Europe, and during the past year have been the biggest single factor in the expansion of the European disk-buying market, and in selling the public abroad on LPs. West Germany is the most fertile territory, where it is estimated that between 25 and 50 per cent of all classical sales are made by the clubs. (See The Billboard, May 26.)

**QUESTION 18: What per cent of your over-all sales falls in the following categories?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phonos (including radio)</td>
<td>71.9%</td>
<td></td>
</tr>
<tr>
<td>Records (all types)</td>
<td>77.5%</td>
<td></td>
</tr>
<tr>
<td>(Total)</td>
<td>73.9%</td>
<td>72.0%</td>
</tr>
</tbody>
</table>

**COMMENT:**
The stores answering The Billboard survey indicate a top-heavy impact towards record sales as they feel the pinch of their business. Records account for better than seven out of every ten sales dollars. It's interesting to note too, that phonos and phone-radio LPs account for a high sale of records from three to four to one, increasing evidence that the public is more and more seeking its music via the personal selection available thru owning one's own record-playing equipment.

**QUESTION 19: Please check any of the following accessories you currently carry in your store.**

<table>
<thead>
<tr>
<th>Accessory</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond needles</td>
<td>63.9%</td>
<td>59.6%</td>
</tr>
<tr>
<td>Sapphire needles</td>
<td>96.1%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Cartridges</td>
<td>68.5%</td>
<td>74.3%</td>
</tr>
<tr>
<td>Disc cleaning agents</td>
<td>90.0%</td>
<td>99.6%</td>
</tr>
<tr>
<td>Anti-scratch covers</td>
<td>78.9%</td>
<td>94.6%</td>
</tr>
<tr>
<td>Plastic or other protective sleeves for records</td>
<td>75.7%</td>
<td>88.7%</td>
</tr>
<tr>
<td>Record brushes</td>
<td>86.0%</td>
<td>92.4%</td>
</tr>
</tbody>
</table>

**COMMENT:**
In the accessory line, large volume stores appear to be considerably more forward-minded than their smaller competitors. Nearly 90 per cent of the large stores surveyed indicated they handle the items listed in the questionnaires. An interesting sound and hi-fi conscious public, diamond needles have become of great importance, yet only slightly more than half of the small stores surveyed carry them. Speakers is true to a lesser degree of cartridges, anti-static agents and protective sleeves for records.

**Packaging Parlays Pay Off**

*Continued from page 20*

the change. The album was far more spectacular seller. Several singles have been issued since with only moderate plays, yet her second album, released three weeks ago, is already off to a flying start.

At Columbia (including Epic) the picture is largely the same. Lou Stein, Frances Wayne, Robert Clary, Michel LeGrande and Liberace are all for the most part reserved for album work. Mercury Records too has its roster of album performers. Helen Merrill, Tom Coty, Shaby Current, Jackie Paris and Mal Fitch all were started on LP's, and M-CAM Records has recently introduced the Notre Dame Glenn Club. Peter Todd and his cakc and the Bill McGuire trio are on playing discs. At the same label, the Spy Charles Singers, the颂ore on singles, are considered album artists. Low Production Risk

With the public buying more and more albums, initial print orders go up and unit production costs go down. In short, there is less risk in album production than there used to be. There is far less chance of an album laying an egg today than formerly. Thus, it makes more sense to kick off, artists who have a modicum of sophisticated appeal, on albums. Specialty can taffy guide single releases on the basis of what bands in the album turn up with the most plays.

An example of this is the release four weeks after the album issue of a single disk by Al Hibbler, of "After The Lights Go Down Low," which got the biggest hockey and distributor response from The newest Decca package. This may well become a more pronounced trend than ever as better and better cover displays keep the product staggering in terms of albums over singles, in terms of dollars at least, if not in quantity. Dealers accordingly, can do flanked only too, by keeping in close touch at all times, with what's happening at a volume level of all package-promoting disceries.
Thanks again Music Dealers... and best wishes for the biggest fall season ever.

... PERRY

**GLENDORA**

b/w

**MORE**

Just released...

**SOMEBODY UP THERE LIKES ME**

b/w

**DREAM ALONG WITH ME**

(I'm On My Way To A Star)

**RCA VICTOR**

esselton

**GENERAL ARTISTS CORPORATION**

NEW YORK • CHICAGO

BEVERLY HILLS • CINCINNATI • DALLAS • LONDON
New Highs for Album Sales

...Continued from page 30

and distributor margin at 22 per cent. The policy, however, appears to be flexible, with some manufacturers granting over-al- lowances in some cases, thus giv- ing both distributor and dealer a slightly larger area to work in.

If anything at all, the indica- tions are that the price structure as it affects dealers and distribu- tors will be lowered. An example is Columbia Records' action of last January in which the dis- tributor margin on LP's was lowered to 15 per cent. To fur- ther bolster the theory that the margin might be lowered, the in- dications are that many of the majors prefer to open company-owned branches in specific areas they feel cannot produce suffi- cient volume.

It also seems highly unlikely that list prices of LP's, largely $3.98, will be lowered now or in the near future, despite the abundance of cheaper priced lines of LP's on the market. RCA Victor's Camden line consists almost wholly of previously issued masters which have long since been amortized. Royal, Var- sity, Plymouth and Continental are also composed mainly of music recorded at costs not com- patible with that of other majors. These, therefore, have a lower overhead to contend with, en- abling them to release LP's at prices varying from $1.98 up. The present-day LP market re- quires expensive art, design, and packaging. Recording costs are higher, mandatory payments of royalties to artists and the AFM Trust Fund are fixed, manufac- turer point of sale materials are more extensive, and promotions and the cost of disk jockey sam- ples, and buyer samples continue to grow. On the face of the evi- dence, the consensus among ma- jor diskery executives indicates that a cut of list prices might be tantamount to committing eco- nomic suicide.

Some dealers point to the Col- umbia "Buy of the Month" plan and the RCA Victor "Save-On Records" plan, both of which allow the consumer to purchase LP's at $2.98, as indicative of a move by the majors to build store traffic, which they have done, and afford the dealer the opportunity to sell more than the special album offered by either of the companies.

The album business, and that means the dealers' profit, will continue to grow during the cur- rent year and beyond that. The advent of high fidelity, more leisure hours to be enjoyed, and more disposable income for Mr. Average Consumer all point to greater profits for the disk in- dustry.

NEW CRESCE NT TAPE RECORDERS

In rich luxurious luggage leather cases for true portability and easy travel; with new and exciting features that will set new and higher standards of excellence for tape recorders. See them! Hear them!

NEW CRESCE NT PHONOGRAPH S

The record-playing business is spanning in new and more profitable high levels of profit. Crescent has beauty a-plenty to look at, to listen to! New sales-making features in these NEW, ALL THROUGH CRESCENTS. See them! Hear them!

Crescent Industries Inc., 5700 W. Touhy Ave., Chicago 40, Illinois

WORLD'S LEADING MANUFACTURER OF

HIGH FIDELITY TAPE RECORDERS AND PHONOGRAPH S

Crescent Industries' new line of hi-fi phone and tape recorders, being unveiled at the Music Merchants' show, features the Chancellor model ($58 ultra hi-fi portable player). Available in ma- hogany, blonde mahogany and fruitwood, the unit's basic list price is $199.95.

Music Trades Show
Hotel New Yorker
July 23 thru 26

B & F Electronics Company has intro- duced this all-transistor phonograph, said to be the lightest self-amped and self-contained unit ever made. Four highlight batteries furnish power for the player which sells for $44.50.

Copyrighted material
I'VE SOLD $2,000,000 OF HI-FI WITH PUSH-BUTTON SELLING

Let me show you the terrific profits
I can “ring up” in your own shop with...

...TRUE HI-FI by

DICTOGRAPH

MODEL 101-B—$199.50

In mahogany or limed oak, 10 watt Dictograph Amplifier (peak of 15 watts), G.E. Magnetic Cartridge with Diamond Stylus, 3-Speed intermix changer, Separate speaker system, One 8" and one 3" speaker, Acoustic cabinet. Cover and table extra and optional.

and now DICTOGRAPH MAKES HISTORY!

with the ULTIMATE IN HI-FI the Exclusive Dictograph “400”

A 25 Watt Hi-Fi System That Challenges Comparison With Sets Costing $1,000 or More

Dictograph, pioneer and leader in the field of sound for over 54 years, has done it again... with the exclusive Dictograph “400”... the ultimate in Hi-Fi... with a real “built-in” profit for you:

★ Dictograph's New Hi-Fi Ceramic Dual Cartridge
  Not to be confused with cheap ceramic cartridges, this is the first new high fidelity ceramic cartridge that brilliantly fulfills its great promise. Dictograph's dual ceramic cartridge is more costly to produce than magnetic cartridge, with 10 to 50 times greater output and complete freedom from magnetic hum pickup.

★ Brilliantly Designed Amplifier
  This great, new 15-watt amplifier has tubes that match the performance of the most costly British import type... and found only in Hi-Fi sets of the highest price.

★ A Separate Speaker That Challenges Competitive Higher Price Speakers
  The exclusive Dictograph “400” has a separate speaker whose quality surpasses speaker units retailing at $516.

★ 4-Speed Intermix Changer-Player
  *Price; slightly higher for West Coast, South and Canada.

EXTRA PROFITS FROM EXTRA SPEAKERS

See the $100,000 Salesman In Action at the NAMM Convention—Room 811.
Kidisks in State of Flux

A few weeks ago in response to the demand for the diskery's own experimental LP "Child's Introduction to the Orchestra." The LP, which will include the same material released in Golden's eight-record Treasure Chest box sets. With the exception of one set ("Brodgers and Hammerstein's Saturday Matinee"), which will list at $4.95 due to royalty costs, the LP will retail at $3.95. Brillstein reports that the line now has virtually complete national distribution via record distributors, with 10 new distributors added in the last six months.

Cricket Label

Cricket Records, which is also making its first complete catalog available to record stores through its regular distributors, is pushing its 45-cent line especially for dealers. It will be distributed exclusively by TV- or disk-oriented characters and only (Laurel and Hardy, etc.), Cricket is also releasing the Cricket Record Library, consisting of six "albums" retailing at $1, and including four-seven-inch 78's plus a long-playing needle in a gift package. The label intends to bolster its push on the above items by signing up more regular record distributors in uncovered portions of the country.

Peter Pan, product of Synethic Plastic, was the first diskery out with a 25-cent 45 rpm, disk and this outfit has been running a harp in pop hits. The Record Guild of America, which has discontinued its earlier 25-cent seven-inch picture line, has come out with an entirely new line made by an improved process, utilizing pure vinyl. Seven-inch 45s sell for 29 cents and 10-inch disks for 80 cents. Regular non-picture lines sell at 25 cents and at 49 cents for 10-inch disks. The first also has several album announcements listing at $3.85, and containing 12 picture records each.

The best example of the sales-potency of TV exposure in the disk field is that of ABC-Paramount's Mickey Mouse Club $1 platter line. Earlier this year, Simon & Schuster bowed out of its three-way participation deal on the disk, and ABC-Paramount signed a new contract late October, 1957, with Disney on the Mickey Mouse Club line. S. & S., which releases its own 25-cent line of Disney records, had been handling production on the $1 Mickey Mouse Club line and some of the selling. Under the new agreement, Disney takes over production and Ann-Mar assumes complete responsibility for sales.

Ann-Mar Strategy

Ann-Mar prevy Sun Calx firmly believes in the importance of TV exposure for a disk product, and has emphasized the need for direct plugs for the platters on the video show. For example, he notes, when Ann-Mar first released the Mickey Mouse Club line last fall, sales were good but not sensational. However, when the Disney TV show started to plug the records last January, sales picked up tremendously and have continued to be big. Says Clark, right up the recent sales slump.

Interestingly enough, Clark reports that Ann-Mar's plugs on the disk by mail-order kids were held to write in if their nearest dealer couldn't handle the show, and the show wasn't a particular success, although dealer sales on the latter pitched picked up considerably.

In addition to TV exposure, Clark took the success of the line to the fact that Disney and Ann-Mar's "far in excess of the amount charged to the diskery for work and consumer advertising on the Mickey Mouse Club line. Disney's first Mickey Mouse Club LP (reuniting at $3.98 and containing 30 selections), the equivalent of 80 or 87 weeks of 45 or 78 cents, was so successful that the label is readying a new Mickey Mouse LP for fall. In both cases, all platters carried in the line are in the package. Also announced is a $6.98 Mickey Mouse LP to date, while the "Mickey Mouse March," a direct result of a pack sold out reel to reel. Sales, 100,000, are on the way.

Meanwhile, Walt Disney's "Mickey Mouse Club" lineup has been extremely active in the LP field, with 101,000 copies of the LP's scheduled for release this year, to be followed by a complete line of package goods material. The albums, many of them sound track packages from Disney films ("Song of the South," "Snow White," etc.) retail at $4.98.

Major Labels

Meanwhile, Columbia and Mercury appear to be the only active in the disk field among the majors. Columbia's disk artist and repertoire chief, Hec Kenny, is slated to announce the label's new fall plans in detail at Columbia's big press gathering later this week. However, it is known that Columbia and the manufacturers of the Viewerama have been testing a new juvenile entertainment package tagged "Record-a-View" in six cities since April, and the national release is expected to be announced shortly.

The package includes a record and viewing sleeves, retailing at $1.98. The forerunner, three-dimensional reels illustrate material used on the disks, and younger users will be asked to flip from scene to scene by integrating the figures on the platters. Talent on the disk includes Rosemary Clooney, Art Carney and Gary Moore.

Earlier this year, Columbia launched a new variation on its $1.90 "House Party" LP series—a series of children's disks, tagged the "Playhouse" LP series, consisting of the cream of the diskery's disk singles. The first release was three records long. The line will be augmented this fall.

Mercury is reading a special premium plan and extensive promotion program to build up a big pitch on its disk line this fall.

With the exception of its current test run on a projected mailorder disk business (see story above) Capital does not have any new promotion plans for its current records at this time, while Decca's disk artist and repertoire man, Louder, reports that the label is holding off on new production and promotion plans until fall.

Last March, RCA Victor revised its distribution policies with regard to Blashfield and Columbia, and made the 48-cent sellers available direct from manufacturer to retailers of all types. The move was interpreted by the trade as an attempt to clear out in outlets which don't carry a full record line—such as toy stores, TV set stores, and other specialty shops. It was also an attempt to get as much of the popular material under distribution by distributors. Otherwise, however, there have been no significant changes in the children's record field at this time.
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Where BIG HITS are created more often for YOU!

Chess #1626
"ROLL OVER BEETHOVEN"
with
CHUCK BERRY

Argo #5255
"KNEEL and PRAY"
with
THE RAVENS

Chess #1628
"TIME WILL TELL"
with
BOBBY CHARLES

Chess #1629
"WHEN I'M WITH YOU"
with
THE MOONGLOWS

Checker #842
"WHO DO YOU LOVE?"
with
BO DIDDLEY

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www.americanradiohistory.com
FAST GROWING BABY

65% of Retailers Stock Tape Units

- RCA, Columbia, Others Shouldering Into Field
- Dozens of Labels Now Recording for Market

More than 65 per cent of the nation's record and phonograph stores are now stocking tape recorder and playback equipment. This significant point comes out of The Billboard's annual record-phone dealer survey (see complete survey elsewhere in this issue). It represents a substantial increase over a year ago and points up the fact that, the tide is still virtually no general consumer space advertising being done on tape units (except for specialized publications directly in the field), the market for tape is enjoying a healthy expansion.

Manufacturers' moves also put the spotlight on tape as a growing medium for home entertainment and particularly in the growing population of hi-fi enthusiasts. RCA Victor, for example, which for several years has had a small tape players, manufactured under the Victor name by outside contractors, this year opened a new plant in Ohio where the company is producing its own tape equipment.

For a number of months, the company has had regular releases of nonmetal as well as stereophonic tape and only last month announced the first popular-priced stereophonic playback units to hit the market.

RCA Victor also has taken the forward step of making a move to win the disciples of the disc players with the new hi-fi units in such a way that the use of plug-in connecting cables and jacks, the units can be set up in any home.

Bell System Sounds also are making plans to market a stereo player, as is the addition of the line. The latter is already prepared to announce production of the first popular-priced units that will record as well as play back in stereophonic sound.

Columbia Records too, has stepped into the field this year for the first time with a moderate priced tape player. The unit was unveiled here with Columbia's 1957 phonograph last week.

Motorola Corporation, which established itself with radios and TV and then moved into the hi-fi phone field, is also rumored to be ready with tape-playing equipment. It is understood that Pen- ton is working out a cartridge-type tape machine which will be marketed under the Motorola name.

In the field of recorded tape, at least three dozen labels are currently on the market. And others are entering the field.

The Concert Hall Society is bringing out a complete release this month which includes a dozen stereophonic tapes, while Angel will be represented on the market in September. Meanwhile, other major distributors are reportedly eying the tape field, with a view to cashing in on the obviously growing market.

Fact Gathering

Radio Electronic Televisions Manufacturers' Association, which only recently inaugurated a monthly fact sales series of the phonograph industry, is understood to be considering a similar fact-gathering campaign in the tape field. Discussions have been held with representatives of the Magnetic Recording Industry Association on the project, which would involve a monthly report of factory sales figures from the majority of firms now in production of tape units.

The price barrier is still the number one handicap for the industry, but with the quality of sound possible on tape, and signs pointing to the development of easily installed tape cartridges capable of playing for a longer time than discs now available, future market potential for the tape industry seems most healthy.

Full-Line Accessory Section

- Continued from page 19

Sheet Music Profits Depend on Hustle

- Educational Market Is Big Payoff Area
- Dealer Initiative Is Seen Key to Success

Sheet music can still be a profitable item for the record dealer if he wants to go after the relatively large population of Music Dealers Service, one of the top indicators, indicates this is no idle fantasy but a fact—particularly if the dealer shows some initiative and goes after the educational market.

In the last 10 years, the educational market has become growing by leaps and bounds—a fact recognized by an increasing number of pop music publishers, many of whom are starting to tap this segment of the market. The great standards—"Star Dust," "White Christmas," etc.—are published in numerous editions used by all levels of the school and college systems throughout the country. To really tap this business the dealer must contact these sources.

Sheet music, for the music can mate, is not a problem. Books and paper note that rhythms and hit and rock and roll do not seem to be quite as popular as a year ago, that more of the ballads are making the charts—and hits in this category traditionally sell copies.

Cautions that the dealer who approaches the matter with some foresight and determination in sheet sales. Important factors are going along with pop hits, and if the educational market is the fullest possible capacity.

In fact, it is known that many record dealers who were in the sheet music field and were badly hurt by discount houses—have turned to educational sheet music as a means of making up for lost sales and increasing their business.

Sheet music is not only popular but highly popular. It can be economically used by the educational mass in any section of the country. The trade is quite competitive, however, with many different prices being asked for the same song. Prices vary from $1.00 to $6.00, and sometimes more.

Sheet music is often used in schools for children's musicals and other productions, and is frequently purchased by institutions for educational purposes. Dealers who are familiar with the trade and are willing to invest the time and effort necessary to make contacts with institutions and organizations, can make a good profit from this source.

For example, a local college or university may be interested in purchasing a collection of sheet music for a specific course or for use in a particular department. The dealer can contact the college's music department or the instructor in charge of the course, and offer to supply the required materials.

In this way, the dealer can not only benefit from the sale of sheet music, but also build a valuable customer base for future sales. By establishing a reputation for quality products and outstanding customer service, the dealer can attract and retain business from educational institutions for many years to come.

In conclusion, sheet music can be a profitable business for the record dealer who is willing to put in the time and effort necessary to build a solid customer base. By understanding the market and catering to the needs of schools and institutions, the dealer can make a good profit and establish a successful business in this lucrative area.
The Popular Vote from Coast to Coast...

the

McGuire Sisters

Current Best Seller

IN THE ALPS

and

WEARY BLUES

with

LAWRENCE WELK

and his Orchestra

CORAL 61670

Personal Management

MURRAY KANE

Exclusively on CORAL RECORDS

Many thanks, record dealers... you've been wonderful!
Package Records Buying Guide

- Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of pop dealers at 60 key markets.

1. MY FAIR LADY—Original Cast
   Columbia OL 5600
2. CALYPSO—Harry Belafonte
   RCA Victor LPM 1264
3. ELVIS PRESLEY
   RCA Victor LPM 1254
4. SONGS FOR SWINGIN' LOVERS—Frank Sinatra
   Capitol W 653
5. CAROUSEL—Sound Track
   Capitol W 694
6. BELAFONTE—Harry Belafonte
   RCA Victor LPM 1150
7. PICNIC—Sound Track
   Decca DL 8320
8. OKLAHOMA!—Sound Track
   Capitol SAQ 595
9. RUBLES IN THE WINE—Lawrence Welk
   Coral CRL 57038
10. NIGHT WINDS—Jackie Gleason
    Capitol W 717

- Review Spotlight on...

MUSIC TO LIVE BY (1-12) — Demonstration Records

Mercury's new $1.29 bargain demonstration LP is just about the biggest bargain on the market, according to our buyers. It provides a break counter action for dealers. Selections include three pop, three jazz and six classical performances. Latter include excerpts from "Capriccio Italian," McPhee's "Tabah-Tabah" and Carmen, Washington, Jimmy Cleveland and Terry Staples, and Ralph Marterie, Dick Williams, and David Carroll, with some pop strength. The sound of the classical items especially will register with Louis buyers.

Classical Albums

TCHAIKOVSKY: SYMPHONY NO. 6 (Pathétique
1-12) — Berlin Philharmonic Orchestra;
Conductor, L. van Beethoven

Even the more judicious critics will rub their eyes at such a price. The market will be note for the developers. It is a music background for the sound of the symphony in the crisp and clear manner. The sessions take on a vividness that is a benefit to all developers. A classic LP worth reordering.

BRAHMS: SYMPHONY NO. 2; TRAGIC OVERTURE
(RCA Victor LM 1009)

The German-American Orchestra, Charles Munch, Cond. RCA Victor LM 1009

All here is shortage of good and name-worthily recordings of this popular work, the

- Pop Albums Coming Up Strong

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

1. High Society—Sound Track
   Capitol W 750
2. The Most Happy Fella—Original Cast
   Columbia OL 5118
3. Stan Kenton in Hi-Fi
   Capitol W 724
4. Passport to Romance—Percy Faith
   Columbia CL 868
5. My Fair Lady—Percy Faith
   Columbia CL 895
6. Say It With Music—Lawrence Welk
   Coral CRL 57041

- Most Played by Jockeys

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

1. SONGS FOR SWINGIN' LOVERS—Frank Sinatra
   Capitol W 653
2. MY FAIR LADY—Percy Faith
   Columbia CL 895
3. MY FAIR LADY—Original Cast
   Columbia CL 890
4. COLE PORTER SONG BOOK—Ella Fitzgerald
   Verve MG V 4001-2
5. CALYPSO—Harry Belafonte
   RCA Victor LPM 1248
6. EDDY DUCHIN STORY—Sound Track
   Decca DL 8588
7. ELVIS PRESLEY
   RCA Victor LPM 1254
8. HIGH SOCIETY—Sound Track
   Capitol W 750
9. PASSPORT TO ROMANCE—Percy Faith
   Columbia CL 805
10. FOUR FRESHMAN AND FIVE TROMBONES—Capitol T 683

- Reviews and Ratings of New Albums

Popular

This Is My Song
Mercury 1-12

Sings with Strings
Mercury 1-12

Music from Moby Dick
RCA Victor 1-12

The Rock 'n Roll Story
Capitol W 724

Classical

Henderson: Symphonic Metamorphosis of Themes by Carl Maria von Weber—The London Symphony Orchestra, Charles Munch, Cond. RCA Victor LM 1009

This here is shortage of good and name-worthily recordings of this popular work, the

Boston-Munch entry is likely to enjoy at least a short term at the head of the list. Thereafter, it should continue to sell steadily along with the regular hits in the season's pop repertoire, a peculiarly American phenomenon.

Jazz

BRAHMS: SYMPHONY NO. 2; TRAGIC OVERTURE
(RCA Victor LM 1009)

Unusual photo, of a single flover in several shade of green, is the catcher in this tasteful, fresh design. Test record will stand out boldly without cutting into the package. A classiy dresspie, especially trendy to a warm weather man.

- Hi-Fi-CALIBER 15 SESSION

Gene Ammons Sextet

An unusual session, of this combo, shows a lot of promise and a lot of potential in terms of its potential to demonstrate his talent to even greater advantage.

KAI & THE JAY QUINNETS

Renee Green with Strings

A charming and melodic set, with Art Arranger, Jack McLean, Duke Jordan, Addison Apple, Art Tillery and Carol┭ as impressive as ever. With only two selections with a "Jive" title, each of the instrumentation discs, this line is likely to have the feel of a large band and two absorbing rhythm forms. A recording that won't be hard to sell.

FONTEVALEUER

A fine selection, with a lot of promise and a lot of potential in terms of its potential to demonstrate his talent to even greater advantage.
THANKS, MUSIC MERCHANTS, FOR MAKING THIS AN YEAR WITH THESE EPIC BEST SELLERS

PAGANINI: CONCERTO NO. 4 in D Minor
ORCHESTRE DES CONCERTS LAMOUREUX
Arthur Grumiaux, Violin
Epic LC 3142

ROY HAMILTON
Epic LN 3176

VIYALDI: THE SEASONS
"I MUSIC"
with Felix Ayo, Solo Violin
Epic LC 3216

SOMETHIN' SMITH
AND THE REDHEADS
Epic LN 3138

Epic LC 3261

GENTLEMEN, BE SEATED
Epic LN 3338

LILLIAN ROTH—
I'LL CRY TOMORROW
Epic LN 3506

ILL VION
Epic SC 6011

SERENADES
FOR STRINGS
THE BOYE JIEL AND THE REDHEADS
Epic LC 3342

EPIC IS EXCITED!!—and YOU WILL BE, TOO!—WHEN YOUR EPIC SALES MAN PRESENTS THE 1956 EPIC FALL MERCHANDISING PROGRAM
Thanks, Music Dealers Everywhere,
You've Helped Make It My Biggest Year Ever.

CLYDE "THE PHATTER"

You Are My "TREASURE OF LOVE"

(Atlantic 1992)

Exclusively

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3110 7th St, N.W.
Washington, D.C.

Booking Representative
GALE AGENCY, INC.
48 West 48th St.
New York, N. Y.
## Best Selling Pop Singles

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Catalog Number</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Whatever Will Be, Will Be (Don Sera, Sera)</td>
<td>Lefty Frizzell</td>
<td>40704</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>On the Street Where You Live—We All Need Love</td>
<td>Vic Damone</td>
<td>40654</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Standing on the Corner—My Little Angel, The Fair Lads</td>
<td>Joe B. Washington</td>
<td>40614</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>You Don’t Know Me—Enchanted</td>
<td>Jerry Vale</td>
<td>40710</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Ghost Town—I’ll Be Around</td>
<td>Don Cherry</td>
<td>40705</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Lala’s Love Theme—Mike and Lala’s Love Theme</td>
<td>Mair Matheson</td>
<td>40725</td>
<td>4</td>
</tr>
</tbody>
</table>

## Best Selling Pop Albums

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Catalog Number</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>My Fair Lady, Rex Harrison, Julie Andrews</td>
<td>Original Cast</td>
<td>03L-240</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Castles in Spain—Michel Lebran</td>
<td>Cl.888</td>
<td>5090</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Ambassador Satch, Louis Armstrong and His All Stars</td>
<td>Cl.840</td>
<td>5090</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Trapped—Music From the Sound Track of the Hecht and Lancaster</td>
<td>Percy Faith and Orchestra</td>
<td>8850</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Songs of the South, The Norman Luboff Choir</td>
<td>CL.860</td>
<td>5090</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>My Fair Lady, Percy Faith and Orchestra</td>
<td>CL.895</td>
<td>5090</td>
<td>4</td>
</tr>
</tbody>
</table>

## Best Selling Masterworks

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Catalog Number</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Most Happy Fella, Original Cast</td>
<td>Oxford-Philadelphia Orchestra</td>
<td>ML.5099</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Rachmaninoff: Concerto No. 2, Istomin, Ormandy-Philadelphia Orchestra</td>
<td>Pfeiffer-Philadelphia Orchestra</td>
<td>ML.5013</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Mendelssohn: Violin Concerto/Mauri Violin Concerto No. 4</td>
<td>Gostin-Chicago Orchestra</td>
<td>ML.5085</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Violini Double Concerto, Gostin, Stern, Ormandy-Philadelphia Orchestra</td>
<td>ML.5087</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Brahms: Double Concerto, Walter, Slon and Rosen</td>
<td>ML.5076</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Noel Coward at Las Vegas</td>
<td>ML.5063</td>
<td>4</td>
<td></td>
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</tbody>
</table>

## Best Selling Folk Records

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Catalog Number</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Henky Tank Man—I’m Ready If You’re Willing</td>
<td>Johnny Horton</td>
<td>21504</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>One’s in a Lament—We Have a Baby, Oneia Wheeler</td>
<td>21523</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The Walls of the Angels—Just Can’t Live That Fast</td>
<td>Lefty Frizzell</td>
<td>21530</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Respectfully Miss Brooks—You Don’t Own Me a Thing</td>
<td>Marty Robbins</td>
<td>40706</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>You Are the One—Doorstep to Heaven</td>
<td>Carl Smith</td>
<td>21522</td>
<td>4</td>
</tr>
</tbody>
</table>

## New Pop Releases

- Hello, Young Lovers—Peachy Peachy, Rosemary Clooney
- While the City Sleeps—What a Ya Know, Les Riger
- Theme From "The Proud and the Beautiful"—Theme from "The Proud and the Beautiful"—Henry Luce
- I Ask the Lord—I’m Going to Live the Life I Shog About
- Love Theme from "La Strada"—Parti Canalli, Michele Lebran
- Johnny’s Polka—Beautiful Rose, Frankie Yankovic

## New Folk Releases

- I’m a One Woman Man—I Don’t Eke I Did—Johnny Horton
- Strange Woman—Honey, Look What You’ve Done—June Carter
- Sicken Tons Rock and Roll—My Gal Dorito, Jimmy Murphy
- Three Blind Mice—I’ll Make Amends—Ray Drury
- Joy Bells—Give Mother My Crown, Lester Flatt & Earl Scruggs

---

Welcome Music Dealers to the NAMM Convention
### HONOR ROLL OF HITS

#### THE NATION'S TOP TUNES

**For survey week ending July 18**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last On Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> Wayward Wind</td>
<td>1 13</td>
</tr>
<tr>
<td>By Sixe Liebeneshrach Newton—Published by Warnet (BMI)</td>
<td></td>
</tr>
<tr>
<td>RECORD AVAILABLE: T. River, Cap 2450; J. Valentine, M-G-M 1267.</td>
<td></td>
</tr>
</tbody>
</table>

| **2.** I Almost Lost My Mind | 2 8 |
| By Houston—Published by Harris & Rapps (BMI) |
| RECORD AVAILABLE: E. J. Houston, M-G-M 1078. |

| **3.** I Want You, I Need You, I Love You | 5 8 |
| By Marlena Morgan & Les Kotell—Published by Elvis Presley Music (BMI) |
| BEST SELLING RECORD: E. Presley, Vee 26656. |

| **4.** Moonglow and Theme From Picnic | 3 16 |
| By Robert, Delange & Mills (Dorothy)—Published by Mills Columbia Pictures Music Corp. (ASCAP) |
| BEST SELLING RECORDS: M. Studdif, Dec 2889; D. Coren, Coren 41618. |

| **5.** Allegheny Moon | 6 5 |
| By Hoffman-Manning—Published by Oxford (ASCAP) |
| BEST SELLING RECORD: P. Paget, Mercury 70718. |
| RECORD AVAILABLE: R. Rain, Vee 26451. |

<table>
<thead>
<tr>
<th><strong>Second Ten</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>11.</strong> More</td>
</tr>
<tr>
<td>By Tom Glazer &amp; Alan Adelson—Published by Shapiro-Bernstein (ASCAP)</td>
</tr>
<tr>
<td>BEST SELLING RECORDS: F. Coren, Vee 26454.</td>
</tr>
</tbody>
</table>

| **12.** Sweet Old-Fashioned Girl | 16 6 |
| By Bob Merrell—Published by Valsi (ASCAP) |
| BEST SELLING RECORD: T. Rover, Coren 61592. |

| **13.** I'm In Love Again | 10 12 |
| By Domingo & Bartholomew—Published by Renee (BMI) |
| BEST SELLING RECORD: F. Domingo, Imperial 5186. |
| RECORD AVAILABLE: Fermin Silater, Dec 1542. |

| **14.** Standing on the Corner | 8 13 |
| By Frank Turner—Published by Frank (ASCAP) |
| BEST SELLING RECORD: Poo Lada, Cap 40476. |
| RECORDS AVAILABLE: P. Betina, Cap 40477; N. Heil, EPC 8138; D. Martin, Cap 3414; Mills Brothers, Dec 2887. |

| **15.** Be-Bop-a-Lula | 14 5 |
| By Sheerl Tex Davis-Gene Vincent—Published by Lewreys Enterprises (BMI) |
| BEST SELLING RECORD: G. Vincent, Cap 3560. |

<table>
<thead>
<tr>
<th><strong>Third Ten</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>21.</strong> Heartbreak Hotel</td>
</tr>
<tr>
<td>By Action, Dennis &amp; Presley—Published by Tote (BMI)</td>
</tr>
<tr>
<td>RECORDS AVAILABLE: Cadet, Modern 459; Fort Joven, Diamond 304; S. Spencer, Cap 3460; E. Frenier, Vee 26436.</td>
</tr>
</tbody>
</table>

| **22.** Transfusion | 21 7 |
| By Jimmy Drake—Published by Paul Barnes (BMI) |
| RECORDS AVAILABLE: Fort Joven, Diamond 306; N. Norton, Dec 1546. |

| **23.** Happy Whistler | 21 13 |
| By Don Robertson—Published by Blackwood Music (ASCAP) |
| RECORD AVAILABLE: D. Robertson, Cap 1701. |

| **24.** Love, Love, Love | 1 |
| By Paul Rye-一个星期—Published by Progress (BMI) |
| RECORDS AVAILABLE: Clovers, Atlantic 4084; Diamonds, Mercury 7089. |

| **25.** Canadian Sunset | 26 2 |
| By Eddie Herrwood—Published by Melrose (BMI) |
| RECORD AVAILABLE: H. Vosmer, Vee 26453. |

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Dot Moves To California...

with the HOTTEST RECORDS in the nation!

VOICES
LONESOME LOVER BLUES
The Fontane Sisters
15480

THE FOOL
LONESOME FOR A LETTER
Sanford Clark
15481

APE CALL
WILD DOG OF KENTUCKY
Nervous Norvus
15485

THE LEFT BANK
THE SWEETHEART POLKA
Billy Vaughn
15479

STILL RED HOT!!

I ALMOST LOST MY MIND
I'm in Love With You
PAT BOONE
15472

TRANSFERFUSION
Dig
NERVOUS NORVUS
15470

TELL ME WHY
Don't Be That Way
GALE STORM
15474

I'M IN LOVE AGAIN
You Always Hurt the One You Love
THE FONTANE SISTERS
15462

STARDUST
Memories
EDDIE PEABODY
15473

IVORY TOWER
I Ain't Gonna Worry
GALE STORM
15458

"PAT ON MIKE"
PAT BOONE
DEP-1053

PAT BOONE
DEP-1049

COUNTRY & WESTERN

COME BACK TO ME
I Wanta Tell All the World
JIMMY NEWMAN
1283

I'M DRIFTING BACK TO DREAM LAND
Smilin' Through
MAC WISEMAN
1285

BLIND HEART
You've Gotta Heart Like a Merry-Go-Round
JIMMY WORK
1284

Best Selling

DOL ALBUMS

"GOLDEN INSTRUMENTALS"
BILLY VAUGHN
DLP-3016

PAT BOONE
DLP-3012

GALE STORM
DLP 3011

EDDIE PEABODY
DLP-110

Dot RECORDS • Hollywood, Calif. • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS
Joni James

GIVE US THIS DAY

Art Mooney and his orch.

DADYDREAMS

SOME BODY STOLE MY MUCHACHA
MGM 12277 • K12277

NEW HIT!

Dick Hyman
ONE FINGER PIANO
MGM 12284 • K12284

Leroy Holmes
THEME FROM
"THE PROUD ONES"
(MGM 12275 • K12275

Danny Knight
MY HEART ISN'T IN IT
MGM 12300 • K12300

LEONARD "PIANO"

MUSIC FROM THE SONG TRACK OF THE SHELTON REYNOLDS MOTION PICTURE, "FOREIGN INTRIGUE"

BETTY MADIGAN
CRYING CAUSE I LOVE YOU
MGM 12281 • K12281

Louise Tobin
GOODMAY, MY LOVE
MGM 12294 • K12294

Roger Coleman
ONLY HALF THE WAY TO HEAVEN
MGM 12296 • K12296

ART LUND

BLUE SKIES
MGM 12289 • K12289

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Best Sellers in Stores

For survey week ending July 18

- The Billboards' weekly copies of the nation's favorite records appear on this page. When more than one record appears on the same chart, they are listed in descending order of preference. Records are listed alphabetically by title. Series numbers are given in parentheses if important. Under "Importance," the importance of a record is described. If there is a second position, it is denoted by an asterisk (*). If both positions are marked, they are listed in order of importance. Records in the same series are listed in order of release date. Only records published in the past three weeks are included.

1. I WANT YOU, I NEED YOU, I LOVE YOU (B.M.I.) - E. Presley
2. MY BABY LEFT ME (B.M.I.) - V.C. Goforth

23. WHEN MY DREAM COMES TRUE (ASCAP) - F. Domino
SO-Long (B.M.I.) - Imperial 5396

Most Played in Juke Boxes

For survey week ending July 18

- The record that scored highest in a given week is placed in the number one position. When more than one record scores the same number of points, they are listed in order of preference. Records are listed alphabetically by title. Series numbers are given in parentheses if important. Under "Importance," the importance of a record is described. If there is a second position, it is denoted by an asterisk (*). If both positions are marked, they are listed in order of importance. Records in the same series are listed in order of release date. Only records published in the past three weeks are included.

1. I ALMOST LOST MY MIND (B.M.I.) - P. Boone
2. I ALMOST LOST MY MIND (B.M.I.) - P. Boone

26. I'M IN LOVE AGAIN (B.M.I.) - F. Domino
5. MY BLUE HEAVEN (ASCAP) - Imperial 5396

Most Played by Jockeys

For survey week ending July 18

- The record that is most played on disk jockey radio stations throughout the country is placed in the number one position. When more than one record scores the same number of points, they are listed in order of preference. Records are listed alphabetically by title. Series numbers are given in parentheses if important. Under "Importance," the importance of a record is described. If there is a second position, it is denoted by an asterisk (*). If both positions are marked, they are listed in order of importance. Records in the same series are listed in order of release date. Only records published in the past three weeks are included.

1. I WANT YOU, I NEED YOU, I LOVE YOU (B.M.I.) - E. Presley
2. MY BABY LEFT ME (B.M.I.) - V.C. Goforth

25. MY BLUE HEAVEN (ASCAP) - Imperial 5396

Best Selling Sheet Music

- This list is compiled by the sheet music department of the Chicago Tribune.
BIG HITS COMING UP!

THE CREWCUTS
"Thirteen Going On Fourteen"
AND
"Bei Mir Bist Du Schon"
MERCURY 70922

RUSTY DRAPER and LOLA DEE
IN A SENSATIONAL DUET
"Scratch My Back"
AND
"Behind Those Swingin' Doors"
MERCURY 70923

RUSTY DRAPER
"Pink Cadillac"
AND
"In The Middle Of The House"
MERCURY 70921

THE BLUE STARS OF FRANCE
"Jumpin' At The Woodside"
AND
"Amour, Castagnettes Et Tango"
(HERNANDO'S HIDEAWAY)
MERCURY 70924
TEN HOT SUMMER HITS

BE-BOP-A-LULA
GENE VINCENT
No. 3450

THAT’S ALL THERE IS TO THAT
NAT “KING” COLE
No. 3456

CALL ME DARLIN’
“TENNESSEE” ERNIE FORD
No. 3474

PORTUGUESE
WASHERWOMEN
JOE “FINGERS” CARR
No. 3418

HEARTBREAK HOTEL
STAN FREBERG
No. 3480

THEME FROM
“THE PROUD ONES”
NELSON RIDDLE
No. 3472

I’M GONNA STEAL
YOU AWAY
DEAN MARTIN
No. 3468

THEM E FROM
“THE PROUD ONES”
NELSON RIDDLE
No. 3472

CONCERTO AND THEME FROM
FOREIGN INTRIGUE
LES BAXTER
No. 3478

EXPERIMENTS
WITH MICE

JOHNNY Dankworth and His Orchestra

with the sounds of:

BILLY MAY
BENNY GOODMAN
GLENN MILLER
GERRY MULLIGAN
SAUTER-FINEGAN
ERIC DEANEY
STAN KENTON

Record No. 3499

ANDY GRIFFITH
with a laugh-provoking version of
STANDING ON THE CORNER

and

NO TIME FOR SERGEANTS

Record No. 3498

BEST SELLING CAPITOL ALBUMS

THE KING AND I
Soundtrack
W-740

HIGH SOCIETY
Soundtrack
W-750

CAROUSEL
Soundtrack
W-494

OKLAHOMA!
Soundtrack
SAO-192

SONGS FOR
SWINGIN’ LOVERS
Frank Sinatra
W-653

FOUR FRESHMEN
AND FIVE TROMBONES
W-493

MUSIC FOR LOVERS
ONLY
MUSIC TO MAKE YOU MIST
Judy Chacone • W-473

STAN KENTON IN HI FI
W-733

RAY ANTHONY
PLAYS DREAM DANCING
1-723

NIGHT WINDS
Jode Chacone
W-717
A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealers, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Song</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>WAYWARD WIND</td>
<td>G. Grant</td>
</tr>
<tr>
<td>2.</td>
<td>I wisht I had your MIND</td>
<td>G. Grant</td>
</tr>
<tr>
<td>3.</td>
<td>STEAL MY HEART</td>
<td>R. Presley</td>
</tr>
<tr>
<td>4.</td>
<td>ALLEGHENY MOON</td>
<td>M. Stewart</td>
</tr>
<tr>
<td>5.</td>
<td>I DANCED ALL NITE FROM &quot;PICNIC&quot;</td>
<td>P. Ferguson</td>
</tr>
<tr>
<td>6.</td>
<td>BORN TO BE WITH YOU</td>
<td>P. Presley</td>
</tr>
<tr>
<td>7.</td>
<td>I'M IN LOVE AGAIN</td>
<td>P. Presley</td>
</tr>
<tr>
<td>8.</td>
<td>WANTED THAT WILL BE, WILL BE</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>9.</td>
<td>MORE</td>
<td>D. Day, Coral</td>
</tr>
<tr>
<td>10.</td>
<td>SWEET OLD-FASHIONED GIRL</td>
<td>P. Bergen, Coral</td>
</tr>
<tr>
<td>11.</td>
<td>ON THE STREET WHERE YOU LIVE</td>
<td>P. Bergen, Coral</td>
</tr>
<tr>
<td>12.</td>
<td>STANFORD BETWEEN THE LINES</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>14.</td>
<td>BOOGLOW WALK HOME FROM &quot;PICNIC&quot;</td>
<td>P. Bergen, Coral</td>
</tr>
<tr>
<td>15.</td>
<td>GLENDORA</td>
<td>P. Bergen, Coral</td>
</tr>
<tr>
<td>16.</td>
<td>IT ONLY HURTS FOR A LITTLE WHILE</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>17.</td>
<td>IVORY TOWER</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>18.</td>
<td>THAT'S ALL THERE IS TO THAT</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>19.</td>
<td>I COULD HAVE DANCED ALL NIGHT</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>20.</td>
<td>VARIOUS CHARACTERS</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>21.</td>
<td>STANDING ON THE CORNER</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>22.</td>
<td>A CHURCH BELL MAY RING</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>23.</td>
<td>IVORY TOWER</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>24.</td>
<td>STANDARD SONG FOR THE JUNGLE</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>25.</td>
<td>THEME FROM &quot;THE PROUD ONES&quot;</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>26.</td>
<td>MY LITTLE MAMA</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>27.</td>
<td>CAN YOU FIND MY HEART</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>28.</td>
<td>HOW LITTLE WE KNOW</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>29.</td>
<td>WHY LITTLE WE KNOW</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>30.</td>
<td>I WANT YOU TO BE MY GIRL</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>31.</td>
<td>I'M IN LOVE AGAIN</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>32.</td>
<td>I'M IN LOVE AGAIN</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>33.</td>
<td>I ONLY KNOW I Liebe</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>34.</td>
<td>I ♥ YOU</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>35.</td>
<td>HERE'S MY SONG</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>36.</td>
<td>MAGIC TOUCH</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>37.</td>
<td>BLUES TOUCH</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>38.</td>
<td>READY TEDDY</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>39.</td>
<td>GHOST TOWN</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>40.</td>
<td>I WANT YOU TO BE MY GIRL</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>41.</td>
<td>I'M IN LOVE AGAIN</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>42.</td>
<td>I'M IN LOVE AGAIN</td>
<td>D. Day, Columbia</td>
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<tr>
<td>43.</td>
<td>I ONLY KNOW I Liebe</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>44.</td>
<td>I ♥ YOU</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>45.</td>
<td>HERE'S MY SONG</td>
<td>D. Day, Columbia</td>
</tr>
<tr>
<td>46.</td>
<td>MAGIC TOUCH</td>
<td>D. Day, Columbia</td>
</tr>
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CAUTION TO DEALERS AND JUKE BOX OPERATORS
The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
A TRIPLE CROWN WINNER...

The Billboard

VARIETY

THE CASH BOX

REVIEW SPOTLIGHT

BEST BETS

DISK OF THE WEEK

CATHY CARR

HAS HER SECOND MAJOR HIT

"HEART HIDEAWAY"

F 743

CATHY CARR singing "IVORY TOWER" on the Perry Como Show, June 2nd.

FRATERNITY RECORDS

413 RACE ST., CINCINNATI, OHIO
THE RECORD LABEL THAT PACKS A PUNCH IS VEE-JAY consistently better

CURRENT BLUES SPECIALS
Vee Jay J 188
"Trouble Blues" John Lee Hooker
Vee Jay J 178
"Don't Start Me to Lying" Billy "The Kid" Emerson
Vee Jay J 197
"You Got Me Wrong" Billy Boy
Vee Jay J 186
"I Can't Stand to See You Go" Jimmy Reed

CURRENT SPIRITUALS
Vee Jay J 182
"JESUS REMEMBERS" The Swann Silvertones
Vee Jay J 194
"I NEVER HEARD A MAN" The Original 5 Blind Boys
Vee Jay J 195
"HE LIFTED MY BURDENS" The Highway Q's

CONVENTION PREVIEWS
Vee Jay J 195
"Searching" b/w "River in the Moon" Earl Gill,& Ted Taylor with Richard S. Earle
"Billy, I Want You" The Jokers
"Sing I Pity For You" The Jokers
"I'm Fighting Myself" The Jokers
"It's Me Everything" The Relatives of John
"Save Me Love" The Valley Boys
"I Was the Cover" The Arena Singers
"I'm Fighting Myself" b/w "Sing I Pity For You" Earl Hooker

MOVING UP FAST
Vee Jay J 194
"I Just Got Lucky" b/w "Happy Till the Letter"
The Orioles featuring Sonny Tilt

---

BREAKING BIG ACROSS THE COUNTRY

Vee Jay # 183
"UP ON THE MOUNTAIN"
The Magnificents

VEE-JAY RECORDS, INC.
3129 S. Michigan Ave.
Chicago, Ill.
All Phones: Cabaret 5-6141

---

COMING UP STRONG
A listing of new 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. Hound Dog - Elvis Presley (BMI) RCA Victor 6604
2. Fever - Little Willie John (BMI) King 4035
3. You Don't Know Me - Jerry Vale (BMI) Columbia 40710
5. Love, Love, Love - The Diamonds (BMI) Mercury 70889
6. Somebody Up There Likes Me - Perry Como (ASCAP) RCA Victor 6590
7. Theme From 'The Proud Ones' - Nelson Riddle (BMI) Capitol 3472
8. Ghost Town - Don Cherry (ASCAP) Columbia 40705
9. Voices - Lonesome Lover Blues - Fontene Sisters (BMI) (ASCAP) Dot 15480
10. Give Us This Day - Joni James (ASCAP) M-G-M 1228

---

THIS WEEK'S BEST BUYS

- Hound Dog - Elvis Presley & Lisa, BMI-Elvis Presley & RCA Victor 6604
- From first-week reports, it has become clear already that this will be one of this year's big winners. Sales in pop, c.w., and r&b. markets have exceeded the impressive starting figures of previous Presley hits-and that is going strong. There are some indications that the flip, "Don't Be Cruel" (Presley & Shalimar, BMI), may also develop, after the initial excitement on "Hound Dog" dies down a bit. A previous Billboard "Spotlight" pick.
- Ghost Town - Don Cherry - Columbia 40705
- This has been a good seller through the past month, but is only now beginning to show its power. For the first time, this week "Ghost Town" appears on the Milwaukee territorial chart and is also reported to be one of the better traffic items in Boston, Providence, Baltimore, St. Louis, Cleveland, and other cities. It clearly has the markings of a big thing. Flip is "I'll Be Around" (Bergen, BMI). A previous Billboard "Spotlight" pick.
- The Fool - Debra, BMI-Sanford Clark - Dot 15481
--- Early release on this disk has been to a kind of cover dealers and operators to pick up and take notice. This is particularly true in the Middle West and South. Cleveland, Minneapolis, Cincinnati, Milwaukee, Detroit, St. Louis, Durham, Atlanta were some of the cities covered that indicated an exceptionally good take-off. Flip is "Lonesome for a Letter" (Brown, BMI). A previous Billboard "Spotlight" pick.
- Song For A Summer Night - Mitch Miller Chorus and Orch - Columbia 40710
--- The heavy promotion on "Song for A Summer Night" is paying off handsomely. Since its airing on the "Studios One" program, deals have been cropping up enthusiastically and now the results on the dealer level can be seen. With few exceptions, every major area of the country has enjoyed excellent sales. A previous Billboard "Spotlight" pick.

---

According to trade reports in key markets, the following record releases are recommended for extra publicity.
... to the dealers who have made our albums the Best Sellers

Lawrence Welk

BUBBLES IN THE WINE
(Side One)
1. Bubbles in the Wine
2. Ball of Fire
3. It's Almost Tomorrow
4. Lisbon Antigua
5. Faintest Whim
6. The Darktown Strutters' Ball

(Side Two)
1. Go 'Way, Go 'Way
2. Wake the Town and Tell the People
3. Oh, Happy Day
4. Monday
5. Rustic Dance
6. The Poor People of Paris

CHAMPAGNE POPS PARADE
Moonglow and Theme From Picnic
Standing On The Corner
My Little Angel
Wayward Wind
How Little We Know
Practice, Practice What You Preach

I Could Have Danced All Night
On the Street Where You Live
Eve Crowned Accustomed to Her Face
Rock 'N' Roll Baby
Graduation Day
What a Heavenly Night for Love

SAY IT WITH MUSIC
(Side One)
1. Say It With Music—Too Far From Town—Three Sheets
2. I Found a Million-Dollar Baby (in a Five and Ten-Cent Store)—Pretty Baby—Yes, Sir, That's My Baby
3. Oh, Lady, Be Good—Somebody Loves Me—Wonderful
4. Sleepy Time Gal—My Blue Heaven—Don't Say No
5. The Cypar in My Soul—Exactly Like You—Anything Goes

(Side Two)
1. Won That the Human Thing to Do—Can't We Have Tonight—It's Too Late
2. I've Been Hearing From You—Swing Time—Marching—Dreamtime
3. Yarning It up for You—Third Man—Please
4. Blue Skies—Beyond the Blue Horizon—The Blue Room—What a delightful song—Dream Indigo

LAWRENCE WELK—FAIR LADY ALBUM
1. I Could Have Danced All Night
Vocal by Alice Lon and the Sparklers
2. I've Crowned Accustomed to Her Face
Vocal by Dick Dale
3. On the Street Where You Live
Vocal by Larry Dean
4. With a Little Bit of Luck
Vocal by Larry Hooper and the Sparklers

Hear and See "Champagne Music" every Saturday on ABC-TV sponsored by: DODGE DEALERS of AMERICA

Soon to be released "MOMENTS TO REMEMBER" Coral 57068
**Tunes With Great Radio-TV Audience**

Tunes, heard simultaneously by two general audiences on network announcasts programs in New York, Chicago and Los Angeles. Lists are based on information filed with Frank's copyright information.

**RCA VICTOR'S GREAT SONG STYLIST and BELIEVE IN LOVE**

*Current Best Seller*

**How Sweet My Love**

RCA 20/47-6536

*Thanks, Music Merchants, you've been wonderful...*

**RCA VICTOR'S GREAT SONG STYLIST and BELIEVE IN LOVE**

*How Sweet My Love*

RCA 20/47-6536

*Thanks, Music Merchants, you've been wonderful...*
ELVIS PRESLEY
STAR OF STAGE, SCREEN, RADIO, RECORDS AND TELEVISION

Thank you a million to everybody everywhere. You've been wonderful.

Current Song Range...

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

b/w

"MY BABY LEFT ME"

RCA Victor 20/47-6540

ELVIS PRESLEY
National Fan Club
Headquarters
Madison, Tenn.

Exclusive RCA Victor recording star

ELVIS PRESLEY
National Fan Club
Headquarters
Madison, Tenn.

Exclusive Management
COL. THOMAS A. PARKER
P. O. Box 417
MADISON, TENNESSEE

Attention, Hedy Lamarr

Exclusive RCA Victor recording star

ELVIS PRESLEY
National Fan Club
Headquarters
Madison, Tenn.

Exclusive Management
COL. THOMAS A. PARKER
P. O. Box 417
MADISON, TENNESSEE

www.americanradiohistory.com
DEEJAYS KING AT WEST\  
INGLEHOUSE: Westinghouse re-
cently grouped 100 WBC, during the
daytime hours and decided to pro-
game between You WBZ, Boston\ KVV, Cleveland; WWOQ, Fort\ Waynes, Ind., and KDKA, Pitts-
burgh. In recognition of its new
emphasis on the derby, the com-
pany brought a group of its key
jockeys to Manhattan last week to
meet the press and record com-
pany artists and stars. Spinners in
attendance included: Norm
Peckstra, Jack Living, Carl de
Soto, Leo Egan and Alan Day.

LIP

LAP

OUR NEW NELLIE!

Nellie Lutcher

LRP 3014

-OTHER BEST SELLERS-

JULY 27, 1956:
1. The Guy
2. They Say It's Wonderful
3. Darlin' Comes Naturally
4. Surrender
5. Prisoner of Love
6. To Each His Own
7. I Don't Know Enough About
You
8. Some City Sue
9. Laughing on the Outside (Cry-
ning on the Inside)
10. I Got the Sun in My
tBucket
11. I Don't Know Why
12. In Love with You
13. I Love You
14. Come Rain or Come
Shine
15. One More Tomorrow

July 23, 1951:
1. Too Young
2. Home On My House
3. My Truly, My Fair
4. Just as I Am
5. Top of Old Smoky
6. Loveliest Night of the Year
7. Some Hearts An' Other Lip
8. Secret Violets
9. How High the Moon
10. Because of You

CHANCE OF THEM: We've
Hobby has joined Connecticutt's
most popular radio station, WABC,\ andbullet... Bob Garrity has\ moved his jazz show over to WOR

NEW YORK, ... Meanwhile
Lexie Swindell, WBGB, Freeport,
N. Y., points out that his nightly
jazz show (9 p.m. to midnight)
is sponsored by two Long
Island jazz bands, the Cook, \&
Bob and the Moline Range.

THREE' N THAT: Vacation-
ing jocks visiting Manhattan
this month included Nenni
Wain, WDKO, Cleveland, and
Barry Kaye, WJAS, Pitts-
burgh... Olillie McLaughlin,
who now splits four and
half hours of jazz daily over
WHBY, Ann Arbor, Mich.,
has joined WBZ in the
station after sitting in at the
New York Jazz Festival. Ralph\ R. Smith, program di-
rector of WMJN, St. Paul, Minn.,
reports free audience
response to the station's new
policy of not playing any rock
and roll or rhythm and blues
platters... Don Bell, KRON,
Des Moines, La., interviewed
Brother Matthew of the Service
Order recently and played his
new album with Eddie Conon-
den. Brother Matthew was
Royce Brown, famous alto sax
man of the twenties.

YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

SPECTRA-TONE-SOUND

Samuel, Reporting and Theme From "Hound"

JOYCE SHELTON, Jr.

ALEXANDER THE GREAT... Tommy

V.I.P.

Conley Graves Trio

LOS ANGELES

TI AMO

CARL COCCOMO

JOHN DUFFY

LEO MORIN

AT THE MIGHTY WURLITZER

Watch for LIBERTY'S Fabulous ...

GREETINGS

NAMM

Modern Distributing Co.
2978 W. Pico

Los Angeles

Best Wishes To NAMM

From The West's Most
Diversified Distributors

Diamond Record
Distributing Co.
2990 W. Pico Blvd., Los Angeles 6, Calif.

Phone: RUBIN 1-4611

Copyrighted material
B. B. King
'SWEET LITTLE ANGEL'
  b/w 'BAD LUCK'  rpm 468

The Cliques
'MY DESIRE'
  b/w 'I'M IN LOVE WITH A GAL'  mod. 995

Jimmy Beasley
'DON'T FEEL SORRY FOR ME'
  b/w 'LITTLE COQUETTE'  mod. 996

MODERN RECORDS  Long Playing Albums

RED CALLENDER  GROOVIN' HIGH
'SWINGIN' SUITE' with STAN GETZ

WAY OUT WARDELL!
WARDELL GRAY

'Spring Fever'
DON, DICK 'N JIMMY

Joe Houston
'Blows All Nite Long'

'THE SWINGIN' ST
VIDO MUSSO
TONIGHT YOU BELONG TO ME

A Smile and Prudence

A Ribbon

The Billboard's Music Popularity Charts... Pop Records

July 28, 1956

100,000

SHIPPED FIRST 10 DAYS!

A Smash In

Cleveland, Chicago, Boston!

TONIGHT YOU BELONG TO ME

A Smile and Prudence

A Ribbon

Liberty Records

1560 No. La Brea, Hollywood, Calif.

Phone: HO. 2-0811

TONIGHT YOU BELONG TO ME

A Smile and Prudence

A Ribbon

Liberty Records

1560 No. La Brea, Hollywood, Calif.

Phone: HO. 2-0811

Review Spotlight on

Records

Bill Haley... Decaa 30028... Rip It Up

(Vance, BMI)

Teenager's Mother...

(Marlton, BMI)

Here's another strong two-sided hit for Haley. "Rip It Up," a cover of the Little Richard platter, is a hard-driving, sock rhythm item with spirited warbling and a solid beat. The flip is a fast-moving piece of material with an interesting lyric theme (e.g., "Why can't you do the Charleston"). Both sides are bound to pull down plenty of play.

Happiness Street...

(Planetary, ASCAP)

Her side, Miss Gibbs, wraps up the bright rhythm tune with her usual superior showmanship and exalted charm. Tony Bennett also has a strong version of the song on Columbia. Flip is a warmly expressive treatment of the poignant oldie "Happiness Is a Thing Called Joe." (Friar, ASCAP)

Betty Johnson...

Bally 1013... Clay Idol

(Monter, ASCAP)

Bally has its most promising disk to date in this Betty Johnson's warmly expressive vocal rendition of an appealing ballad with effective lyrics. The tune is simple in feeling and pace to "Ivy Tower," and this disk could step out with a comparable sales splash. Flip spotlights persuasive breathing on an attractive R&B-styled ballad, "Why Do You Cry?" (Trouty, BMI)

NOVELTY

Andy Griffith...

21174... Standing on the Corner

(Frank, ASCAP)

Capitol's comedy monologist does a devastating take-off on Frank Loesser's jaunty ditty from "The Most Happy Fella." A male vocal group warbles the tune, a la the Four Lads, while Griffith comments with dry humor on the lyrics. This is an extremely imaginative musical programming material for jockeys, particularly those with fancy formats. Flip is a catchy march item, derives its title from Griffith's Broadway hit, "No Time for Sergeants.

Disk Jockey Programming

Johnny Dankworth Ork... Capitol 3499... Experiments With Mice

(Milt, ASCAP)

recorded abroad by EMI, this disk is currently a top seller in England. Jockeys should find it unusual programming material and a surefire take-off point for mile chatters. Dankworth, one of Great Britain's leading bandleaders, serves up a set of excellent instrumental imperfections in a satirical vein on the various ways Billy May, Slater-Finegan, Glenn Miller, Benny Goodman and Stan Kenton might play the nursery ditty "Three Blind Mice." Flip is "Applecake." (Mills, ASCAP)

Reviews of New Pop Records

Batons-Commercial Potential

Each record review expresses the opinion of the member of The Billboard music staff.

Tony Bennett

From the Candy Store on the Corner to the Chapel on the Hill...

Columbia 40726... Here's a rather saccharine tale of what happened with a pair of 14-year-olds. Chances are the pretty melody and the thought will get a sizable share of spins and sales. (Shapiro-Bernstein, ASCAP)

Happiness Street...

(Corner Sunshine Square)...

Benny continues to swing well, and in this case he swings with a solid orchestral back-up for all the way. Context shapes the tune and this should hold its own with the best of them. (Planetary, ASCAP)

Dick Hyman Trio

One-Finger Piano...

85

M-G-M 12295--This has a most persistent quality with a very definite beat. Novel ideas and the Naturals vocal group and the fast and sudden Dixieland break add interest. This will get lots of attention. Watch it. (Mark's, BMI)

The Blue Whistler...

81

The whistler gives the side a picturesque and echoey, duck-street sound and Dick Hyman shows himself in great form with a slow, rhythmistic eight-to-the-bar rhythm on the harmonized piano. This will share the plays with the flip. (Cromwell, ASCAP)

Rosemary Clooney

Hello, Young Lovers...

84

Columbia 40721--Miss Clooney sings the beautiful ballad from "The King and I" with deep, soulful expression. It's a lovely reading and with pop publicity riding high, this has a chance for some loot. Jockey plays are a sure thing on this. (Williams, ASCAP)

Peachy, Peachy...

75

This has an Orient flavor that seems destined for kiddie markets only. It's a little Japanese tune that has a charm, but the flip should get the exposure. (Frank, ASCAP)

Sylvia Syms

English Muffin and Irish Stew...

83

Decca 29903--The singer follows her recent hit with material in completely different vein. This is a bright novelty in Calypso tempo, and makes a delightful breezy summer programming selection. (Shapiro-Bernstein, ASCAP)

Walk Street...

79

"Shangril-La," the Broadway show from which this beautiful ballad was taken, has already folded. However, Miss Syms' warm and sensitive reading of "Walk Street" should be around awhile. Plenty of listening kicks here. (Horizons, ASCAP)

Roger Coleman

Only the One...

83

M-G-M 12296--A strong side. Tune is an inspirational description of love—very well written, and sung superbly. This Coleman reading should get strong deejay play. (Washington, BMI)

Halfway to Heaven...

76

This side is a ballad—tender and sweet with a big sound. With a painful backing. A strong coupling. (Weise & Berry, BMI)

Joan Shaw

Broken Heart...

56

ABC-Paramount 9724--A beautiful effective ballad. Joan Shaw sings it with emotion, in a relaxed, new instrumental backing. (Goday, BMI)

Hand Holdin' Baby...

75

This side is a rock and roll item with strong R&B potential. (Goday, BMI)

(Continued on page 70)
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<thead>
<tr>
<th>Label</th>
<th>Album Title</th>
<th>Artist</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Cadence</td>
<td>THE BILLBOARD MUSIC-RADIO 69</td>
<td>Billy Maxted</td>
<td>A collection of 31 lunes, each a party favorite. Great for private or public socials. A terrific impulse seller.</td>
</tr>
<tr>
<td>Cadence</td>
<td>JAZZ AT NICKS: BILLY MAXTED</td>
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<td>The identical sounds that are heard nightly at Nicks in Greenwich Village, the center of today's Dixieland.</td>
</tr>
<tr>
<td>Cadence</td>
<td>THE MARINERS SING SPIRITUALS</td>
<td>The famous Godfreyttes</td>
<td>A collection of favorite spirituals.</td>
</tr>
<tr>
<td>Cadence</td>
<td>MDIXELAND MANHATTAN STYLE: BILLY MAXTED</td>
<td></td>
<td>The latest sounds in Dixieland by a recognized master. For all your &quot;Dixieland&quot; customers.</td>
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<td>DON SHIRLEY</td>
<td>Don Shirley</td>
<td>An LP that constantly moves on your shelves. Fast.</td>
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<td>An improvisation by Shirley translating a story into music. Good appeal to classical buyers.</td>
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<td>Cadence</td>
<td>SMART SONGS FOR THE SMART SET</td>
<td>Chris Dane</td>
<td>A selection of great standards beautifully rendered by a Swede that is popular with critics and reviewers. Great appeal to mood music customers.</td>
</tr>
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<td>Cadence</td>
<td>SWEET-THE TRUMPET OF ERNIE ENGlund</td>
<td>Ernie Englund</td>
<td>Tremendous acceptance by the jazz and reviewers. Great appeal to mood music customers.</td>
</tr>
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<td>Cadence</td>
<td>DIXIELAND MANHATTAN STYLE: BILLY MAXTED</td>
<td>Billy Maxted</td>
<td>The latest sounds in Dixieland by a recognized master. For all your &quot;Dixieland&quot; customers.</td>
</tr>
<tr>
<td>Cadence</td>
<td>THE BILLBOARD MUSIC-RADIO 69</td>
<td>Billy Maxted</td>
<td>A collection of 31 lunes, each a party favorite. Great for private or public socials. A terrific impulse seller.</td>
</tr>
<tr>
<td>Cadence</td>
<td>JAZZ AT NICKS: BILLY MAXTED</td>
<td></td>
<td>The identical sounds that are heard nightly at Nicks in Greenwich Village, the center of today's Dixieland.</td>
</tr>
<tr>
<td>Cadence</td>
<td>THE MARINERS SING SPIRITUALS</td>
<td>The famous Godfreyttes</td>
<td>A collection of favorite spirituals.</td>
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GREETINGS
N. A. M. M.

See you at the show
Bob Stern
Sid Talmadge
RECORDER MERCANTISING CO.
2508 W. PICO BLVD.
LOS ANGELES, CALIF.

FRANK Petty trio
The One Rume
That's How My Heart Sings
MGM 1220

PICTURES FOR PUBLICITY
QUALITY PHOTOS IN QUANTITY
For all other occasions
40¢ in tvs

PHOTOS
for PUBLICITY

BETSY GAY
"CONEY ISLAND"
b/w "BIG BOY BLUE"
Intro Records 6092

BE SURE TO HEAR
HOT WEATHER HIT—COOL, COOL, BABY

Bob Stern
Sid Talmadge

DOBIE MILLER
THE STORY OF A TUNA
Tune Trade 1014

"A TWO-SIDED SMASH HIT!!"

FLIP RECORDS
610 South Ridgeley Drive
Los Angeles 36, Calif.

"A CASUAL LOOK" and
"TEENAGE PROMISE"
by THE SIX TEENS—Flip #315

THE BILLBOARD'S MUSIC POPULARITY CHARTS...
POP RECORDS

JULY 28, 1956

TONY MARTIN
It's Better In The Dark...

JERRY JEROME ORK
Eakin's "Rood Eyes"

BILLY MAY
The Best Of Billy May

TOM AND DANN
Black Magic

MITCHELL TOROK
I Wish I Was A Little Bit Younger

ROSS LEE BENNETT
I Was Your Only Love

W. D. BERNARD
My Dearest One

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FLIP RECORDS
610 South Ridgeley Drive
Los Angeles 36, Calif.
5 hot records that are going places

- **The fabulous Winifred Atwell and her OTHER piano**
  
  **Left Bank**
  
  B/W **Rampart Street Rock**
  
  (South Rampart Street Parade) #1680

- **Cyril Stapleton and his orchestra**
  
  **The Italian Theme**
  
  B/W **Tiger Tango** #1672

- **Ted Heath**
  
  **The Faithful Hussar**
  
  B/W **Have You Met Miss Jones** #1675

- **Frank Chacksfield**
  
  **Donkey Cart**
  
  B/W **The Banks of the Seine** #1671

- **Jimmy Young**
  
  **Rich Man Poor Man**
  
  B/W **Lonely Nightingale** #1676

**London Records**

**Packed with sales!**

**Ted Heath**

**The Faithful Hussar**

**Have You Met Miss Jones** #1675

**A really different vocal sound!**

**Jimmy Young**

**Rich Man Poor Man**

**Lonely Nightingale** #1676
Reviews of New Pop Records

**NEW ARRIVALS**

Vik 6401—An appeal to the hitherto unappealed to. Pure Beats/RCA

**THE LAURIE SISTERS**

Vik 6220—A stirring plea from the women's rights movement. (Pure Beats/RCA)

**THE FOUR SQUIRES**

Summer Vacation.

**MIDWEST'S**

Presentation.

**FRANKIE CARLSON'S BAND**

DON'T DEPEND ON ME

**PRELUDE TO PASSION**... THE BLUETONE ORCHESTRA... D-8

A lush hit presented by the 11-piece Bluetone Orchestra. A great cover to boot! (BLUETONE, ASCAP)

**FRANKIE YANKOVIC**

JACKIE (FLAMINGO)

**THE WHOLE TOWN'S BATTY ABOUT CINCINNATI** (THE CINCINNATI REDESS)

Woof! Woof! Woof! Pearl Record #1213 by LARRY VINCENT

**LIL WALLY**

(Wish I was Single Again)

**SINGER ONE-STOP**

1812 WEST CHICAGO AVE, CHICAGO 22, ILLINOIS

ALL PHONES: Humboldt 6-7204

MIDWEST'S LARGEST ONE-STOP

$4 ABOVE COST FREE TELEPHONE TO OPERATORS

6448 SANTA MONICA BLVD.
Hollywood, Calif.

DIAMOND RECORDS

ALBUM COVERS

**THE MILLIONAIRE SISTERS**

**THE PARIS SISTERS SING!**

**"THE BULLY BULLY MAN"**

**NEW HIT AT HERBERT HORTUS**

Carvelier Record No. 425

**RECORD PESSINGS**

80 WEST HUMBOLDT STREET

Test Pressings Free

LAmes—Lil & Al In Love—Sonic Storm

SONG'CRAFT, INC.

1455 BROADWAY
NEW YORK, N. Y.

**THE LAURIE SISTERS**

Vik 6209—A stirring plea from the women's rights movement. (Pure Beats/RCA)

**THE FOUR SQUIRES**

Summer Vacation.

**MIDWEST'S**

Presentation.

**FRANKIE CARLSON'S BAND**

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1455 BROADWAY
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**FOLK TALENT & TUNES**

*By BILL SACHS*

Hawkins, Jean Shepard, Johnny "T" Valley and Mini Roman, last Saturday (12) began a three-week tour through Pennsylvania, Maryland, New York and New England with his own package group (Red) Hayes (Capitol), Floyd Cramer (M-G-M) and Tommy Hill (Hispid). Roeye's personal manager, Herb Shooker, is in New York this week for the NAMM convention.

Martha Carson (RCA Victor) recently presented her husband manager, N. Cosme, with an heir, Rene Paul.

Bob Neal, of Stars Inc., Memphis, has framed a package comprising Johnny Cash, Sonny James, Roy Robinson, Johnny Horton and Fan Young for a tour of Florida beginning in late September and running through October. Roy Orbison and the Teen Kings and Warren Smith will play for the formal opening of Grenada Lake Park, Grenada, Miss., on July 25.

T. Tommy Cutsinger's newest on the RCA Victor label is "Little House-Woo" b/w "Baby, You're the Only One." . . . The Lewis Brothers have a new release on the Capitol label titled "That's All He's Asking of Me." . . . "Where Will You Build?"

The Minnie Pearl show, with Justin Tubb, is on an extended tour which carries them thru the Middle West and West, opening at the Wood County Fairy, Vandalia, Kan., August 7. Bookings, arranged by Cabe Tucker, Nashville, will carry the unit thru August and part of September. August dates, following Yates Center, are DeSoto, Neb., 8; Overbrook, Kan.; 9; Stafford, Kan.; 10; Sylvan Grove, Kan.; 11; Boone, Ia.; 12; Bett, Ia.; 14; Tremont, Mo.; 15; Cherry, Kan.; 16; Ottawa, Kan.; 17; Cutsinger Center, 18.

Hopes that the N.A.M.M. will have a thoroughly successful convention. Also hope you've never too busy to listen to my newest record.

**"I'M BEGINNING TO FEEL MISTREATED"**

**"THE GOLDEN HILLBILLY MISTRESS"**

**NEW ORLEANS**

1. Lonesome, K. Wells, Cap.
5. Boppin' the Blues, G. Vincent, Cap.

**Richmond, Va.**

1. I'm Sorry, L. Perkins, Cap.

**St. Louis**


** 관pop**

**Available for Personal Appearances through WSM Artist Service Bureau**

**JIM DENNY**

Nashville, Tenn.

Phone: 4-5656
THANKS, EVERYONE!

for your wonderful work on
UNCLE PEN and WHAT WOULD YOU DO!

PORTER WAGONER

Star of ABC-TV Ozark Jubilee

announcing his latest C & W smash

TRYIN' TO FORGET
THE BLUES

and

I'VE KNOWN YOU FROM SOMEWHERE

20/47-6598

the dealer's choice

RCA VICTOR

• C&W Best Sellers in Stores

For survey week ending July 18

Recorded by 20/47 in July 1956

1. CRAZY ARMS (BMI) - R. Price
   You Done Me Wrong (BMI) - Cal St 1510
2. I WANT YOU FOR LOVE (BMI) - E. Presley
   My Baby Love (BMI) - Vic 30-6546
3. I WALK THE LINE (BMI) - J. Cash
   Oh, Susanna (BMI) - Sun 241
4. HE TRIED TO KILL ME (BMI) - E. Presley
   When I Paint the Town Red (BMI) - Capitol 25-420
5. SEARCHING (BMI) - E. Wallis
   I'll Take You Home (BMI) - Decca 9994
6. DEEP AND WIDE (BMI) - C. Vincent
   Woman Love (BMI) - Cap 349
7. "I TAKE THE CHANCE" (BMI) - F. E. & M. Brown
   Gonna Find Another You (BMI) - 20/47-6354
8. YOU AND ME (BMI) - R. Friday & K. Wells
   No One But You (BMI) - Decca 2964
9. BOPPIN' THE BLUES (BMI) - C. Perkins
   All Mama's Children (BMI) - Sun 241
10. SWEET DREAMS (BMI) - E. Young
    Until I See You (BMI) - Cap 345
11. BLUE SUEDE SHOES (BMI) - C. Perkins
    Honey, Don't (BMI) - Capitol 314
12. ANY OLD TIME (BMI) - W. Pierce
    We'll Find A Way (BMI) - Decca 2997
13. BLACKBOARD OF MY HEART (BMI)
    H. Thompson
    I'm Not Mad, Just Busted (BMI)
14. YES, I KNOW WHY (BMI) - W. Pierce
    Case I Love You (BMI) - Decca 2997
15. LITTLE ROSA (BMI) - R. Swords & W. Pierce
    Hold Everything (BMI) - Decca 2967

• Reviews of New C&W Records

JOHNNIE AND JACK
   I Loved You Better Than You Knew . . . 82
   Porter Wagoner
   (20/47)
   Love, Love, Love . . . . 79
   Gene Autry
   (20/47) - A special novelty item.

JOHNNY HORTON
   I Don't Like It But . . . . 82
   Columbia
   25159-A sentimental item with
   Horton's usual style.

CHET ATKINS AND HANK SNOW
   New Spanish Two-Step . . . . 82
   Victor
   4672-A straight musical item.

DICK WILLIAMS
   A Fool For You . . . . 74
   Victor
   6576-A well-phrased item with
   rockabilly sound.

EDDY ARKIDGE
   Where's My Baby . . . . 78
   Decca
   4931-A strong blues item.

MACK MACK
   Call And I Will Answer . . . . 77
   Decca
   4931-A strong item with
   a simple melody.

GLENN RANKER
   Feeling No Pain . . . . 77
   Starday
   230-A strong item with
   a simple melody.

MAC CURTIS
   Half-Hearted Love . . . . 78
   King
   4649-A strong item with
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As Refreshing as SNOW IN JULY

HANK SNOW

Featured on ABC's "All-Star Country Show"
Featured Star WSM
Grand Ole Opry WSM-TV

to my good friends in the record stores:
Many thanks for all you've done for me.
Hank

Latest RCA Victor Release

CONSCIENCE, I'M GUILTY

(Central Songs)

HULA ROCK

#20/47-6578

Exclusive Management

MAE B. AXTON
Donna Drive, Madison, Tennessee
Phone: Madison 7-2067

www.americanradiohistory.com
**FOLK TALENT AND TUNES**

*Continued from page 73*

and band, ... After a four-day stand at the Calgary Stampede, Calgary, Alta., ended July 14, Ferlin Husky and Friday (20) began an extended tour of the Midwest for T. B. Skaninger, Minneapolis.

Hugh Cherry, former Nashville deejay, who recently severed his connections with WLW-Cincinnati, where he entered the station's "Midwestern Hayride" on NBC network and local line-ups, has settled in Phoenix, Ariz., where he's spinning a few, and pop stations on KTAR, NBC affiliate. He's doing two a half hours of country in the morning hour and a half of pop at noon, Cherry also has a TV gig coming up soon on KVAR in the same city.

A series of jamboree-type shows, produced by Bill Trull, Hollywood, are slated to make their appearance in Texas and Oklahoma beginning this week. Plans are for five such units, to appear once a week, Friday through Friday, in five selected towns, with all personnel gathering in Dallas each Saturday for a TV show. The first of such units, to be known as the "Waco Jamboree," is slated to kick off at the 3,000-seat Waco Arena, Waco, Tex., Tuesday night (24), with KXWT carrying the shows. The second is slated to make its bow at the Trans-Mississippi ballroom, Oklahoma City, August 3. with KBVF, the radio affiliate. Charles Wright, Dallas agent-manager, who will handle promotion and bookings on all the Jamboree units, is now working on three other towns to complete the five-town circuit.

August bookings for the Miller Bros. Band, managed by Sam Gibbs, are as follows: KTRN, Saginaw, Mich.; WYLY, Mont.; KGOM, Mont.; KOY, Phoenix, Ariz.; WRST, Waco, Tex.; WDL, Dallas; and KXVT, Waco. Shows are at night.

Bev O'Prichard and the Teen Kings and Warren Smith are set for the next two weeks in personals in Tennessee, Arkansas and Mississippi. Johnny Cash and the Tenessee...
**R&B Best Sellers in Stores**

For survey week ending July 18

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<td>RIP IT UP (BMI)–Little Richard</td>
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<td>READY TEDDY (BMI)–Speciality</td>
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<td>I'M IN LOVE AGAIN (ASCAP)–F. Domino</td>
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<td>7.</td>
<td>I Want You (BMI)–Modern 94</td>
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<td>8.</td>
<td>MY PRAYER (ASCAP)–Platters</td>
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<td>9.</td>
<td>SPEAK NO EVIL LOVE (BMI)–McPlatter</td>
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<td>10.</td>
<td>BEETHOVEN (BMI)–Atlantic 1092</td>
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<td>11.</td>
<td>IT'S TOO LATE (BMI)–C. Willis</td>
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<tr>
<td>12.</td>
<td>Kansas City Woman (BMI)–Atlantic 1046</td>
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<td>I'M GOING TO BE MY GIRL (BMI)–Teen-Agers</td>
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<td>Hallelujah, I Love Her So (BMI)–B. Charles</td>
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**Most Played R&B in Juke Boxes**

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<tr>
<td>2.</td>
<td>FEVER (BMI)–Little Willie John</td>
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<td>3.</td>
<td>I'M IN LOVE AGAIN (ASCAP)–F. Domino</td>
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<td>MY BLUE HEAVEN (ASCAP)–Imperial 5356</td>
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<td>READY TEDDY (BMI)–Speciality</td>
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<td>6.</td>
<td>STRANDED IN THE JUNGLE (BMI)–Cadets</td>
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<td>I Want You (BMI)–Modern 94</td>
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<td>Hallelujah, I Love Her So (BMI)–B. Charles</td>
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<td>BEETHOVEN (BMI)–C. Willis</td>
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<td>10.</td>
<td>I Want You, I Need You, I Love You (BMI)–J. Fuller</td>
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**Most Played R&B by Jockeys**

For survey week ending July 18

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<tr>
<th>Week</th>
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<td>1.</td>
<td>FEVER–Little Willie John</td>
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<td>2.</td>
<td>I'M IN LOVE AGAIN–F. Domino</td>
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<td>3.</td>
<td>RIP IT UP–Little Richard</td>
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<td>READY TEDDY–Little Richard</td>
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<td>9.</td>
<td>BEETHOVEN–J. Fuller</td>
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**New Rhythm 'n' Blues**

By You Better Change

**You Baby, Come Back Home**

By Sugar & Sweet

**Please Understand**

By Earl Segrave

**Spirituals**

"The Sun Will Rise to the East"

"It's a Wonder What My Lord Can Do"

By Silvertone Brothers

North Carolina

**ATCO Records Points the Way to Bang Up Summer Sales!**

The Coasters
The Sensations
Frankie Marshall
Guitar Slim
The Castelles
Jimmy Griffin
Pauline Rogers
Jesse Stone

And watch for these new artists on ATCO

Floyd Lee
Walter Spriggs
The Tibbs Bros.
The Prophets
The Dynaflows
JULY 28, 1956

THE BILLBOARD

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THE GALLAHADS
THE FOOL
#5252

BIG ON JOSIE

THE CADILLACs
WOE IS ME
#798

THE FOUR TUNES
DANCING WITH
TEARS IN MY EYES
and
FAR AWAY PLACES
#5245

JIMMY RICKS
SHE'S FINE,
SHE'S MINE
#796

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**Review Spotlight on...**

**R&B RECORDS**

JOE TURNER

Lipstick, Powder and Paint (Progressive, BMI)

Rock-a-While (Progressive, BMI)—Atlantic 1100—Joe Turner follows up his standing "Corinne, Corinna" smash with a two-sided power-house of his own. The vocals are tough, smooth and appealing the sexual overtones gimmick of which the sougher is too strong. Tough backing from vocal group and orchestra.

**THE DRIFTERS**

Soldier of Fortune (Wendy, Progressive, BMI)—Atlantic 161—The group is boneheaded with the battle beard, similar to almost in such hits as "The Crem Pretender" and "Magic Toast." Potent, direct, a group (with a power edge) the potential in the pop field is a real one. The lyric "If I Gotta Get Myself a Woman" (Progressive, BMI).

**THE MOONGLOWS**

See Saw (Arco, BMI)—When I'm With You (Arco, BMI)—Chess 1629—Another group that nearly misses, and that coming given two can sure be the money. "See-Saw" is a light rhythm novelty with a break pace. Flip is the ballad side, featuring talent into line effect.

**THE COASTERS**

One Kiss Led to Another (Tiger, BMI)—Atco 6073—The Coasters have reached good sales level, and this one grows. The clever novelty could be the biggest yet. Humor and slick style are strong. "Brum" (Peer, BMI), is an original treatment of the standard.

**BIG WALTER**

Fack Fair and Square (Lion, BMI)—Peacock 1066—The title is the catch phrase in the refrain is the rave jump effort, similar to other sides. "Big Walter" hits it hard, and his band backing, with a particularly telling sax solo, adds considerable potential. "Flip" is an unusual Italian dialect dixie, "Hello, Maria" (Lion, BMI).

**SPIRITUAL**

SISTER ROSETTA THARPE

Can't No Grace Hold My Body Down (Tharp, BMI)—Mercy 7909—A hit. Mercy selling, also the number, which should help get her back into the top-selling lists the use. It's one of the most powerful of her type in many months. "Flip" is a wild, dynamic, reading of the perennial Dixieland fave. "When the Saints Go Marching In." Many pop jocks can use this face.

**Reviews of New C&W Records**

**Continued from page 54**

**JAMES GALLAGHER**

"I Get Along When I'm Alone" (Capitol, BMI) [73]...3:53...DULCA C391A—A deep hill and country style which is very good. The playing of the group is nice, the style are notable. (Champion, BMI)

**COLORADO**

For the jazz less customer, Gallaghers has another one, which he called himself. Mostly instrumentation, it makes a kinder, minder novelty. (Champion, BMI)

**BILLY JACK WILLIS**

"I'm Gonna be Free to You..." (M-G-M 73390)—M-G-M tape being a weapon. This time he is more in the performance in serious. (Pine Ridge, BMI)

**ROYAL ORANGE**

Will You Miss Me When I'm Gone...? [72]...Another weapon. Same content.

**DOUSK**

I'll Make America (Columbia, BMI) [73]...1:24...This tape needs a worthy cover to Dickie's especially nothing on that piano. It has a new country feeling (Dixie, BMI)

**HAIR GOODS**

—a wig...yopupee—falls—shifts—changes—Transformations

**SCENERY**

Dye Drops, Flat Sets, Coronetae Dye Drops, Operating Equipment: Seheli Screen Radio 515 S. High.

**JULY 28, 1956**

**The Billboard Music Popularity Charts...**

**RHYTHM & BLUES RECORDS**

**This Week's R&B Best Buys**

WHEN MY DREAMBOAT COMES HOME (Wimoon, ASCAP)

SO LONG (Reeve, BMI)—Pats Domino—Imperial 3936—In the two weeks that this record has been available, it has already made the national pop retail chart and is on the verge of doing likewise in the R&B department. Customers in both markets now are demanding the record wanting in quantity. "Imagination" is the right side, but the flip is getting a lot of action, too. A previous one.

TIME WILL TELL (Arco, BMI)—Bobby Charles—Chess 1625—Southern markets have found this to be a fine seller. Charlotte and New Orleans, are currently living it in their top ten. It is a cd-bumping Ahead in Memphis, Nashville and St. Louis, making enough progress in the Midwest and Eastern cities, too. "Flip" is "Take It Easy, Crazy" (Arco, BMI).

No Jazz Mission

Continued from page 16

before-sponsored appears questionable."

One spokesman for the anti-jazz movement was Senator Allen Ellender (Dur, La.), who said of Dizzy Gillespie's band, "I never heard so much pure noise in my life." The comment was an editorial to The Washington Post and Time Herald praising "the Gillespie and the Armstrong" for making friends abroad who "could not have been won by any form of propaganda." The Soong-Franklin election, added a new note to the discord. "I think it is a bad start in opening the Democratic debate," and not mentioning the 11-Republicans on the committee who let the sup- plemental appropriations fund go under the axe.

There is a staunch defender of the music and the arts on Capitol Hill, Senator B. D. C. Hill. "I think," added the record, "to promote the pronunciation of international relations thus cul- tural exchanges and international fairs."

Leeds Music

Continued from page 16

You'll Want Me to Want You..." (Tom Cat, BMI) [73]...I am C. F. Smith, etc.

Leeds' lyric is a theme which Bob Miller, ASCAP-affiliated firm, intact in order to keep alive the Miller Music Field. The Main Street catalog will be added to the catalog of Duchess Music, affiliated with BMI. Leeds' acquisition marks the first time in a long while that an ASCAP catalog of magnitude has changed hands. Bob Miller Music, an ASCAP affiliate, is under 30 years seniority in ASCAP.

**Biggest Seller**

Continued from page 35

attempt to reach him by phone was unsuccessful, and it was stated that he was last seen in Wauna's Drug Store, presumably taking orders.

According to the FBI, publishers whose tunes were used in the strip include Ludlow, Shindles, Arc, C.o.m.o.d.o.re., Progressive, Southern, Kahl, Venice, Hall, General, Recording, Labels, whose material was dubbed "Dixieland," Midwest, in- dustry, Victor, Specialty, Colum- bia, Savoy, etc. The record was made. Doesn't any dealer apparently did not know what to do about the situation. As far as I know, there's one touch for me handling it. They did try after guys like Pops San (Coyote).

Goody, when queried, stated, "I shouldn't get it."

In another, Alphalos Distrib-

"I can't get the merchandise. This is the biggest loss ever."

"I'm gonna be with you..." by the MASTERS—Rhythmly's Number One (Revere, BMI) [73]...1:37...Well known to the radio and television audiences...Art and Dorothy Todd include on a ready-made market. A package that sells—dyes—soles—soles for men.

"A COUPLE OF KIDS IN LOVE..." ART DOROTHY TADD...[73]...DID you know that the radio and television audiences...Art and Dorothy Todd include on a ready-made market. A package that sells—dyes—soles—soles for men.

DIAMOND RECORDS

6448 Santa Monica Blvd. Hollywood, Calif.

"I'M GONNA HAVE SUPPER WITH MY LORD" by the MASTERS—Rhythmly's Number One (Revere, BMI) [73]...1:37...Well known to the radio and television audiences...Art and Dorothy Todd include on a ready-made market. A package that sells—dyes—soles—soles for men.

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DIAMOND RECORDS

6448 Santa Monica Blvd. Hollywood, Calif.
RINGLELING-BARNUM SHOW FOLDS AT PITTSBURGH

North Says It's Indoor Unit Now; Plans Big Switch-Over for 1957

PITTSBURGH—Ringling Bros. and Barnum & Bailey Circus ended its tour Monday. Next day (Tuesday), Swenson, Eka, winter quarters.

John Ringling North called it quits after 24 years, the tour in which he said that the show would reopen in 1957 as an indoor show. He said that in his opinion the test show was a thing of the past.

Circus owners and authorities thumbed the nation were quick to challenge his opinion.

Closing Foreseen

While the closing order came without notice, it was a rumor to those close observers only so far as the specific time and place. Far in advance, as two years, the had anticipated the show's bogging down and frequent predictions had been made that it would close.

While North did not detail the show's specific troubles, sources through the organizations were aware that the circus must be by inability to carry on and that to do so would hurt the public stir for the show, the outdoor season.

For two seasons the show has been a money loser to the few experienced staff and department heads of the show, financial uncertainty and uncertainty along with repeated radical changes in policies weakened the entire organization.

Profits Eaten Away

Since starting its one-day stand this season, the circus was on only a couple of days. It was entirely flat and the only profit, in the show had won a profit on only six or eight days.

North had been on the show only one or two occasions since the road tour began. He came, however, at Alliance, O., on Sunday, July 18. He made his decision then to close the show the next day.

New Purge Expected

He had been in New York prior to that and had participated in a directors' meeting there about two weeks before the time of the directors' meeting and the while the show was moving late nearly widespread reports of new shake-up or purge in the making.

It is expected to have reduced a cut of $3,000 daily in the show, after the executives were looking to sending several cars of the show train home. Indeed, the circus was to load the car loads of elephants which have not been used in recent days, for extra equipment were not fair test.

(Continued on page 96)

FROZEN ASSETS:

Ice Skating Looms As New $5 Maker

Pay Scale Affirmed

AGVA Agencies List Ethics Code Provisos

NEW YORK — The major outdoor code of fair practices worked out among George Hand of CAC-Ham, Inc., Sam Levy at Barnes - Carruthers, and Jacky Bight of the American Guild of Variety Artists, was finally published off last week. CAC-Ham was the first major outdoor talent organization to sign an AGVA contract last winter, and the action broke the ice for agencies to sign with the union.

Respect for the AGVA "unfair" list is evidenced in the proviso that contract holders will not sell shows that are not listed in the fee book. They will employ anyone on the list, the code reaffirms much of its basic philosophy and the pay reference specifies agents' commissions, upon being subtracted, leave a wage rate no lower than the minimum.

Minimons are as follows:


OUTDOOR

Communications to 188 W. Randolph St., Chicago 1, Ill.

JULY 28, 1956

Newberry Show Scores on 2d European Tour

CHICAGO — Earl Newberry's Trans World Daredevils, fresh from a 12-week tour of Europe, are to make their 12th and final appearance in New York, where they will put on their first U. S. date of the season. Newberry, who precedes the tour here by several days, reports having won performances in which the show did 70 performances in 70 days, did better business, for the audiences would have durability in Europe.

The Newberry troupe, which tours Europe as part of the management of Abe Steiner, of Harlem Cheerleader fame, is contracted to walk the pant in 57 and 58. Plans for next year are to expand the tour to 160 plus weeks and visit Holland, Belgium, Luxembourg, and France, and to allow to France, England and Swizerland, which saw the show this year.

The troupe, under the management of the agent, whose name is the former manager of the Newberry organization, docked at New York, Wednesday, and took up residence at the Queen Mary. The Cyclospasm of travel was the most switch shock that red at the Illinois State Fairgrounds.

The troupe, which topped any previous still date crowd on record, was then at the height of the season. The May 30 crowd at the Kent State Fairgrounds drew a record 14,003 last night.

Heart Attack Beds Shilling

NEW YORK — Sports show bookers fear that the news of a severe heart attack a couple of weeks ago, and his return to the ring, will decide William Shilling at the family's home in Huntington, Long Island, it is reported.

Shilling is being called by his son, Dennis Shilling and some phases of the playing the drums at the family's home in Huntington, Long Island.

PSSA Cards Joint Confab

PEACHTREE, Pa. — A joint meeting will be held July 30 at the downtown hotel and addressed by Mr. Pask, by the New Jersey and Pennsylvania chapters of the Participating Sports Association.

The continuing effort to secure approval of the federal tax new impetus. One of the major purposes of participating sports centers will be the principal topic for discussion.

Swenson Biz Good, Bad

FLAXTON, N. D. — The Amusement Thistle had a bad Yankee when New management at the State Fairgrounds.

New attendance marks were chalked at the Carillon (N. D.) Speedway and Lake County Fair, Fraziers, N. D., who the attendance were in for two performances.

On the other hand, the Swampie data at both Wichita, Kan., and Winona, Pa., were washed out by rain.

New Ducat Tax Cut Gets House Committee OK

WASHINGTON — The House Ways and Means Committee Monday (16) voted to increase Internal Revenue taxes on coin经营 up to $1 from the federal administration what it would in the first $1 of any admissible charge was fixed.

The committee voted to the tax on ticketing up to and including $1.

Swenson Biz Good, Bad

LEXINGTON, N. D. — The American Thistle Thistle has had a bad Yankee when new management enter the State Fairgrounds.

New attendance marks were chalked at the Carillon (N. D.) Speedway and Lake County Fair, Fraziers, N. D., who the attendance were in for two performances.

On the other hand, the Swampie data at both Wichita, Kan., and Winona, Pa., were washed out by rain.
Clyde Closes on Happy Open-Air Note in N. Y.

FREEPORT, N. Y. — Dismal weather cut deeply into Clyde Bros. Carnival business this month as it neared the end of a 12-week season that started enthusiastically in Canada. The cloud line, however, was caused by the same condition which has plagued other traveling shows this past in this part of the country—namely, the bugger, dampened July is a long time.

Also the weather brought some low spots to the route of owner Howard Stotz's unit, it also produced high hopes for the future, resulting from an entry into the grandstand circus business.

A string of seven consecutive opening dates at是由 the season this week-end on Staten Island. It closes the second half of a year that began last fall.

Originally entered into the Maritime Province, the show undertook a late change in plans and rolled into the city for a limited engagement in London, Ont. Then came Sche- nectady, Auburn and Rochester, N. Y., Wilmington, and Freeport. When the routing change was made, the show dropped the Jules Jacot wild animal act, Cycling Whiz Kids, and Harry Pickard's sea act. Aerial walk on stilts and Valentine (Anteck) double trapeze couldn't be maintained in Freeport.

Opening its spring arena trek May 10 at Sault Ste. Marie, Clyde rolled up some very satisfying business, notable among the dates being a claimed 25,000 admissions in four days at Ottawa and Antigonish, and 31,000 in two days in Kingsport, Tenn.

Routing into New York State for outdoor engagements, however, Clyde also moved into bad weather, forcing a half-dozen performances to be blown. Business for the grandstand show has been fine where weather permitted, the Long Island, formerly played by the Hagen Bros.' tested unit, was visited only in Freeport. Although there was little opportunity for advance work by the show or sponsoring Kieran's, crowds held between 1,000-1,500 for the four performances and interest was re-pressed by other potential armies which visited.

Next season's two-part year looks to be the biggest yet for Clyde. Compared with the 25 weeks now ending (with a break and changing of acts in February), Stotz and business manager Tom Parker have a 32-week trek planned for the future. 22 weeks starting this fall, and 12 more next spring. They will likely make another stab at open-air dates.

Eye-pleasing Properties

Show here looked as bright as the day it went out. Ring curving was clean, striped sidewall in red, yellow and green was new in appearance, costumes and pumps some spotless.

Acts were the Bouncing Buddies and the Zany, trampoline; Four Bumps, comedy acrobatic; Wil- Max Trio, hoop act; Eris, finger stand; Howard's Military Fossil; Anteck's, perch act; Sensational Keys, high wire, Flying Laval, flying return, Marks, chimp act; St. Leon Troupe, beestroyed; Howard's Liberty Horses, worked by Albert Barnwell, Howard's three baby elephants, worked by Eddie Akin. Stotz is booking his act for fill-in dates until the new season opens in September.

Lee Humphreys has arrived in Toronto after a trip that included nine European countries. He has signed a number of acts for a Canadian television network and expects to join forces with Howard Milson, of Central Casting, Canadian studio producing TV and theater units.

$2,000 OR SIX MONTHS—AGVA WORD TO R-B ACTS

NEW YORK—A severe penalty for performers who stayed with the Ringling show after it left Madison Square Garden was levied this week by the American Guild of Variety Artists (AGVA). Jackie Bright, national administrative secretary, levied a fine of $2,000 per individual and a six-month suspension. Then he went on vacation. Leon Smolow, of AGVA, told The Bill- board on Friday (20) that it's "one of the nastiest things the guild has ever done against an individual or organization." Specifically exempt from the penalties are the acts which quit the show in New York. Eleven acts and four clowns, led out onto the Ed Sullivan television show last Sunday (20), are exempt for the one performance only, after which they will have to pay a $2,000 or be on a six-month job of being booked by or into organizations which have signed with AGVA.

The union said it was not concerned with where the artists got the money. Boothed on the TV show are Pinto del Oto, Mio Mara, Roberto de Vascocostel, Roberta, Tootie, Affatali, David- son's chima, Della Chiesa, Marklin Duo, into Cordone, and midget clowns Frankie Salito, Jimmy Armstrong, Little Fleex, and Morales.

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Portage La Prairie Dras 20,000 Gate

PORTAGE LA PRAIRIE, MAN.

Fine weather favored the three-day 4th annual Portage La Prairie Exhibition and the event, which was attended by 33,000, was regarded as one of the most successful in years. Great revenue was reported to be in excess of $8 per cent from last year. World's Fairest Shows were on the midway. Charles Mactavish had the grandstand above.

Herb Dotten

Calgary Does It Again

CALGARY—It was close, but Maurice E. Hatnett, general manager of the Calgary Exhibition and Stampede, Saturday night (16), awoke to find the prairie city had pulled out another all-time attendance record into the Stampede's books, something he has succeeded in doing year after year since 52, his first as general manager.

The new six-day total was $211,971.50, a top last year's mark, if only by 21.1. Only rains the closing two days made it that much harder.

During the first four days, a high of 110,000 was expected on Saturday, July 14, but a rash of heat warnings caused the Stampede to run at above 90,000 only on Friday, July 13, and Saturday.

The Stampede has grown, not like Topsy, but with purpose and plans. Profit has been plowed back. The plant has been put to increasing use during the Stampede's fiscal year, which ended October 1, 1955, average monthly attendance of events and Stampede grounds was 103,000. That's an amazingly hefty figure when it is remembered that Calgary's population is only about 60,000.

Busy the Year Around

The Stampede owns and operates a hockey club, co-sponsors or sponsors a variety of shows—horseshoe, sports, auto, etc.—stage cattle shows, operate the Stampede Attractions, presents touring attractions, runs the big shows and horse races meets besides the one during the six days of the Stampede.

It's a plant, consisting of about 100 acres of usable land, is situated about three miles downtown Calgary, and its facilities are intended and designed for multi-purposes.

We've noted down the new attendance record, Maurice was missing over plans for a new exhibition building, a structure which will lend itself to a variety of uses. During the Stampede, it will replace the stands used until now for exhibits. Typical of the multi-use planning, the building will have 15 sheets of ice for curling. Curling, "Maurice explained, "is our biggest participation sport and is our number one money maker."

Partially completed is an addition to the livestock building. When finished, it will have facilities for an additional 200 head of cattle, a judging ring for swine, a clubhouse and a large cafeteria. Characteristically, the livestock addition has the latest in setup and technology, not as much as used for purposes other than only to house cattle.

To enable year-round use and also make the grounds at inviting as possible as possible, Stampede has spent a sizable sum for block-longing large portions of the grounds. In Western Canada hard-surfaced areas at best and good uses. High winds come up suddenly and blow up strong dust storms. The block-longing, moreover, offers ideal parking facilities for events during the off-Stampede season.

Turnouts Amaze U. S. Showmen

"What we are striving for is for us to make the Stampede's facilities to the best throughout the year, make it the hub of the city's sporting activities, and, of course, continue to build up the Stampede," Maurice said.

"We hope to bridge some water and thus open up eight acres for additional parking. We will continue to build the Stampede's own facilities, in all the Stampede has to offer we will have to attend to the 4 days of the season.

Many people already do, and this in part accounts for the huge attendance. And, these people are just as enthusiastic as the closing day of the Stampede.

U. S. showmen never cease to marvel at the huge turnouts. And they marvel, too, at the warmth of the audiences.

Ernie Young, the veteran clown who has graduated from producer, has yet to get accustomed to it.

"I think the 25,000 people and the $37,500 crowd of some 25,000 people watching his show, Ernie says his head, "Can you best that? Look at them all! And they're eating it up!"

And it can't come soon enough. The outdoor season is relatively short in Alberta. But that's only a small part of it. More important, it's tomorrow's shows. That's when Calgary's home- grown attractions, one of the best in the West, the cowboys, will be on the show, and it will attract all for one grandstand admission price! And it's because the Stampede has kept its promise. The Exhibition grounds, AK Monarch, the Churchill Downs, the Radio City, and Coney Island of Western Canada, all in one.

Robertson Named Llloydminster

Morga

LLOYDMINSTER, Sask.—Ralph Robertson, of Lloydminster, has been named executive manager of the Lloydminster Exhibition Association. He succeeds George K. Ross, who retired. Robertson was formerly assistant manager of the Stampede, as secretary-manager of the Prince Albert Exhibition succeeding Don Kelly, who resigned.

Fernandez Sets Island Show

LOS ANGELES—E. K. Fernandez arrived last week to receive 900 acres for a stage show that will open August 14 in Honolulu, where it will play 16 days under auspices of the Hawaiian Government Employ- ements Association, which has been contracted for the run on Oahu, the show will play three other islands, including the Hilo, Hawaii Island, Fair, and the Maui Fair, the latter Fernandez booking for the whole season.

A portion of the heavy equipment will be brought by boat August 17, with animals to be shipped August 24. Performers will also arrive this week by the International Airport here August 27.

Fernandez came here following the successful of a 6th annual "Stampede," staged by the Hawaiian Circo Company. Fernandez and Tempesti field the "Marine Show," with its circus, shows, entertainments, rides, shows and concerts. Fernandez bought "Stampede Over Ice," produced by W. C. McCallie, the Ziegfeld Follies from Australia and Japan.
This copyrighted list of fair dates was compiled at great expense on the Ford typewriter, by the Staff of The Billboard.

The list was especially edited so that reproduction by publishers of periodicals, magazines, newspapers and modelling companies and others can be easily detected. Any reproducing this list without permission will be prosecuted to the full extent of the law.

THE BILLBOARD PUBLISHING CO.
TUBS-O-FUN RIDE

48-passenger, kiddie-style ride. Your biggest value in rides today. We carry these rides in stock and voted for immediate shipment. Can ship same day order is received. Only $17,500.00.

STAGE COACHES
For mechanical or live pony stage operation. Cast aluminum bodies with all the details of the finest stages of the Old West. Manufactured-$1,750.00.

HAMPTON AMUSEMENT CO.
PORTAGE DES SIOUX, SD. Phone (411) 6-2350
Here’s the place to **TAKE IT EASY** on tough jobs!

New comfort-zone compartments in Chevrolet panel and Suburban Carryall models make your work easier and safer than ever before. And they give you the pleasure and prestige of style that equals many passenger cars!

Those numbers in the picture (right) point out features that make business almost a pleasure when you work behind the wheel of a modern Chevrolet Task-Force truck! Here are some of the reasons why hauling in a Chevy is easy on you:

- **Concealed Safety Steps**—located inside the doors—stay clear of snow, mud, and ice. It gives you greater visibility. You’ll develop a positive leg room which keeps you comfortable all day long, brings you home fresher and more relaxed.  
- **Multi-flex seat design** means comfortable hauling! Jack-spring seats give ideal body support; seat back adjusts easily.  
- **High-level ventilation** system keeps the interior clean, cool, comfortable. Intake is at the bottom of the windshield—away from road heat and dust.  
- **No-Glare instrument panel**, with handsome two-tone finish, puts instruments and controls within easy sight and reach.  
- **Panoramic windshield** provides a full 1000 square inches of forward viewing area to make driving safer, easier.

And you’ll find bright, stylish interior appointments that add to your pleasure on the job. If your work calls for long hours on the road, you’ll enjoy life more in a Chevrolet truck! Check one over for yourself at your dealer’s... Chevrolet Division of General Motors, Detroit 2, Michigan.

**NEW CHEVROLET TASK-FORCE TRUCKS**

Anything less is an old-fashioned truck!

---

**GIVE TO DAMON RUNYON CANCER FUND**

---

**EVANS’ HIGH STRIKER**

The standout wherever you stand it! Center of attraction at Fairs, Fairs, Carnivals, because the muscle boys do your belly for you—and pay for the privilege! Built for years of trouble-free operation. 3-action standard is easy to handle. Includes mount, tool-steel nickel plated chaser and 2x4 brass.

**WRITE FOR FULLY ILLUSTRATED CATALOG**

EVANS PARK & CARNIVAL DEVICE CORP.

1599 No. Halsted Street

Chicago 22, Illinois
Carnival Routes
Send to 2106 Patterson St.,
Cincinnati 22, O.

St. Louis Lot
Sold for 500G

St. Louis—Property at the southwest
edge of the city, where plots are
looted by circuses and carnivals, has
been purchased by the Lindburg Cadillac
Company, Price $75,000, according to

Alto plans for the development of
the property are still in the hopper,
it is understood that over 1,000 new
units will be needed to
construct an air-conditioned auto-
and service center on the site.

Storytown Adds
New Kiddie Train
CLES FALLS, N. Y.—Storytown,
the miniature amusement park
operated here by Charles Wood,
recently put its new Miniature
Train on the rails. A "pay-as-you-leave" ticket system is being used for the train as well as the Swan River and Pumpkin Coach. By means of ticket
punches, the amount due is deter-
minal on the patron leaves.

BOYNE CITY, Mich.—Willer's
Walden was closed last week
after suffering damage when
winds hit the area on Sunda-
day (1) at Manistee, Mich. Most
of the damage was repaired by
the time the show arrived here in
Boyne City.

The hango was blown down, the
ferry to Wolfe Island was damaged
and four concession tops laid down.
Despite the storm, the show was
very well attended. Business for the show has been fair
since the opening.

Circus Ringmaster and agent for The Billboard, published a new 28-foot
Sportland house trailer for his
with circus and tent fabrics. Matter has flons, popcorn, duck
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BUSINESS FAIR
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JABLONSKI—Francis, 40, Side Show talk, July 21, in the Park, San Francisco. Buried in Home, New Orleans, of cancer after a year's illness. He died destitute and伸手 to be buried in Pot-
tery Field. Last year's death was cur-
ting him from Blue Grass, L. J. Heth, W. C. Wade and Al Wagner's Crackerjack Shows. Efforts are being made to obtain funds for his burial. Remarks are at Lamora, Pa. & Falls Funeral Home, 625 N. Bainton, are assisting.

MILDRED—July 13, in Detroit, Mrs. Rebecca A. Franke, and a son, Dr. Leon A. Franke, Services July 15 in Philadelphia, with burial there.

COULD-Belle, for many years coeducator and frozen custard operator on La-
Genie Amusements and other Eastern shows, died July 13 in Dana, Ill. She was a member of the Cyclone Savings Club of the Miami Showmen's Club. Surviv-
ers are his husband, Max, also well known in the business; a daughter, Sylvia, and three grandchildren.

IN MEMORIAM

PHILIP KREIS

Who left us
July 29, 1950

HANA KREIS
HELEN—BETTA
WALDEMA FAMILY
GOETZKE FAMILY

Dear Philip, You are sadly missed.

IN LOVING MEMORY

OF My Father

EARL

tayTOR

September 29, 1944

FRANK TAYLOR

IN LOVING MEMORY

OF SIDNEY

tresson

PULLED AWAY

July 30, 1955

SADLY MOURNED

By MILDRED

You are always in my Heart

THE FINAL CURTAIN

COTHAN—W. E. (Bill), 49, veteran blackface performer in vaudeville and medicine shows, July 4 in Spartanburg, S. C. (Details in Parker column.)

COWAN—William D., 42, fat man with the James E. States Shows, recently in Hen-

cetta, N. Y. (Details in Carnival section.)

FRANKEL—Luitz, Joseph, 73, bandmaster and a former soloist with the Ronni
nous and Victor Herbert bands, July 12 in Los Angeles, Calif. He was a conductor of mu-
nical and military bands in Philadelphia for nine years, staged concerts at Steel Pier, Atlantic City, and was the offi-
cular conductor of music at the Soupi-Centennial Celebration in Philadelphia. Surviving are his widow, Mrs. Rebecca K. Franke, and a son, Dr. Leon A. Franke. Services July 15 in Philadelphia, with burial there.

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THE FINAL CURTAIN

Mills Tells
Of Successful
Canvass Season

VINELAND, N. J.—Jack Mills, manager of Mills Bros. Circus, took sharp new with any thought that days of the tent show are over. Mills, and that Ringling-Barnum never would have had more than 10,000 people in it in the final night if the tickets were dead.

Mills said his season is going along well. Since April 21, opening date, he said, Mills Bros. has sold about 350,000 tickets and paid $24,000 in advertising taxes. He said that on Friday (13) in Middletown, Conn., the circus had the biggest night it had in years. He also pointed out his show would lay off a day Saturday (21) so some of his acts could appear on "Big Top" TV show.

L. L. Okay, Hunt Heads
For New Engl

INWOOD, L. L. N. Y.—Hunt Bros. Circus is tenting the last night in New York July 24, and that show will be in New England. He said the dates are still to be determined, but that it was recognized that in some cases hitches would develop quickly. Some buildings have other commitments that limit available time or restrict location of a circus, and those are similar things they already have.

Once the Ringling forces, like others, might be expected to find it difficult to succeed without strong local support. That would soon entail Ringling's winning sponsor's contracts, some of which longago were sold to present well-interested cir-

North has considered playing arenas and once tried stands in the San Antonio Coliseum and St. Louis Arena. In 1944 the show played many ballparks and open stadiums. More recently, North has considered playing some time in the early fall and continuing his tour with indoor stands.

Whatever the necessary changes and the complications might be, it is generally agreed that the circus which once was a basic part of every town is the type which can prove itself best to be successful as the future house of Ringling. The reason for that is that the show can continue indefinitely and by which the arena business adds another great name, another powerful attraction to its field.

Ok Results Scored by
N. Y. Coliseum Shows

NEW YORK—With labor-
troubles having been solved, the New York Coliseum has been en-
joying excellent business and attendance. The usual kind of tickets have sold well and with the newest arrangements, the public have been and have been in the show, as in the past, a s

Show Comments

Comment on some shows to date include the large arena structure, there were numerous complaints about music, and some also suggested equips to-

(Continued on page 118)

ARENAS & AUDITORIUMS

Area Ringling Circus

Give Each Other the Eye

HHow Ringling Bros. and Barnum & Bailey Circuses

might fit into the arena field it being studied by both circus and arena operators. It might be North's assertion that he plans to reorganize his show as an indoor attraction. He said he would play a role of side-conditioned arenas in 1957.

Ringling has a new agreement with Madison Square Garden, New York, and expects to reopen there in April of next year. The animal, the Boston Garden will follow. Those are regular steps for the show, just as is the Cow Palace, San Francisco, when it goes West.

LARGE ARENAS, SOME of them air-conditioned and a number of them now in existence or under construction, being constructed, see that the circus and heavy equipment, are becoming more numerous. Even smaller show close to both businesses wondered last week how Ringling-Barnum could find enough such buildings to fit similar shows in public. Moreover, the circus will have to undergo the most radical kind of change in the earliest possible way. Only a small part of the present physical property could be used. It would be difficult to envision an indoor show using Ringling's 50 elephants or his menagerie.

Present indoor shows frequently find it necessary to vary the number of acts and other factors of their performance. Ringling, too, could be expected to fit in any arena. With all such changes as these being made, North would find himself with a new indoor circus unit following the success of the previous show in tact and still would have to find something to do with it.

SOME ARENA MANAGERS contacted The Billboard upon learning of Ringling's plans. They expressed interest in booking the show to the arena. It was pointed out that it was recognized in some cases hitches would develop quickly. Some buildings have other commitments that limit available time or restrict location of a circus, and those are similar things they already have.

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(Continued on page 118)
NEW YORK—A special State Senatorial primary election was held in New Jersey to study the possibility of offering a referendum on the November general election. Although the vote is not yet in, there can be no game operations in the traditional season, under any State law. This action came on the heels of Governor Meyers' success in suppressing games this month. Unquestionably, the Democratic Governor's stand out the bluffs on operations for the remainder of the season. Meyers has put the power of his office at his disposal and later that night Governor Meyers vetoed a bill by State Senator Charles Sandman of Cape May County, allowing the red light industries to continue. His measure would have exempted the state's ban on all games in which skill is a factor. It was rushed thru the Senate on Tuesday, and Meyers vetoed the bill with the following statement: 'The last remaining hope for the rest of a season which has been the most turbulent and bad weather almost from its outset.'

Bingo Cited as Precedent
Meyers vetoed the bill, saying it was in order to prevent a conflict of law to legalize any form of rummy.

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Penny Meet
Set for Aug. 15
At Willow Gr.

WILLOW GROVE, Pa.—The annual meeting of the Pennsylvania Amusement Parks Association well has been scheduled to convene at the Willow Grove Park here Wednesday, August 15. Joe Helprin, park general manager, will find several interesting items on the agenda. The meeting is being held earlier than usual this year to allow sufficient time for those park owners who plan to attend both the Pennsylvania Builders' Exposition and the summer meeting of the National Association of Amusement Parks, Pools and Water Parks, which is being held in Atlantic City, August 20-30. Registration, luncheon, a businessteam from a convention center will be held at the Ashland Country Club located near Jenkintown, Pa., and a number of good hotels are located in the area.

Vital matters are slated for discussion and hearing, as reported by Robert F. Irwin, Jr., president and W. J. Tarr, secretary-treasurer.

---

Vamp Jubilee
Good Park
Gate Boost

PHILADELPHIA—One of the most successful stand-ups staged at Willow Grove Park is the Firemen's Jubilee, a contest display and entertainment at the park's fire-fighting units from more than 70 nearby suburban Pennsylvania and New Jersey fire companies. The affair was held Wednesday (18) starting at 9:30 p.m. and included fire-eating, fire-hose spraying, fireworks, and water barrage.

Joseph Helprin, general manager, makes the following statement: "For trophies to winners in the following categories: Best appearing company, most efficient company appearing with music, best appearing ancillary, best appearance for a driver, best baby buggy team, best appearance for the company coming the greatest distance, company most unique in appearance, and auxiliary with most uniformly dressed women. Winner of the Miss Willow Grove contest took part in the awards.

---

OLDTIMER OUTING REAPS
GOOD NOTICES FOR AGAWAM

AGAWAM, Mass.—You've never too old to have fun, is one of the slogans of the Springfield Golden Age Club, and Ed Conklin, president, co-operates with the oldtimers to the fullest. The result is a swell of favorable publicity for the park, with the only expense being a few ride tickets that it donated. Golden Age members are age 65-70, Carroll and publisher, Harry Storia, has had the club at the park Wednesday (18), and the group photographed at the various drives, with local papers giving the story.

Food and novelty stands, and concession elements, all got a spurt of business, but the publicity kept the Riverside interest in the public's eye, which, the management notes, doesn't hurt a bit.

Coast Hosts Prep for NAAPPP Summer Meet

ANAKEE, Calif.—A summer meeting of the National Association of Amusement Parks and Amusements, scheduled for at Disneyland, will get underway on Wednesday, August 30. Walt Disney, who designed and created the fabulous park, has issued an appeal to his member--ers to tour the grounds. Visitors to the park will be invited to stay at the Disneyland Hotel, across the highway from the park. A hotel spokesman urged that all NAAPPP members of the park planning to attend the room reservations early this summer, and ask the secretary, Paul Herde, in Los Angeles.

With the meeting closing on September 9, a number of the delegate groups have already been scheduled and group representatives were told of the arrangements.

---

Survey Shows
Atlantic City
Bookings Good

ATLANTIC CITY—City officials say that bookings and trade shows have brought 182,538 visitors the first six months of this year, and 14,000,000 more and exhibitors are slated for the remainder of 1956 with an anticipated attendance exceeding 1,000,000. Wayne Stettino, manager of the city's tourist office, says that attendance is up by some 24,000.

Biggest attraction this year was the 18th annual Atlantic City National Antiques Show and Sale, which was attended by some 29,000 persons. Larger gatherings scheduled in the coming six months is the Dairy Show, to be held in October, with attendance up by some 5,000,000.

Another major project on the Boardwalk will get underway after the season. Specifications for setting in a building for the Atlantic City International Airport have been advertised by the city, with bids to be opened on November 9. The new building is expected to have a number of shops, with use by some 20,000.

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Long Beach
Adds Old Time
Stern-Wheeler

LONG BEACH, Calif.—A new addition to the skyline of the city was made when the 120-foot (40-meter) stern-wheeler, named "Dixie Belle," was launched in the Hi Tide Amusement Company's pool in the California Riviera. The vessel, built by Elmer Velarde, who is now operating the company, the stern-wheeler is expected to be a hit on the waterfront.

The Mississippi River boat, named the "Robert E. Lee," is 102 feet (31 meters) long. Power is by an outboard motor set into a well in the rear of the craft's smokestack, and the boat is built by Elmer Velarde, who designed and built the boat in the local Velarde Boat Yard.

Some difficulty was encountered when the packet was launched, being too high on the water for the boat to clear the dock. The boat, which is about 120 feet (37 meters) long, will be used for island trips, and the passengers will be able to move about the boat.

---

Ocean Beach
Income High

NEW LONDON, Conn.—Ocean Beach which has been open for the last year by $17,000, but City Manager Edward R. Nelson is determined to improve the financial picture at the bathing place which is widely known.

The city's share of the receipts for the season totals $123,785.35. While this figure is behind the 1955 mark for a comparable period, Nelson noted it is about even with last year's total. Approximately $53,000 was reached. August alone will see an income of $10,000, a substantial gain over last year's $10,000. The committee is expected to serve a larger number of patrons.

---

COUNTY DRIVE-IN Installs R. R.

HARTFORD, Conn.—Interested in drawing additional families during the pre-performance shows, Milton Laffey, of the Black Hills Drive-In Theater, has installed an R. R. railroad service, and is providing free nightly rides on a train which circles the drive-in.

Railroad rides are latest of several moves made by Laffey, who some months ago offered free fire engine rides for small fry. His latest move is aimed at creating a sense of déjà vu, as the train is tipped for the 1956 season.
Results of USARSA Melrose Park Meet

NEW YORK — The United States Amateur Roller Skating Association has announced results of its 1956 championship held July 1-7 at North Avenue Rollerrink, Melrose Park, Ill. Winners were:

For Sale

Rocker Rink

For sale. Six-by-ten feet. 500 pounds. Can be seen at Lumbarx, North Carolina.

Price for sale.

Contact by mail.

Roger Barnes

24 Albee Street

Lumberton, N. Y.

 şiir

200 pro used Clamp Skates...2.00
200 pro used Clamp Skates...3.00
1000 pro used Clamp Skates...5.00
200 pro used Shoe Skates...5.00
1000 pro used Shoe Skates...6.00

Benny's Hang-'Em-Tight. $15.00 dz.

Benny's New Princess Egle Skating Shoes. 24 00 up.

For Sale

Ice Skate Sets.

For Sale

Skating Rink Tents

42 ft. 102 in. in Stock
53 ft. 122 ft. AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.

160 Central Ave.

Alton, Ill.

Curved tens: The latest in street婴儿. The Gone tens: The ultimate in street skating. The Simple tens: In a spacious counter 

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Ringling Closes in Pittsburgh, Returns to Sarasota Quarters

Continued from page 92

perhaps the new supervision type may seem a bit, and other show property. North was to be assured that the show could be trimmed in that manner with little or no effect on the average performance but a substantial reduction in costs. However, after all academic at the time, he said he had come on to make a number of staff changes but without the cost to display it, he saw the show. Some new men had been hired for key posts and were near at hand and ready to join at the time. However, some tried in getting the new parts of the show had dropped and, seeing this may have prompted North to call it all off.

Stays on Car

In any case, he penned a statement that had been hired for key posts and were near at hand and ready to join at the time. However, some tried in getting the new parts of the show had dropped and, seeing this may have prompted North to call it all off.

The afternoon show did not start until 6:30 p.m. Before that, news photographers and reporters and TV camera men had convened on the lot for coverage of what they believed was the last day of the last show. A halt house attended the first show. The night show started at about 10 p.m. Pittsburgh residents and others turned out in great numbers to watch the last show. After the 9:56 seats were filled, extra seating made a way was strung. One estimate was that nearly 12,000 people were jammed into the top. The performance was cut somewhat. The band played. The Ringling Symphonic Hour and the Ringling Brothers Circus with the show and the circus was ready to depart. The circus management had decided to close the show for good, and announced the official date of closure on the show as July 20.

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EDMONTON, Alta.—Admittedly ideal weather through the week, the Edmonton Exposition was rais- ing funds for the Wounded-in-War- time department, Thursday (19), fourth day in the mid-week attendance was a substantial 10 per cent ahead of last year’s record, and that point being $197,659.

EDMONTON, April—The Wounded-in-Time department, Thursday (19), fourth day in the mid-week attendance was a substantial 10 per cent ahead of last year’s record, and that point being $197,659.

N. C. Group Nixes Co-Op Beauty Contest

HICKORY, N. C.—A lack of harmonious effort, which resulted in the cancellation of the planned state-wide beauty contest sponsored by the North Carolina Association of Agricul- tural Fairs. The lack of effort, which resulted in the cancellation of the planned state-wide beauty contest sponsored by the North Carolina Association of Agricul- tural Fairs. The association announced that it will not sponsor a beauty contest for the next year or at any time in the future. The association announced that it will not sponsor a beauty contest for the next year or at any time in the future.

Vallejo, Calif., Shatters ’55 Gate Record

VALLEJO, Calif.—The Solano County Fair, whose 10-day run here closed yesterday, set a new attendance record yesterday, according to a report from the fair managers. The report stated that the fair had set a new attendance record yesterday, according to a report from the fair managers. The report stated that the fair had set a new attendance record yesterday, according to a report from the fair managers. The report stated that the fair had set a new attendance record yesterday, according to a report from the fair managers.

Red Lion, Pa., Matches 1955

REED LION, Pa.—The 41st run- ning of the Red Lion Fair was a successful one, according to a report from the fair managers. The report stated that the fair had set a new attendance record yesterday, according to a report from the fair managers. The report stated that the fair had set a new attendance record yesterday, according to a report from the fair managers. The report stated that the fair had set a new attendance record yesterday, according to a report from the fair managers.

San Mateo Inks Kings

SAN MATEO, Calif.—The King County Fair, which opens here today Wednesday, with an estimated attendance of $25,000,000, was presented for the midway by H. L. Pike, of San Mateo.

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Yuba City, Calif., Prepares Plans For 24-Hour Run
YUBA CITY, Calif.— Offices at the grounds of the Yuba-Sutter Fair were opened here last week by Roy Welch, secretary-manager. The one-day fair will open at 6 p.m., July 28 and close the next day at the same time. Admission will be 50 cents.

Since the December flood, which inundated part of the grounds as much as 12 feet, the fair offices have been in Marysville, across the river. Temporary headquarters are being maintained in the main exhibition building, the only structure which did not receive major damage.

Entries will be limited to Yuba and Sutter counties. Welch declared that no backed goods or candies will be displayed this year. Exhibits of 4-H and Future Farmers of America members will be allowed to show the floral displays expected to be highlighted of the token fair.

Moose Jaw Off

Boca on the opening, Children's Day, a day set up at Moose Jaw. A crowd of 13,000 Saturday at a leadership fair will be the annual attendance record.

Main attraction was the stampede, which was documented by T. M. Flynn, which drew 2,000 horses, a running day and close to 3,000 on the last day. Four Readeys was featured.

Fair was opened by H. J. C. Carden, federal minister of agriculture, and a fireproof dock, which was installed in the exhibition building. On the second day, the annual Christmas Day parade was held in the morning. Rain in the afternoon failed to halt the stampede.

Other fair features included farm boys' and girls' camps, a light horse show, and a clay-shoot show and sale, regarded as the largest of its kind in Canada.

Additions to the 36-acre fairgrounds to the fair included a 300-foot riding track, a 100-foot indoor, a barn area for 1,000 cars, sewers and water facilities to the barns and considerable winning for outside lighting.

Gus Stove, president of the fair, and Vern Halley is secretary-treasurer, plans a 10th anniversary edition, which broke away from the Grandview in the first year. Last year, it was now linked with Swift, Lincoln, and Lehi State, and the Agricultural Medal. All signed with Bob di Paolo, of KFRC Enterprises, Calgary, for the grandstand show, "Parade of Stars," and Royal Canadian Shows and Newton, B.C., for the midway.

Calif State Sets Pinky Lee As Kid Lure

SACRAMENTO, Calif.—Pinky Lee and his television show will highlight the first kids' day at the California State Fair and Exposition here when it opens for 12 days on August 29, Dudley J. Osborn, secretary-manager, announced.

With Lee, whose show has been featured on NBC's TV network for three years, the day's activities will also include a children's parade and children's party.

Lee will present an open-air show at 2 p.m. Admission will be free.

The State Fair is staging a kids' day for the first time with all under 16 years of age being admitted free on opening day. A grocery chain is giving coupons worth $5 for the coup activities.

Do-It-Yourself Refurbishes Plant At Annanapolis, Md.

ANNAPOLIS, Md.— Members of the board and friends of Anne Arundel County Fair refurbished the former plant of Smith Point State Park with a "do-it-yourself program. Friday (15) be

With this refurbishment, business men and farmers turned 25,000 square feet of the annual Travellers' Day parade into a new roof on one of the buildings, digging, grading, painting and whitewashing. The workers scoffed at the superintendence of working on Friday the 13th, the fair's dates this year are September 19-22.

Humboldt, Sask., Matches '55 Gate

HUMBOLDT, Sask.— Sunny May, 1956, marked the 55th anniversary of the Humboldt Agricultural Society, and incomplete attendance figures indicated the final total would be close to 2,000 last year. Attendance was particularly good at the grandstand where the revue was performed for five nights. The cow show was held in the Empireplex Exhibition Building, Royal Canadian Shows were on the midway. Entries were up over last year. A feature was running races with pari-mutuel betting. Betting was reported brisk.

3 BUILDINGS
More Indoor Space Ready At Reading

READING, Pa.— Three large exhibit buildings, which will be sold by a farmers' market, will house commercial exhibits at this year's Reading Fair. Charles W. Sawyer, secretary, said indoor concession space is now being sought and more interlocking structures, located on the north side of the fairground, and an adjoining structure, normally used for roller skating, will be available.

Last year, all concession sales in the four exhibit buildings were handled by Fairgrounds Market, Inc., proprietors of the farmers' market. This year all concessions are handled exclusively by the fair under the supervision of Sawyer. Sawyer reports indoor and outdoor space buildings, leased last year, are being sold. Along for the day was a new roof on one of the buildings, digging, grading, painting, and whitewashing. The workers scoffed at the superintendence of working on Friday the 13th, the fair's dates this year are September 19-22.

Jacksonville, Fla., Hikes Premium $5; Expands Facilities

JACKSONVILLE, Fla.—The Greater Jacksonville Fair, which will operate October 25-November 3 at the Gator Bowl, has increased its premium payments this year, taking every entry in the cattle show and added a boat show.

Ted Chapeau, president of the fair, said the fair schedule for the second year, which runs this fall, will add the premium catalog will list prizes totaling $10,000 for same exhibitors this year. The fair board has acquired the Jacksonville Beach Bowl Park to house its cattle exhibition this year and is sponsoring the first annual Southeastern Beef Show as an added feature. All types of aquatic sporting equipment will be shown, Chapeau said.

ATTENTION!

SECRETARIES OF FAIRS—CELEBRATIONS—SPECIAL EVENTS THE ERNIE YOUNG 1956 REVUE

Placed To Over 140,000 PEOPLE IN 6 NIGHTS At The CALGARY EXPOSITION JULY 9-14

If You Are Interested In Booking America's Greatest! Night Show for 1957 Contact: ERNIE YOUNG 203 N. WABASH AVE., CHICAGO, ILLINOIS McMADALO Adds New Building, Adds 7th Day

MALONE, N.Y.— A new concrete building is ready for this year's Franklin County Fair, to run for seven days starting August 20. To be directed by William Perry of Saranac Lake, the district farmer, it will feature displays of forestry service, disease control, and Adirondack Mountain wildlife. Last year the fair was a six-day event.

The building is adjacent to the fair and craftsmen's exhibit, on the east side of the grounds. Features this season also includes an Al Martin stage show, O. C. Book Shows midway, and trotting races and Ward Beam thrill show on the track. Cars will be offered Saturday and Sunday, August 25-26, and harness racing the previous four days.

Some 25,000 free tickets have been distributed to county school kids since spring, enabling these from grades one to six to get free admission to the grounds on any day except Saturday and Sunday. An added stimulant to attendance is expected to be the county-wide show, which will be held to compete against the fair at the State Fair center in Syracuse this season. The winner here will be selected Tuesday, September 29th, by a pageant at the stage show and fireworks. The 11 contestants will ride in parade fashion in open cars from the Flanagan Hotel. The parade will include Boy and Girl Scout units, four marching bands, firemen's organizations and other groups.

Fair director is Ray Hapgood, of the County Agricultural Society, and its president is Elwood Myers, of Chauncey, and its president is Elwood Myers, of Chauncey.

Barrington

Continued from page 88

sewing, furnishings, crockery work, canned and preserved goods, food, grain, eggs, butter, flowers, plants, poultry, seeds, farm equipment, pigs, turkeys, and purebred cats.

The 115th annual and consecutive Barrington Fair will run from Sunday, September 26 thru Saturday, September 25. Midway will again be provided by Jeff Harris, and Fair president is Edward J. Carroll.
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<td>St. Louis</td>
<td>July 22-28</td>
<td>Forest Park Festival, Forest Park, St. Louis, MO</td>
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**Advertisements**

- **FANTASTIC BOX OFFICE!! JOAN BRANDON WORLD'S GREATEST HYPOSPHONT**
  - **SEE THE FEATURED STORY ON JOAN BRANDON IN LODE MAGAZINE, JULY ISSUE.**
  - **ALSO CAVALIER MAGAZINE, JULY ISSUE.**
  - **Hypnotizing 15 to 30 Volunteers at the Same Time.**
  - **WANTED: THRILL SHOW AND RODEO HELP.**
  - **Contact JOHN PURTELL, NY.**
IN 30TH WEEK

Dominion Fun Zone 
Profits Remain Steady

PORTLAND, Me. — New rides and a change in operating policy have given a lift to the midway operation on the grounds of the world-famous Willamette Fair, Ciudad Triopolis.

Midway operator Bernard (Pete) Offutt of Eugene, Ore., linked his World of Mirth Shows here after a successful run in Portland, Ore., and Spokane, Wash., and said that business had increased considerably with the introduction of a number of new rides and the elimination of gate admission fees.

The new rides installed by Allen include a Tilt-a-Whirl, and three Allen Herschell kiddie units. A building is now being constructed to house Dolgey cars which are already on hand. A Roundup was due to arrive on Saturday (28).

The new and different rides have given the midway an entirely new appearance and excited the natives. The elimination of gate charges immediately increased attendance and patronage.

Lynch Doing OK on 2-Week Legion Date

SAINT JOHN, N. B. — Bill Lynch, Show of Halifax, are having a two-week stand date under the July 4th End Grounds here, July 10-21.

Show opened on the Common Grounds Saturday, July 10.

First move was to Sydney, Nova Scotia, for a date June 23 thru 27, before the Canadian Legion held the Dominion Day holiday July 1.

Business to date has been fair when the fair began and the weather has been fine. The only bad thing was the rain which has killed most Saturdays and the Dominion Day holiday.

Business to date has been fair when the fair began and the weather has been fine. The only bad thing was the rain which has killed most Saturdays and the Dominion Day holiday.

Indian CelE 
Re-INKS Heth

CONNERSVILLE, Ind. — L. J. Heth Show & Company again signed to provide the midway attractions at the 1957 American Legion July 4 celebrations, Floyd R. Heth, owner, manager, announced before the show left here.

New rides have been added and the Heth operation will play here.

Ride and show groups were 30 per cent ahead of last year, Heth reported. Show had 19 rides, nine shows and a long string of concessions.

WIN A LIFT-OUT BULL

Network TV Show Features 
Strates Family, Personnel

NEW YORK — The James E. Strates Show, in effect, owns the NBC-Arline Frank House Show paper Thursday (19). The NBC owned show will be featuring featured Strates personnel, paper and title in numerous forms, including the golden word, for a good half of the hour-long (11-12, EDT) show in color.

Rain Eagle, midget show impresario, got in the initial plugs with a color and on the lighting for the opening act of the show.

Press work indicated that the show will play the NBC core and on the NBC station in front of its 67th Street Studio with a group of Weld-Built body trucks mounted running full-time on the circuit.

Later, in the studio, Mrs. Strates, R. T. Strates, manager and grandson who interviewed before a backdrop of colorful show points, the younger member of the show were a big embodiment "Strates Shows." and stumps run by his showman, grandson, kept the title running through the show. In keeping with the female interest in the program, Mrs. Strates told the Strates family and the show are being run by a lady on the show train.

Midgets Appraisers

Eagle named some of the fair the show will play and then introduced two of his little people, Ann Cuskx and Dottin Williams. The personality of the little people is not in the act but the camera has been over for some time. They are small tomes, in street clothes and again in wardrobe.

A candy dance machine added a little color and on the wigs and the Strates title in large letters (Continued on page 106)

Franklin Biz

Well at Mass., 
Maine Stands

PORTLAND, Me. — Business was reported good here for Frank Serendip, Whid Burt Shows after an okay week at Worcester, Mass.

The show featured, publicized through the Ringling Circus. Local papers paid extra attention to it as a sellout and associated Press stories, carried regionally thru New England, at least, credited it as being the successor to the circus. The different rides and concessions and carnivals was not made.

With only one week remaining before the beginning of the fall season on Banger, the work was not being done to accommodate the featured Girl Show, Dixie Gordon's Ch. 13, in operation and will be expanded.

Ray Cox Biz

Rush Ahead 
Of 55 Level

FRESNO, Calif. — Good weather accounted for better business than the week. The Great Western shows of Ray Announcer Company at Northern California fairs, was named several years ago in the development of the organization's expansion. It was being used this year for the first time.

The show is carrying since seven to 11 rides, all owned by the company. A new addition this year is the Rock 'n Roll, which is doing well, according to the public, not only in the attention but in the sales of that the audience andfluence of the mayor music, sound and speakers which broad- cusses the good sentiments and elements of the patrons.

Prior to the start of the 1958 season, the show changed from in- domestic to color television, decorative lighting on all rides and stands, and the Ringling 

- Whirligig show is featured. Also added for the current season was a new Duplex Week, the proper winches, a 14-foot adjustable di- plant, air compressor, electric and gas welder, and cabinet space for the audience. The show believes it to be the mobile drop of its kind on the Pacific Coast.

The show opened its season of five at the 15th District Fair at Sutter Buttes in last year's level. Other California fairs to be played include the El Dorado County Fair, Pleasant- ville; Nevada County Fair, Grass Valley; Meriposa County Fair, Mariposa.

Great Western, Cox declared, has a strong route throughout the state, and points to the Cartwright District Fair in Carthage, Mo., for the collection of October. Winter quarters are being removed from here to Kern in November.

In addition to Cox, supervisory personnel includes Everett Harrison, partner in Tobin has been con- ferred, electrical and mechanical supervisor, James Byrnes, riding supervisor, and Norland Cox, secretary.

I. T. Does OK Around N. Y.

NEW YORK — Still holding their own in a season at best described as average because of the organization, the I. T. Shows have been operating during the fair dates in Middletown, N. Y., August 4.

Rides are being reduced steadily at both ridges, according to Fred Smeddell森, who is in charge at both sites. The Bros and Lewiston in nearby weeks. Business has varied greatly at various lots, but the over-all average was called "good."
Yvonne hoard
GAKWI"WIKWE
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CIRCUS AND CARNIVAL

NOW BOOKING LEGITIMATE MERCHANDISE CONCESSIONS, FOOD AND DRINK STANDS—EVERYTHING OPEN EXCEPT COTTON CANDY, CANDY APPLES AND POPCORN

FOR MONTANA STATE FAIR, GREAT FALLS, MONT., Aug. 6 thru 11; NEW MEXICO STATE FAIR, ALBUQUERQUE, N. M., Sept. 29 thru Oct. 7; ARIZONA STATE FAIR, PHOENIX, ARIZ., Nov. 3 thru 12

SORRY TO ADVISE INDEPENDENT OPERATORS THAT WE HAVE NO SPACE AVAILABLE AT THE FOLLOWING FAIRS:

MIDLAND EMPIRE FAIR, Billings, Mont.
GREAT SALT LAKE COUNTY FAIR, Murray (Salt Lake City), Utah.
IDAHO STATE FAIR, Boise, Idaho.
TWIN FALLS AGRICULTURAL FAIR, Filer, Idaho.
EASTERN IDAHO STATE FAIR, Blackfoot, Idaho.

FARMINGTON FAIR AND DAIRY SHOW, Farmington, N. M.
ANTI-AIRCRAFT ARTILLERY AND GUIDED MISSILE CENTER CELEBRATION (outside Park), Fort Bliss, Texas.
LONG STAPLE COTTON CENTENNIAL, Las Cruces, N. M.
TUCSON FAIR AND CATTLE CONGRESS, Tucson, Ariz.

COTE AMUSEMENT CO.

Flushing, Michigan Annual Homecoming, August 1-4 Inclusive; Followed by Pontiac Free Fair, August 7-11 Inclusive; Standish Fair, August 14-18 Inclusive; Armada Fair, August 22-26 Inclusive; Romeo Peach Festival for Labor Day, 5 Big Days and Nights, August 31-September 3.

CONCESSIONS of all kinds that work for stock—especially can use Ball Games. One or two Feature Rides—Dodgem or Octopus—or any new Ride. Want Ride Help who drive.

Brown City, Mich., all this week.

GREAT BARRINGTON FAIR

GREAT BARRINGTON, MASS.
SEPTEMBER 9-15
7-BIG DAYS AND NIGHTS—7
New England's Best Fair playing to the Best People!

WANT
WANT
WANT
SHOWS: First class Attractions only, including a Motorodrome. No Girl Shows.
RIDES: Flat Rides of all kinds. Complete plan of contact regarding Roundup, CONCESSIONS: All kinds of Hanky Panky and legitimate Concessions, etc.
Age. No Shooting Galleries. Flat outfits, save postage, will not book without direct contact and references.
CONTACT IMMEDIATELY SINCE MIDWAY AREA IS SMALLEST IN THE EAST AND SPACE IS LIMITED

JERRY HARRIS
BOX 88 or 103 WALNUT AVE.
Phone: (until 11 p.m. only) Revere 83525

WANT for WISCONSIN STATE FAIR
AUGUST 18TH THROUGH AUGUST 26TH, 1956
GRIND SHOW—
MUST BE FIRST CLASS. HAVE LOCATION FOR FROZEN CUSTARD
FOLLOWING, PLEASE CONTACT NOW—BIL DwyER — DOT BLACKALL — ARNOLD RAYBONE — MR. STARRIMAN IMMEDIATELY

ARCHIE GAYER
Administration Building
Wisconsin State Fair
MILWAUKEE, WISCONSIN

GRIGGS BROS.' SHOWS
Fort Knox, Ky., July 30-August 5; followed by Richmond, Ky., Free Fair.
Free gate this year. Thousands of people will attend this fair.
Legitimate Merchandises Concessions of all kinds—Ferris Wheel, Apple, Rings, Big Ten, Carts, Bocce, One Mini Camp, Pan Games or Rot Game. Will book 15th or Octopus for new and Ex-Fair. Good Ride Men who drive-top quality and know.
Will book Grind Show, who will book one Girl Show for Ft. Knox only—must have two or three good Shows. Will book for Girl Show, pay every night and P. C. Rita Scott, contact me for tabler’s payday: good proposition for you. Miss Alden Hall wants one Girl Jr. Knox.

West Western Union, Winchester, Ky., He phone calls, please.
P.S.I. Will Lawrence, contact me at once, very important to you. Anyone knowing his whereabouts kindly advise me immediately.

MODERN ARCADE & CONCESSIONS FOR SALE
All booked for season of good runs of fair.
BOX D-228
It’s the Billboard Cincinnati 22, O.

RANEY UNITED SHOWS
Next at Kalamazoo, Mich., Aug. 3-7.
Also, will extend for Aug. 9-13.

PETE NORMAN WANTS
Six Car Agents for midwest Shows.
Need Truck Driver and Stock Man.
Wayne, Mich., this week. Inland Fair, next week thru Aug. 6.
I have fourteen Fairs.

CHEROKEE AMUSEMENT CO.

WANTS
Wheel and Misc. Furnaces, must drive.
Fort Armstrong, contact me.

J. W. MARAFFEE
Cheyenne, Wyo.

WANTED FOR
FOWLerville, MIch., FAIR
JULY 30 THRU AUGUST 4
PINCOnNING, MIch. FAir
August 8 thru 12
LOWELL, MIch., FAIR
August 14 thru 17

Legitimate Concessions of all kinds. Can place Smoke Show, Wilds, Fairs, Pit and Rides, City Rides Wanted. Spin-2-Rides, Box-O-Pines, Cocoon, and Cversions.

C. D. Murray, W. G. WADE GREATER SHOwS

FLOYD O. KILE SHOW6

ALL FAIRS
CLOSING IN NOVEMBER IN LOUISIANA
FAYETTE, IOWA
September 8-10.

DRAGO SHOWS #2

NOW BOOKING FOR CARROLL COUNTY FAIR, FLORA, IND., JULY 18-20, AND RIVER CITY, AUG. 3-5.

Wanted for 12 weeks of Fairs in Kansas, New Mexico, Oklahoma and Texas beginning.

D. S. DUDLEY SHOWS

For 12 weeks of Fairs in Kansas, New Mexico and Texas beginning.

DES MOINES CARNIVAL

CARNIVALS

HAMILTON COUNTY EXPOSITION

WEBSTER CITY, IOWA, JULY 31 TO AUGUST 3

GET 28, 29, 30, 31.

SUNSET AMUSEMENT CO.

Mason, Iowa, Fair, this week. Webster City, Iowa, next week.

Copyrighted material
Want for the Following Bona Fide Money-Making Fairs

HALF, MICH.
COLDWATER, MICH.
JAMESTOWN, TENN.

HASTINGS, MICH.
ALPENA, MICH.
FAYETTEVILLE, TENN.
PULASKI, TENN.

BAY CITY, MICH.
CORINTH, MISS.
LAWRENCEBURG, TENN.

CONCESSIONS:
Arcade, Darts, Hi-Selector, Derby
Racer, Novelty, Snow Cones. Hanky
Pants of all kinds.

SHOWS
Class House, Crime Show, Minstrel
Show, Motordrome, Mechanical Circus,
Wildlife.

RIDES
Octopus, Scrambler, Roll-A-Plane or
any Ride not conflicting.

ESPECIALLY WANT COOKHOUSE THAT CATERS TO SHOW FOLKS
STARTING WEEK AUGUST 5

WANT GIRLS FOR GIRL SHOW
Contact: Ep Glosser

NEED TALKER AND MAGICIAN FOR SIDE SHOW
Contact: Mr. Valentine

ADDRESS REPLY TO: C. STEWART, EP GLOSSER OR ROD LINK
Hale, Michigan, this week; then per route.

DON FRANKLIN SHOWS WANTS
RIDES FOR THE FOLLOWING FAIRES: BLACKFORD COUNTY FAIR, Hartford, Ind., Aug. 31-Sept. 1; TRINITY COUNTY FAIR, Aug. 27-31; BLACKFORD COUNTY FAIR, Aug. 13-18, OWENS COUNTY FAIR, Aug. 29-30; DOVER FAIR, Aug. 27-Sept. 1; FISHKA W. F. W. FREE FAIR, Sept. 2; ARION FAIR, Sept. 11-13. More information or application to DON FRANKLIN, FRANKLIN, N. C.

G & B SHOWS AND RIDES
WANT FOR THE FAIR FOREST OASIS FAIR, Starting Aug. 9; 4: GASSAMAY FAIR, PAW PAW DISTRICT FAIR, TUCKER COUNTY FAIR AND THE PROSPECT COUNTY FAIR, ALL WEST VIRGINIA.


DRAGO AMUSEMENTS
WANT FOR THE FOLLOWING FAIRES: BLACKFORD COUNTY FAIR, Hartford, Ind., Aug. 31-Sept. 1; TRINITY COUNTY FAIR, Aug. 27-31; BLACKFORD COUNTY FAIR, Aug. 13-18, OWENS COUNTY FAIR, Aug. 29-30; DOVER FAIR, Aug. 27-Sept. 1; FISHKA W. F. W. FREE FAIR, Sept. 2; ARION FAIR, Sept. 11-13. More information or application to DON FRANKLIN, FRANKLIN, N. C.

Majestic Greater Shows
Want for Knox County Fair, Aug. 3-4; and Galesburg, Illinois, Street Fair, Aug. 4-6;豐IGHTING BERNICE, HAYFAIR, Aug. 5-7; AUGUSTA, Aug. 15-16, WINDSOR, Aug. 1-3; NORTHERN MIDWAY, Aug. 28-30; MARION, Aug. 29-30; AVERILL PARK, Aug. 30-31; CLEVELAND, Aug. 30-31; MAJOR DAMS shows, Aug. 30-31; and FAIRFIELD, Aug. 30-31; and בכל הימים בהם ניתן לנהל אירועים.

Sam Goldstein

E. O. Weaver, Mgr.
Clarion, Iowa, July 24, 1956; then Allason Fair.

Your American Red Cross Is Always There After Disaster Strikes
GEM CITY SHOWS

Want for MACON COUNTY FAIR, Decatur, Ill., starting Saturday, July 28

This is a Big Day and Night Fair. 162,000 Paid Admissions last year. 2 Big Kid Days. Barnes-Carruthers State Fair Show in Grandstand. Horse Races, Big Car Races and Thrill Shows.

FOLLOWED BY KANKAKEE COUNTY FAIR, KANKAKEE, ILL.; MISSISSIPPI VALLEY FAIR, DAVENPORT, IOWA, AND THEN THE GREAT DU QUION STATE FAIR, DU QUION, ILL., WITH CLOSE TO A MILLION ATTENDANCE, AND THEN THE FIVE OF THE BEST FAIRS IN THE SOUTH, CLOSING IN NOVEMBER.

CONCESSIONS

Short Range Gallery, Photos, Trules, Scale, High Slides, Pitch-Till-You-Win, Ball Games, Shuffle Alleys, Cork Gallery, Shoot-Till-You-Win, Skee, Jewel, Jewelry Frize, Snow Fall, Candy Ballotin, Roman Targets, Handy Puffs of all Kinds, Derby Race (Bob Parker, contact).

SHOWS

10-in-1 Mechanical, Metedrome, Wildlife, Monkey, Fat, Skee, Illusion, Foil or Glass House, Monkey Speedway, Mickey Mouse or any other Concessions, Very liberal percentage—10% above committee money.

RIDE HELP

Have openings for two good foremen, who desire reliable Second Men. Top salaries—long season. OTHER HELP, backers, Car or Show Operators. Useful people in all departments.

RIDES


NOTE: SPACE WILL BE SAVED UNTIL SUNDAY OR MONDAY AT DECATURE, WITH DEPOSITS, OR WILL BE HELD FOR PEOPLE WE KNOW.

All contact: THOMAS D. HICKEY—DON GRECO—SAM GRECO.
FAIR GROUNDS, CARLINVILLE, ILL., UNTIL FRIDAY, JULY 27; THEN MACON COUNTY FAIR GROUNDS, DECATUR, ILL.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WHY PLAY STILL WHEN YOU CAN PLAY INDIANA'S LEADING FAIRS UNTIL OCTOBER 6th, SOLID EVERY WEEK

WANT for Richmond County Fair and Centennial, Olney, Ill., July 30 thru August 4. Handy Panks, no flats or gypsies. Custard, Ice Cream Bar, Snow Fall, Cones Candy, Carmel Cone Wagon, Foot Legs, Puppies, Pops, Novelties, Ball Games, Gadgets or Demonstrations. What have you? SHOWS: What have you?

RIDE HELP: Sober, honest and must drive.

All replies: Wire or phone Fair Grounds, now at Greene County Fair, Worthington, Indiana; Richmond County Fair, Olney, Illinois, now thru August 4; Knox County Fair, Bicknell, Indiana, August 6 to 11. Followed by County Fairs every week until October 6.

W. R. GEREN

IONIA FREE FAIR

August 6th to 11th Inclusive Ionia, Mich.
PORT HURON, MICH.
July 30th to August 4th Inclusive

CAN PLACE—Legitimate Merchandise Hanky Pank Concessions. WANT—Experienced Ride Second Man and Workmen in all departments.

We pay union wages for hospital, sickness and death.

WANT—Hillbilly Band of from 4 to 6 pcs.

CAN PLACE—Good Talker for Mexican Bull Fight and Rodeo Show. This is a big attraction and we have a good, experienced Talker.

WILL PLACE Scales and Age for Fair. This will be definitely for Ionia, Richmond and all other big fair dates. All Address

CETLIN & WILSON SHOWS

THIS WEEK, NIAGARA FALLS, N. Y.

C. A. STEPHENS SHOWS

CAN PLACE FOR RUSSELL SPRINGS, KY., FAIR, JULY 30- AUGUST 4; GRUNDY, VA., FOLLIES.

CONCESSIONS working for stock. Come in, will place you. SHOWS—Side Show, Baby Show, Husky Show, Snow Fall and Snake. RIDES—Any Flat Rides not conflicting. Need Foreman for Merry-Go-Round and Twists. Must drive and stay sober.

All replies to C. A. STEPHENS, Harrodsburg, Ky., this week.

PARAKEETS

65c

BABIES—90c ea.

CHROME CAGES

50c ea.

Shipped Daily, 7-0-0 Los Angeles.

Minimum Order, 48 Birds.

—Call or Wire—
24-Hour Service

Darke's Bird Farm

1927 E. C. E. Young, Fowl, Pennsylvania

Phone: OXford 9-2120

TIVOLI EXPOSITION SHOWS

WANT FOR 14 SOLID WEEKS OF FAIRS

Including Burlington and Dubuque, Iowa, and closing late in fall with a 4th of July Fete, including Leesville and Batesville.

CONCESSIONS: Puppies, Arcade and Ring, Pucks on all kinds; Can also place a Polo Show under 18-10-18. All new Concessions.

SHOWS: Five-Gallon Glass Show or any Show off merit. The Best of all kinds, All shows may be booked now.

All replies: Tom Lincoln, E. C. E. Young, Batesville, Iowa.

Address: H. V. PETERSEN, Mgr.

Paris, Ill. (Fair), this week; Jefferson City, Mo., and Burlington and Dubuque, Iowa, Fairs also follow.

GIRLS—FOR GIRLS

Top showmen. Also want Ticket Sellers who can drive cart. Must up and down. Also own wve good Candy Man.

All replies: F. W. MILLER

Reading Show, Leopereant, Ind., week of July 23. Kishville, Ind., July 30 to Aug. 4.

WANT—GIRL SHOWS—WANT

Furrier with all kinds of girls who can drive. Must have men around who can sell with some kind of fairly priced wares to girls. If you have girls, will give you good terms. Ask for Mr. H. E. HETH, Leopereant, Ind.

TROPICAL MIDWAY SHOWS

"The Show That Strutlessly Out the Curves"

Tobacco crop was two weeks late, they are now roasting tobacco day and night. Get a 4th of July show on Aug. 4.

The weather is perfect; you can count on a good crowd of visitors. All shows are ready to go, and can be booked now.

P.S: Ask for Mr. Trues, Main Street, New Castle, Ind.

WANT—BOTTLE SHOWS—WANT

For Marion, Ill., Fair, week August 5 and Princeton, Ind., Fair, week August 12.

SCOOTER, SCRAMBLER, ROUND-UP, NOT CONSTRUCTING for committee money.

For SPRINGFIELD, Mo., Fair, and Balance of Seasons:

SCRAMBLER AND ROUND-UP, 'SIT-DOWN GIRL SHOW AND MINSTREL SHOW WITH OWN OUTFIT, ANY GOOD GIRL SHOWS NOT CONSTRUCTING.

Want Manager and Edits for owner-operated Merchandize. All replies BUFF HOTTEL, Miss Eunice Steel, this week.

P.S: Farris Wheel Man Dulcy, contact me immediately.

JACK'S UNITED SHOWS

Want for Madison County Fair, Highland, Ill., Aug. 1-5; Clark County Fair, Marshall, Ill., Aug. 6-11—and sold out of Fall and Celebrating until Thanksgiving. Hanky Panks of all kinds—such as Photos, Nevelhne, Class and Bear Pitch, French, Rides, Kangaroo, Fat or Illusion, Hoop-La, Pitch-Till-You-Win, Hi-Slick, Penny Arcade. Positively no flats or gypsies. Especially want ages 5 to 10. Must have Hampshire or any other show except Girl Show. RIDES—Wanted Flat Rides such as Octopus or Toll. I want Cooper, if I can get one. Want Concourse or Horse Show. i

Phone: 10-7-14—Clay County Fairs, Illa., this week.

JACK SETTLE—JACK O'BAYER

SILK CITY COMBINED SHOWS

WANT FOR TWO MORE STILL DATES AND 1 FAIR STARTING AUG. 12 AT EAVEN, ILL.

Riders, Concessions, Spots—All Wanted. All shows are ready to go. Ask for Mr. H. H. HETH.

All replies to A. LONGER or TED LEWIS.

EXPOSITION SHOWS

L. E. WINFORD, Mgr.

BELLEVILLE, ILL., FAIR and now until Aug. 4.

CUMBERLAND, MD., July 30 to August 4

Want Ball Game, Pitch Till You Win, Fish Pond, Duck Pond, Hi-Slick, Swinger, Buckets, Hoop-La, Basket Ball, Pulls, Pullman Dent, Penny Arcade, Class Pitch, Age & Statue, Nevelhne, Bear Pitch, Concession, Pendle, Pops, Novelty, Snow Fall, Woolie, Girl Show, Agents for own Hanky Pans. Want Truck and Tractor Drivers, Camera Ride Help, Spiffy Turnham, All replies.

GEOGE CLYDE SMITHS SHOWS

Carthage, Mo., this week; Cumberland, Md., next week.

TROPICAL MIDWAY SHOWS

"The Show That Strutlessly Out the Curves"

Tobacco crop was two weeks late, they are now roasting tobacco day and night. Get a 4th of July show on Aug. 4.

The weather is perfect; you can count on a good crowd of visitors. All shows are ready to go, and can be booked now.

P.S: Ask for Mr. Trues, Main Street, New Castle, Ind.
WANT Scrambler, fast Girl with business or any Show or Ride not conflicting for our fair route starting July 30 with Cheatham, Pa., Fair; Erie County Fair, Hamburg, N. Y.; New York State Fair, Syracuse Intermediate Fair at Yack, Pa.; Cleveland County Fair, Cleveland; N. C.; Greensboro, N. C.; Feis; Southern State Fair, Charleston, N. C.; the Great Drive, Dunville, & North Carolina State Fair, Raleigh, N. C.

FOREMAN, F. C., Feis, Charleston Agricult. & Industrial Fair; Charleston, S. C. Winter Fair; Florida; Circus Expo, Winter Haven, Fl; Central Florida Fair, Orlando, Fl.

Winter Quarter, ORLANDO, FL.

Want Drive Scrambler, Sky Wheel, Stealage, Cale, etc. in touch with us.

WALLACE BROS. SHOW INC.

WANT SPITFIRE FOREMEN (Bill Paris, come on).

SHOWS—Will place Monkey, Wild Life, Drome or Mechanical. CONCESSIONS: Place Cookhouse and Game Concessions of all kinds. Gene Cain wants Balloon Dart Agents. All replies to: E. E. FARROW, Mgr. (Fairgrounds) Darlington, Wis.; this week; Jefferson, Wis., next.

WANTED SCRAMBLER FOREMAN

Must be sober, reliable and efficient.

Top salary, new equipment, good treatment.

Address GOODING AMUSEMENT CO.

1100 NORTHEAST AVE.

COLUMBUS, OHIO

MIGHTY INTERSTATE SHOWS


H. B. ROSEN, Manchester, Ky.

HOLLY BROS. SHOWS

ALL FAIRS—JULY 30 to NOV. 3—ALL FAIRS HELP—FOREMAN and SECOND MAN on WHEEL CONCESSIONS—PHOTOS, LONG RANGE, ALL MERCHANDISE CONCESSIONS OPEN.

Maple & Hunter Streets, Atlanta, Georgia, NOW; FRANKLIN, GEORGIA, July 30 to Aug. 4.

23 DAYS IN ONE PLACE... CHICAGO

August 18 thru Sept. 9

Want Family Acts and Novelty Animal Acts. Night shows only. Must be reasonable. Contact R. MacDonald, 1701 W. Ogden, Chicago 12, III. Phone: Hematplot 1-5422

B&H AMUSEMENT CO.

OPENING JULY 27 TO AUGUST 4.


W. E. HORRIS, Johnsville, S. C.

PEPPERS AMUSEMENT CO.


Clanton, Ga.; this week; Blackshear, Ga.; next week; then Douglas, Ga.

A. R. BRIGGS SHOW

WANTS FOR TORONTO, OHIO, JULY 30 TO AUGUST 4

Rides, Shows, Concessions. No gypsters or gullies. Showmen Committee money only. Book Manager with Concessions.

CADDILL, OHIO, NOW.

KING REID SHOWS

World's Cleanest Midway

NOW PLAYING CANADIAN DATES ON OUR ANNUAL INTERNATIONAL TOUR, WE ARE MAKING PREPARATIONS FOR OUR STAR-STUDDED ROUTE OF COUNTY AND STATE FAIRS.

1956 FAIR ROUTE

Woodstock, New Brunswick, Old Home Week, July 30-Aug. 4.

Grand Falls, New Brunswick, Fall Fair, Aug. 6-9.

Skowhegan, Maine, State Fair, Aug. 11-18.

Knox County Fair, Union, Maine, Aug. 21-25.

New England Fall Festival, Aug. 27-Sept. 1.

Vermon State Fair, Rutland, Sept. 3-8.


Want Concessions

Want Shows

Want Major Rides

Want Kiddie Rides

Want Help

Hansy Panks of all kinds, Photos, Novelities, Jewelry, Glass and Pottery Pitches, Bannet, and Toy Pitches, Ball Games, Water Games, Arcade, Seeley, Greyscale. (Hungry Back, please contact).

Motordrive, Mansky Drama, Side Show, Mansky Show, Midget Show, One-Ring Circus, Mechanical Show and Gird Show of all Kinds (Max Oke, please contact).

Scrambler, Round-Up, Tails-Plane, Rock-in-Plane (Paul Smith, please contact).

Kiddie Auto, Terashe Ride, Hat-Whip, Jet Fighters, Kiddie Merry.

Can place of once; A-1 Merry-Go-Round Foreman. Top salary for right party. Also need Strong Artist for balance of season.

SHOWFOLKS—NEED AT ONCE!

Organized Side Show, we have the most outstanding outfit on the road. Liberal terms, no sex. Mechanical Operator, we have our own complete outfit. Will give outstanding proposition to right party, must have at least three rides. Mansky Speedway Operator capable of operating our own Speedway and earning for 32 motorcycles. Guy Nineteen needs Piano Player, Drummer, Musicians for small combies, Old-time Singers who can really sell a song. 4-Girl Line for Can-Cam Circus. Also Master or Mistress of Ceremonies. Small Trained Animal Unit for One-Ring Circus, salary est. of office. Following showfolk please contact me: Gene Knight, Max Osie, Carroll Miller, Eddie Dyer, Jesse West.

Write, Phone or Wire

KING REID

Newcastle, New Brunswick, all this week; then per route

FRAMES’ GREATEST SHO\WS

Towanda Farm Fair, July 30-Aug. 4; Cortland, N. Y., Fair, Aug. 6-11; Palmyra, N. Y., Fair, Aug. 14-18 and Nine Others.

WANT HANSY PANKS, BALL GAMES, HI-STRIKER, LONG AND SHORT RANGE, ICE CREAM, EATING AND DRINKING STANDS, PAN GAME, CIG BLOCK, BEAR-POPPET-Glass, Pitches, Photos.

SHOWS—GIRL SHOW AND FAMILY-TYPE SHOWS. EXPERIENCED RIDE HELP WHO DRIVE. All replies to

HARRY FRAME

WOLCOTT, NEW YORK, THIS WEEK

Morris Hannum Shows

One of the Great Eastern Shows

FAIRLESS HILLS, PA., JULY 30-AUG. 4

Fireman’s Parade, Contests, Free Gate, Car Give-Away

CONCESSIONS—Hansy Panks of all kinds, Age & Scales. Name-on-Hats, African Dip, Basketball, Penny Arcade, Ball Games, Six Cents, Buckets, Photos, Wheels, Blowers, Pin Store.

SHOWS—Shows with own equipment. One Girl Show, Wild Life, Monkey, Illusion, Snake, Mechanical.

Want Acts and sober Help for Side Show or Manager with People and Truck Drivers.


All replies MORRIS HANNUM

934 Murdock Road

Phone: Philadelphia-Chestnut Hill 7-8778

Wan/...
WANT
FOR DeKalb County Fair, Huntsburg, Ohio, & Jackson County Fair, Brownstown, Ind.

WILBUR'S WOLVERINE SHOWS
WANT for MATTAWAN, Mich., HOME COMING, JULY 16-26: ATHENS, NICH., HOMECOMING, AUG. 11; SEEH EAGLES, Blanket, Wis., AUG. 27; 15 MOW HOLLAND COWBOY CIRCUS. EXHIBITIONS—Hunky Punks of all kinds. Freddy Finkhaut needs Agents for Hunky Punks Circus. Ask for blank check. REDWOODS—Want good, clean carp for boxes of season and any other Shows with high grades. REDWOODS—Can use one more major ride, Rodeo Rider.

Bridgewater, near Harrison, Ind., 6-24, FLINT: NICH., HOLY REDEEMER CHURCH FESTIVAL, AUG. 9-12. Want Ferries and Denison Men for the Tilt-A-Whirl. Also need Men for Board and any other Shows. Send your prices. Can use cars. Can use Rodeo, Axis, Trimax, Rides, etc. Also need major Rides for Homecoming Shows in Towns of 1,000 pop. or under. All replies to E. C. BOGLE,效果, Wabash, Ind., this week, too.

ALL NAPPANEE, Ind., CALLIOPE City, h—20,000 OKLAHOMA, Ala., mod, inns RITCHIE, Mgr., MATTAWAN, MICH., All WANT Culp. RITCHIE, Mgr., MATTAWAN, MICH., "Shore Shows," Second Ranks, Rides. Shows. FRANK LEHNPHER, with Hotel, Lexington, KY. This week;

FOR 14 MORE TOP FAIRS Including Whakanyakon and Stockton, Kan.; Wewoka and Brimson, Ohio, "Shore Shows," (or southern) All will have their own specialty stock, cutouts, etc. Ask for blank check. F. C. BOGLE SHOWS

WANT FOR SALE SHOW FRONT Built on 35-6 Semi. Catalogue for cir. 15-20 Semi. All same or different. Heavy duty. 20-60. All same or different. Heavy duty. B. A. SLOVER McKinney, N. Y., July 29th, Perm. 20-60. CALLIOPE PLAYER WANTED


WANT WANTED
FOR Famous Shows in nine states, and our long line of bone idle Fairs starting Labor Day and ending in Novembers. No strikers or labor difficulties here—bustle crop potentialities.

RIDER: Place Dark Ride. Ten or Glass House. Live Passes. Scout or Gunner. Want for Detroit. Side Show, Mono Shows, Mono Premia or Speedways or any attractive Grind or Dark Show with good equipment and transportation. Can place Mechanics and Chore Girls, also A-I White Taker to strengthen Side Show.

Contact: Arcada, Ice Cream, Custer, Dear, Parkville, Fancy or Glass Fitches, High Striker, Basketball, Long Range, Kansas City, L. A. Fairends, Mity Parkers and Price-Every-Time Concessions. Can place experienced Relief Caller and Conferencemen for Rides. So-Janes Men preferred. All Wires, Phone Calls and Correspondence to JOHNNY T. TINSLEY or TED WOODWARD, JOHNNY T. TINSLEY SHOWS

WANT FOR CONNELLSVILLE, PA., SESQUI-CENTENNIAL and WESTERN PENNSYLVANIA FIREMEN'S CONVENTION, AUGUST 9-18
Scio, Ohio, Street Fair, Aug. 23-25; Dillrey, Ohio, Aug. 29-Sept. 1

CONCESSIONS
Custard, Photos, Jewelry, Lead Gallery, Scales and Axes, Bird Pitch, Derby Racers, French Fries, Hi-Striker, Novelities, Hats, Balloon Darts and All Legitimate Concessions. All replies to AL DEL FLORE

Homer City, Pa., all this week; Mr. Pleasant, Pa., next week.

JOHNNY T. TINSLEY SHOWS

WEST JEFFERSON, N. C., NOW, FOLLOWED BY GRANITE FALLS, N. C.,
CRAFTS 20 BIG SHOWS
Now Booking Shows and Concessions for the Following Fall Fairs:
San Mateo County Fair, Aug. 5-15; San Mateo; Peace County Fair, Aug. 8-12; Beverly; Tula County Fair, Aug. 14-26; Woodland; Howard County Fair, Aug. 22-26; Mercer; Amador County Fair, Aug. 26-30; Plymouth; Elgin County Fair, Sept. 13-16; Hanford; Lodi Grape Festival, National Fair, Sept. 15-19; Lodi; Tulare County Fair, Sept. 18-22; Tulare; Santa Cruz County Fair, Sept. 29-30; Watsonville; Fresno District Fair, Oct. 5-14. Fowle.
Roy Shepard, ride superintendent, can use capable Ride
Help and Ticket Sellers.
CRAFTS 20 BIG SHOWS
2728 Bellaire Avenue, North Hollywood, California.

GIBSON FAIR, GIBSON CITY, ILL., July 30 to Aug. 4.
PORTER COUNTY FREE FAIR, VALPARAISO, IND. Aug. 6 to 11.

GIBSON FAIR
GREAT WABASH VALLEY FAIR
TERR HAUTE, IND.

CONCESSIONS: Will place all kinds of Merchandise and Outright Sales, Jewelry, Custard, Navelor, Share Range, Bake, Ball Games, etc.
SHOW: One Grind at Ride Show. Note: Egg Allen, please wire Bill Hunter in this show.
WANTED: One or more Major Rides. Any conflict for the Terr Haute Fair and other fairs on our route. Help. Can use one more experienced Ride Man who can drive.

JAMES H. DREW SHOWS
Bonnepa, Ind., this week.

A. J. CARL SHOWS
WANTED FOR
BERLIN FREE FAIR—MARNE, MICH.
JULY 31st THRU AUGUST 4th
CONCESSIONS: Honky Ponks of all types that throw stack. SHOWS: Any clean Show with own top and transportation. RIDES: Will book Spinarrow or Dark Ride. All wires.

WANT SHOWS
MONKEY, DOG & PONT, MECHANICAL, COLORED MINSTREL OR WHAT HAVE YOU MUST BE CLEAN ENTERTAINMENTS FOR ALL AREAS.
Cougad, Ind., Fair, July 20-Aug. 4; Old Reliable Cinderemus, Ky., Fair, Aug. 7; Talmad, Ky., Fair, Aug. 15-19; Corydon, Ind., Fair, Aug. 30; Princeton, Ind., LeRoy Day Meet's Picnic, Sept. 1-2, 2.

NELSON BREEZE AMUSEMENT RIDES
BOX 10
Phone: Oldfaff 4-8603
FALMOUTH, KY.

SHADE GAP, PA.
ANNUAL FAIR AND PICNIC, July 30 to August 4
Free Adm.-Fireworks—Back and Roll Mat. Building legitimate Concessionaires and any Family Show with good equipment. Must be mounted or Canvas Tent. Commissioner needs Whirl. Overall starting July 22. Will Co-operate with Horse Wagon Shows. A. L. BLACKMON Phone: ORBISONIA 7-2057

TATHAM BROS.' SHOWS AND FREE CIRCUS
Playing with the big name, Millford, III., Ky. July 30 Aug. 1; Bloomington, Ill., Aug. 24-26; Elgin, Ill., Aug. 30-Sept. 2.

ROLL TICKETS
Printed to Order
DAILY TICKET CO.

WILSON FAMOUS SHOWS
WANT
Wanted for second Man to join at once. Legitimate Concessionaires, Jewelry, Hawaiian, Sideshow Acts, Buffalo Bill, Buffalo, and Lion to handle Acts and Hostesses for Fair in Illinois. This week Sangamon Co. Fair, next week Morgan Co. and, Ithaca, Ill; all Fairs to follow.

GIVE TO DAMON RUNYON CANCER FUND
WATERPROOF $0.75
With stretch band

Leaves that wear of any color in a minute

Available in brown or black.

For women. $1.00

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706 SANSOM ST., PHILA. 6, Pa.
Woolen 7-6855

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FAIRTIME SPECIALS
Stock Up Now for Biggest Fair Season

CINDERELLA DOLLS  
In clear view carrying  
number.  
$6.00  

KIDDIE STRAW  
ETON CAPS  
w/ Pom Poms  
$2.75 doz.  
$31.50 gr.  

STRAW Jockey CAPS  
$3.25 doz.  
$36.00 gr.  

KIDDIE FELT  
ETON CAPS  
$2.00 doz.  
$22.50 gr.  

FELT Jockey CAPS  
$2.50 doz.  
$28.80 gr.  

RUBBER HORSE, INFLATES  
w/saddle  
5.00  

SMALL ITEMS  

1.25' DRESSED  
PLEASANT  
RAG DOLL  
w/ Lace Petticoats  
$3.25 doz.  

SLIM ITEMS  

1.00 yard Slim includes Whistles,  
Disco Ball, Clown, Banana,  
Bunny, etc.  $3.50  

PLASTIC  
Cigarette Papers  
1.75 gr.  

PORTO MIRRORS  
1.75 gr.  

HEMATOMA BARS  
1.75 gr.  

Kidney shaped Brackets  
2.00 gr.  

Hemping's  
2.00 gr.  

Hemping's  
2.00 gr.  

KIDS  
1.00 yard Kiln  
$3.50  

The Billboard
**COMING EVENTS**

**Arizona**
- July 18: Arizona Independent Day, Sept. 16
- July 21: Phoenix Pioneers' Day
- July 23: Tucson Pioneers' Day

**California**
- July 9: Olympic Games Opening Ceremony, July 16
- July 11: San Francisco International Film Festival, July 16-24
- July 14: Los Angeles County Fair, July 16-30
- July 17: San Diego County Fair, July 16-30

**Colorado**
- July 4: Denver Art Festival, July 4-5
- July 10: Rocky Mountain Fair, July 11-18
- July 12: Colorado State Fair, July 11-18

**Florida**
- July 4: Miami Beach Jazz Festival, July 4-5
- July 13: Orlando International Film Festival, July 11-18

**Georgia**
- July 4: Savannah Riverboat Festival, July 4-5
- July 11: Athens Art Festival, July 11-18

**Kansas**
- July 4: Wichita Star Spangled Spectacular, July 4-5
- July 17: Kansas State Fair, July 16-30

**Kentucky**
- July 4: Louisville Sloan's Lake Music Festival, July 4-5
- July 12: Kentucky State Fair, July 11-18

**Louisiana**
- July 4: New Orleans Jazz Festival, July 4-5
- July 11: Natchitoches Blues Festival, July 11-18

**Maryland**
- July 4: Baltimore National Aquarium, July 4-5
- July 11: Maryland State Fair, July 11-18

**Massachusetts**
- July 4: Boston Symphony Hall, July 4-5
- July 11: Boston Arts Festival, July 11-18

**Michigan**
- July 4: Detroit International Film Festival, July 4-5
- July 11: Michigan State Fair, July 11-18

**Mississippi**
- July 4: Mississippi State Fair, July 4-5
- July 11: Mississippi State Fair, July 11-18

**Missouri**
- July 4: Kansas City Jazz Festival, July 4-5
- July 11: St. Louis Art Festival, July 11-18

**New Jersey**
- July 4: Atlantic City Music Festival, July 4-5
- July 11: Atlantic City International Film Festival, July 11-18

**New Mexico**
- July 4: Santa Fe Indian Market, July 4-5
- July 11: Albuquerque International Balloon Fiesta, July 11-18

**New York**
- July 4: Central Park Shakespeare Festival, July 4-5
- July 11: New York State Fair, July 11-18

**North Carolina**
- July 4: NC State Fair, July 4-5
- July 11: North Carolina State Fair, July 11-18

**Ohio**
- July 4: Columbus Jazz & Gospel Festival, July 4-5
- July 11: Cleveland International Film Festival, July 11-18

**Oregon**
- July 4: Portland Rose Festival, July 4-5
- July 11: Oregon State Fair, July 11-18

**Pennsylvania**
- July 4: Philadelphia International Film Festival, July 4-5
- July 11: Pennsylvania State Fair, July 11-18

**Rhode Island**
- July 4: Newport Jazz Festival, July 4-5
- July 11: Newport Beach Film Festival, July 11-18

**South Dakota**
- July 4: South Dakota State Fair, July 4-5
- July 11: South Dakota State Fair, July 11-18

**Tennessee**
- July 4: Nashville Arts Festival, July 4-5
- July 11: Nashville International Film Festival, July 11-18

**Texas**
- July 4: Dallas Arts Festival, July 4-5
- July 11: Houston International Film Festival, July 11-18

**Utah**
- July 4: Salt Lake City Jazz Festival, July 4-5
- July 11: Utah State Fair, July 11-18

**Washington**
- July 4: Seattle International Film Festival, July 4-5
- July 11: Washington State Fair, July 11-18

**West Virginia**
- July 4: West Virginia Arts Festival, July 4-5
- July 11: West Virginia State Fair, July 11-18

**Wisconsin**
- July 4: Milwaukee Art Festival, July 4-5
- July 11: Wisconsin State Fair, July 11-18

**Wyoming**
- July 4: Casper Star Pitch Festival, July 4-5
- July 11: Wyoming State Fair, July 11-18

**Canada**
- July 4: Toronto International Film Festival, July 4-5
- July 11: Canadian National Exhibition, July 11-18

**Great Britain**
- July 4: London Film Festival, July 4-5
- July 11: Edinburgh International Film Festival, July 11-18
<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
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<tr>
<td>Rubber Walking Squawkers Assorted</td>
<td>$6.50</td>
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<tr>
<td>Jumbo Elephant</td>
<td>$21.00</td>
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<tr>
<td>5&quot; p. 4 Assorted</td>
<td>$1.00</td>
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<tr>
<td>Giant Rubber Squawker</td>
<td>$5.00</td>
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<tr>
<td>Rubber Squawker Horse</td>
<td>$1.00</td>
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<tr>
<td>Jocko Clown</td>
<td>$7.00</td>
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<tr>
<td>Cub Knife</td>
<td>$3.00</td>
<td>With Leather Sheath</td>
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<td>BOMBERS, PLASTIC</td>
<td>$16.00</td>
<td>3 Prop, one piece 6 Prop, one piece</td>
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<td>Balloon Reed Sticks</td>
<td>$0.60</td>
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<tr>
<td>3/16&quot; x 48&quot; Dewells</td>
<td>$1.25</td>
<td>per 100</td>
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<tr>
<td>Spirals</td>
<td>$5.50</td>
<td>Extra Long, Stretched</td>
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<tr>
<td>Balloons for Gas or Sticks</td>
<td>$0.25</td>
<td>11 Pastel Clown Animal 10 Pastel Clown 10 P. 4 Pastel Assorted</td>
</tr>
<tr>
<td>Straw Coolie Hats</td>
<td>$0.35</td>
<td>9&quot; 12&quot; 16&quot; 20&quot; 24&quot;</td>
</tr>
<tr>
<td>Paddles</td>
<td>$0.35</td>
<td>with opalescent</td>
</tr>
</tbody>
</table>
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- AVAILABLE in black or white
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- FRESH AIR draws in from outside
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Portable steel Fan Stand included—nothing to assemble. Simply set fans in place.

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Men's All-Steel Streamline Case

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Women's, Children's, Watch Bands
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WEB ROVER, SEATTLE, WASH.

The Best Sales Roards and Jas. Stores
Write for Information and prices.
GALENITE COMPANY

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WEB ROVER, SEATTLE, WASH.

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Write for Information and prices.
GALENITE COMPANY

Kitty Kelly Ransstrom reports from Polack Eastern that Great Moody, former musician with Sparks and now operator of a tourist court at Brownsville, Texas, visited in Fabruary, N. D., Harold B. Turner, president of the company, and celebrated a birthday with some people visited Gil Gray Circus at Los Angeles last month and spent four days out yesterday at his home in Wayzata, Minn. Several members of the company are visiting Maine for a few days at Detroit Lakes, Minn.

Advertisement of a steel company began running in the Evening Post of July 14 includes a picture of a truck circuses the Ohio Turnpike. The Circus Company is the agent for the acts that stages it in Western Canada.

Fred Fleming, former owner of the Fred J. Mack Circus, has opened a new circus, the Fleming—Sweeten circus, now under management of Mr. and Mrs. Larry Lefton, former owners of the Mack and Turner circus, which is on tour through the south. The show is scheduled to arrive in Goshen, Conn., on July 21, and will tour through the northeast, opening in New York City on August 4, and closing in Chicago on August 13.

The show is designed to appeal to all ages, with special attention being given to the younger generation. It features a variety of acts, including clowns, acrobats, and animal acts, with special emphasis on the horse and dog acts. The show is managed by Mr. and Mrs. Larry Lefton, who have extensive experience in the circus industry.

Robert Berson, visiting H. W. Bros., to make some free-lance photographs.

R. A. Ferland, who has worked as French-speaking announcer at Ringling and King, filled the same role for the season for Clyde Bros.

Norris A. Burke, who worked as the Gaumont in the high spots of the War, will be at the St. Paul Hospital, Dallas, and was at the Liberty Theatre, Maripose Towne is back in Lincoln, N. B., after a trip to Europe. Robert Berson, visiting H. W. Bros., to make some free-lance photographs.

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JULY 28, 1956 THE BILLBOARD 119

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A small to medium size flakes. Incolored cello—washed out $50
NO. 12H—BARK FLASH LARGE
Moose Head

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BAD RUBBER PRODUCTS CO.

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STAR PRINT
Red, white and blue for top patriotic use.

$3.00 a doz.

LADIES' TERRY WRAPS
Only $24.50 per doz.

30-dozen sets, 50% off
Flannel, $1.25 each $0.30 each
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BURLINGTON, CARR'S END RINNER-UPPERER, 19" LINES

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124 PENNETTES
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1-Strand Bracelets
FREE GIFT OFFER
FREEMISS RING
FREE GIFT OFFER
FREEMISS BANGLE
FREE GIFT OFFER
FREEMISS BRACELET
FREE GIFT OFFER
FREEMISS NECKLACE
Note: Gift offer is NOT subject to change or motion.

It's our gift to you, to prove we always offer better deals at

MEN'S WOMEN'S NEW STYLES

ASSORTMENT OF \$69.50 Complete with expansion band...
6 for \$49.00

SPECIAL LOT—Man's, Woman's and Child's Watchs Complete with expansion band & Guaranteed, each...
$4.45 Each


AMERICAN FLAGS
Regular large 13-Bt. Flag. Enlarge white stars.

A GONSEY.

S. & B. Harpens, Box 58, Ogden, Utah.

ALWAYS ADVERTISING YOUR OWN STAMPING BUSINESS

YOUR ADVERTISEMENT DISPLAYED
In a space this size will have 3-day display and secure greater results.
Cost of this two-inch space...
$20 PER INSERTION

Rule Border permitted on ads of two inches or more.

YOUR LIFE INSURANCE

4000 Miller St., Des Moines, Iowa.

FAMOUS MFR. CLOSETOE

INTERCHANGEABLE EARRINGS—REMARKABLE
Any set at 27c each. Send $3.00 for 100.

BARR COSE, 1000 N. Michigan Ave., Chicago 1111.

NEW GENERAL 4000 MILLER ST.

NEW C. P. D. 3333 Central Ave., Des Moines, Iowa.

FAMOUS MFR. CLOSETOE

ENGINES
Driven by hand or by engine, on sale or repair.

SUNSET SERVICE

BARR COSE, 1000 N. Michigan Ave., Chicago 1111.

SPECIAL—ELEPHANTS

WEEKENDS IN YOUR OWN STAMPING BUSINESS

AMERICAN FLAGS
Regular large 13-Bt. Flag. Enlarge white stars.

A GONSEY.

S. & B. Harpens, Box 58, Ogden, Utah.

ALWAYS ADVERTISING YOUR OWN STAMPING BUSINESS

YOUR ADVERTISEMENT DISPLAYED
In a space this size will have 3-day display and secure greater results.
Cost of this two-inch space...
$20 PER INSERTION

Rule Border permitted on ads of two inches or more.

YOUR LIFE INSURANCE

4000 Miller St., Des Moines, Iowa.
FOR SALE
SECONDHAND GOODS

FOR SALE - SECONDHAND SHOW PROPERTY

FOR SALE: 15' X 20' PAPER HANGING. BEST QUALITY. $35.00.

FOR SALE - DREDGING PLANT AND 38' X 12' BOAT. $3,500.00.

FOR SALE: TRUCKS - TRIPLE AXLE TRAILER. $3,000.00.

FOR SALE: AIRPLANES AND BOATS. $4,500.00.

CONCESSION TRAILER - TWO WHEELER. 16' X 8'. $1,500.00.

FOLDING BARN RIDES - COWBOY. 20' X 10'. $1,000.00.

THIS IS A 14-LINE AD

FOR ONLY $14

You can buy this space to profitably buy or sell Used Show Equipment.

NATIONALITY ADVERTISED

It's Worth The Trip. Send in Your Order for

CEI-MAX, Inc.

1821 Main St.
MEMPHIS, TENN.

WASHINGTON THE AUTOMATIC SKULLET

Laura's 15 inch size costume complete with hat and wig. $9.95. Star Sales Co.

FORMULAS & PLANS

ANY FORMULA, ANY FORMULA CATALOG.

LOCATION WANTED

HAY 1965 AT KIL WHYTE, WOULD LIKE TO PURCHASE A SMALL BUSINESS FOR SALE.

WANTED LOCATION FOR NEW KIWI, 4 BY 5 IN.

MAGICAL APPARATUS

A LUXURIOUS WINDSORS BINAUROS FOR SALE. $5.00.

VINTAGE ADVERTISING FASHIONS. $3.00.

NEW IMAGE ILLUSTRATION LABO.

EMPIRE PRESTIGE LARGE PROPERTIES.

$139.50 VALUE

$69.50

ONLY

69.50

10 Ass. Marty & Daughter Watches

With Expansion Band

Benrus-Bulova-Elgin

REBATE]

MORE SPARKLE THAN DIAMOND

$9.95

LADIES' WATCHES

WRITE FOR FREE 1956 CATALOG "M"

MISCELLANEOUS

LEVIN'S CATALOG READY

32-PAGE FLYER OF CARNIVAL AND RINGO PRIZES

MILITARY SIGHTS

3202

2 DOZ. $1.40

3 DOZ. $2.00

36 GUNS NEW ORI

NO LADIES FOR

MISCELLANEOUS

SOLD ON 30% DEP With C.O.D. Orders.

LEVIN BROTHERS

TERRE HAUTE, INDIANA

SPOTLIGHT VALUE

Packaged with "SED" PRICED FOR PROFIT!

CEL-MAX Ensemble

FOR SALE

SECONDHAND GOODS

ABOUT ALL MARKS OF ROPEY-CATS,

CROOKED Type, Electric, Tag, Used or New.

COMPLETE STAGE SETS 12" x 12" x 12".

RE-MATERIALIZED BULBS. 1000 HOURS.

CABLE WIRE - 20-2 - 90% WAVE.

CABLE WIRE W/ WAVE STOPPER.

DIE-CUT 4" X 6" (CARTOON)

SOLD PER CARDBOARD.

GOODS WITH "WEED" CLEAR GLASS.

TUBE ACCESSORIES - "WEED".

TROPICAL FANTASY CO.

12727 S. 27" ST.

ATLANTA JAYSTIK CO.

720 PARK RD. S. E.

ATLANTA, GA.

PERSONAL

ABOVE ALL BLACK DIAMONDS - 50 CENTS.

SILVER MYSTERY CRYSTALS - 50 CENTS.

SILVER FINGER RINGS - 50 CENTS.

SILVER BRACELETS - 50 CENTS.

SILVER NECKLACES - 50 CENTS.

SILVER BELT BUCKLES - 50 CENTS.

SILVER EARRINGS - 50 CENTS.

SILVER CHAINS - 50 CENTS.

SILVER RINGS - 50 CENTS.

SILVER BRACELETS - 50 CENTS.

SILVER NECKLACES - 50 CENTS.

SILVER BELT BUCKLES - 50 CENTS.

SILVER EARRINGS - 50 CENTS.

SILVER CHAINS - 50 CENTS.

SILVER RINGS - 50 CENTS.

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SILVER EARRINGS - 50 CENTS.

SILVER CHAINS - 50 CENTS.

SILVER RINGS - 50 CENTS.

SILVER BRACELETS - 50 CENTS.

SILVER NECKLACES - 50 CENTS.
No Big Summer Dent Except Detroit, Midwest Ops Report

Chicago Reports Dips of 5 to 10%; Milwaukee Steady; Detroit Way Off

DETROIT — A normal hot weather slump coupled with heavy industry layoffs may result in an average 5 to 10 per cent dip in juke box collections here this summer. According to a survey of operators, this figure appears to be accurate. Any but optimistic. Hurry Nutter, head of Lincoln Vendy's, anticipates a 15 per cent drop. Ray Loudermilk of about 35 per cent. "We are not running that low now," he said.

Nutter said he thought the big problem was with retailers rather than weather. He said the layoff seems to be hitting the young workers—the best juke box customers—the hardest. He added that the impact

MILWAUKEE — "Summer sales aren't as heavy as they seem to be much of one here this year," that is the opinion of most music operators. John Van Deen, president of the Milwaukee pops reported that while sales have dropped there has been mild competition to previous years.

The major factor behind the surprisingly good summer trade appears to be the gains more of juke trade. Operators that have juke box collections have improved more than hoped for.

Doug Opitz of the Hilltop Coin Machine Company, reported his route receipt this summer are well ahead of last year's mark because of juke box. He added that sales of record players and disc machines, plus the new line of cigarette and liquor collections in every location where they have been installed.

Says Opitz: "The owner of all operators forget nickel play, the more the entire industry will show year-around improvement." Opitz has about 50 Hilltop spots operating on juke boxes.


OSHKOSH, Wis.—Current developments in the ASCAP-juke box music licensing situation, discussed the second co-op-juke box record sale highlighted the Wisconsin Music Merchants' Association's (W. M. M.) meeting at the Columbus Club.

Members were on the over the W. M. M. were on hand for the meeting which got under way around noon. For every group on the subject, the association, reported on the ASCAP situation. He warned operators that the fight was far from over. He pointed out that committees had not been able to.

No data was scheduled for the or the record was exchanged for 10c play.

Letter Lauds Chi. Assn. for Folio Efforts

CHICAGO — The Chicago Radio and Television Record Service Association has been an association, went all out to help the March music campaigns this year. Before the 1956 campaign closed, the Association, had seven separate checks for the Chicago Media Association.
Detroit

of the steel strike appears to be making it worse.

Not the Weather
Louis Fisher, of Fisher Music Corporation, agreed with Norum that the general economic conditions were not creating just a box play but more than that. Fisher also thought that conditions at the highways and buildings was closing more locations than it was opening. He pointed out that the run things will work out even, but at present the loss of a good location hurts.

The normal summer slump is also being felt, operators said. They pointed to locations which were closed for as long as a month during the summer season.

Little is being done by metropolitan operations here to check this slump. Many of them are not even considering any new locations, but the prevalent feeling seemed to be that little could be done, so why fight it.

Same Service
Most operators felt that they use the same record changing program as the summer as in the winter. "We try to keep our locations up to date on all current hits and at this time, one operator said, "I consider it normal. If we add and delete more records when the play changes."

Replacement of equipment on location is also slowing down. Operators explained that some of their equipment had been held over last season's changes to a minimum. Operators in Update Magazine report collections doing very well as a result of a heavy tourist trade. This, however, is normal. In fact, some Update operators report that summer is always their best period.

Chicago

being new models at a steady pace to add new models, to fill their better locations.

Down 5 Per Cent
Phil Levin, head of Carver Music and president of Recorded Music Service Association, that his operation was down about 5 per cent from normal and about equal with last summer's collections. Levin said that service of the machine and record change operates on a par with winter activity.

Joe Fillippi, head of Blackstone operation, said that his collection was off even less than five per cent. He explained that all six of his stores were down about five per cent in play; others went up to 10 per cent. Levin also said that, as a rule, average stores tend to drop while the better stores get even better. Other operators reported some of their locations were off as much as 15 per cent, but this was exceptional.

Dixon play is 100 per cent in Chicago, according to one operator. For this reason, operator group suitably smaller.

In agreement with Dixon's, Jay Mischnick, president of the Dixon operation, who also said that they were doing about 100 per cent this summer, with the Dixon show. J. Mischnick, Dixon operation, said "If we had 100 per cent in Dixon, summer on nickel play, I'd sell out.

Few New Spots
Few new locations are opening in the Chicago area and there are virtually no so-called summer locations, so operators do little to suggest a new play here during the hot weather.

The best way to promote play, according to this operator, is to keep the show clean, stocked with good records and uniform title strips, and service two.

Ben Coyer, head of Corn Music Corporation, West Side distributor, said that the Dixon operation had not increased their summer shows. He said: "Our summer shows are about the same as last year, except we're not going to have as many as last year."

At Automatic Phonograph Distributing Company, AMI distributor, operators said that they were off better than last year. He agreed with Coyer that new model operation seemed responsible.

At Aslanti Music, Seeburg distributor, was also taking advantage of new models. The operator said that sales were better because the new '20s were working in the location. These operator of the Chicago area to exchange new models.

The new machine, which is a "10," is a two-speed machine and was released to this area two years ago. The new machine was released to this area two years ago.

The importance thing is to keep the machine clean and running smoothly. The machine is a "10," and it is a two-speed machine and was released to this area two years ago.

Many operators feel that it is important to keep the machine clean and running smoothly. The machine is a "10," and it is a two-speed machine and was released to this area two years ago.

The survey did; however, reveal that many concerns were looking for this type of machine because of the increased demand for hours and the difficulty to stay ahead of the competition. Many of the players are being replaced by new machines, and the older machines are being returned to service on a par with winter activity.
**Music Operators Forum**

Music operators who entered the business with little or even no musical training in terms of instruction more than operators who entered from 1946 to 1950. Both groups are more expansion-minded than the operators who entered the business before 1946.

This week's Music Operators Forum, covering a group of approximately 60 operators who started in the business since 1946, clearly reflects this situation.

The accompanying chart shows, 71 per cent of all post-1946 operators have expanded their operations—either by adding brand-new locations, or by expanding a pre-existing route—during the past five years. Only 49 per cent of the operators in the 1946-1950 group expanded their operations during the same period.

It is also interesting to note that not one operator participating in this week's forum has expanded at a rate of a size during the past 12 months. Last week, 12 per cent of all veteran operators surveyed indicated they were planning to reduce the size of their operations.

The big reason for more expansion by new-comers is the rising cost of labor, which has been pushing many operators to the wall. Old-timers, on the other hand, do not advertise less expansion conscious, have hung onto their better locations while weeding out the poor. New-comers, on the other hand, have in most cases made the move expanding their routes.

And the reason the new operators are trying to expand their operation to a point which will hold them for a long time. After the first year of business, he will have reached the maximum size for a one-man operation and unless he plans to hire service men, he will try to keep a steady size.

**Income Vs. Expenditures**

C. A. SIEGEL, Twin State Music Company, Newport, Vt.: Expansion to the joke box business depends upon costs and revenue. If one operator knows a new joke box will average $25 per week, plus added service costs and more record money, he should not hesitate to enter the joke box field.

B. LIESEH, Milwaukee, Wis.: "With regard to expansion for a joke box operator, he should have a series of small offices, each covering a group of routes. If an operator wants a one-man operation, he has to let it be big. Personally, I like to add locations, but not for the purpose of quantity, I would not build a big route that was loaded with marginal spots.

**Expansion Is Unavoidable**

FREDERICK CLENA, Southern Music Company, Honolulu, N. Y.: The small operator with just one route, is on his way out. He has to have volumes and diversification or he will not make money. Consequently, operators are forced to sell or buy new routes.

JACK JEFFERIES, Owensboro, Ky.: "It is impossible to hold a joke box route to a certain maximum size, when prices and that is what you are limited to.

You are limited in expansion, the way you go.

JERRY BURTON, Canton, Ohio: "The small joke box operator will eventually have to sell out or expand. Lately we have been talking about buying small operators who has games as well as joke boxes, it is hard when a State passes unfavorable legislation.

FRED FABANO, Buchanan, Mich.: "I think you are right in your remarks. During the past four years we have added over 100 joke boxes to our route.

H. SMITH, Los Angeles: "Since all businesses strive to increase in size, so should the joke box business. I think operators should make an effort to expand."

D. CALKINS, Knox, Ind.: "Our locations are scattered over a large area and we believe in adding water locations to fill the route."

LARRY MARTIN, Potsdam, Calif.: "An operator should always be looking for new business to expand. I have the impression the joke box business is not in the coin machine business, especially in the joke box business. Volume is needed to offset high operating and overdraft costs."

**The Personal Touch**

LLOYD L. KIESINGER, Frostproof, Miss.: "Spoken as a small operator, I believe that operators should try to impress their customers with the expansion they are trying to achieve. They should get to know their locations better and improve their service."

STEPHEN ANDREW, Yonkers, Calif.: "I comment on my own area only. It is mostly an agricultural area, which is not as much as the coin machine business, especially in the joke box business. Volume is needed to offset high operating and overdraft costs."

E. STOCKHAM, Blominger, Miss.: "I think that an operator should keep his routes to a size that he can operate successfully. Locations that can't even pay for the cost of the records are a headache and an operator is better off without them."

D. VACCHETTI, Jr., Rio Dell, Calif.: "My feelings regarding expansion are that an operator should set a maximum size that he can operate successfully. Further expansion would mean hiring still another employee. Unless I add employees I still have to keep an extra man at work all week, expansion will mean less net profit for me."

**How They Voted**

1. Are you operating more, fewer or about the same number of joke boxes as you were three years ago?
   - New This Year
   - Five Years Ago
   - More
   - About the same
   - Less
   - Fewer

2. Do you plan to increase, decrease or keep about the same number of joke boxes in the next few years?
   - Increase
   - Decrease
   - About the same

**COINMEN YOU KNOW**

**Chicago**

By KEN KNAUF

SUGGESTIONS WANTED. Joe Felitti, head of Record Music Service company's sales department also a top operation from other music personnel regarding the association's annual meeting would be appreciated. The event is scheduled for September 20. Other members on the committee include Phil Levin, Ed Rus and Carl Green.

Nate Feinstein, of Atlas Music, Seeburg distributor, back on the air, after being in the hospital for a few weeks. Nate says he feels fine now—Paul Brown, head of Western Automatic, has left the reins of his music route with Bill Nyland, while the latter is now working for Mike Geary, the new distributor in the Philippines, visited here last week. He was almost immediately laid off to Grand Rapids, Mich., site of the AMI plant.

Les Meen, World Wide phonograph dealer, having the heat with a headache but looking better now. He and his wife, Lucy, now make up at Lake Geneva over the week ends with his family. According to George Miller, it looks like Chicago will continue to be hot town for all Music Operators of America conventions.

Al Rothstein, Banner Specialty Company, Pittsburgh, visiting with Ralph Sheffield and Al Warren at Crescent Manufacturing & Sales Company last week. Jack Mitrick, who has joined United Manufacturing, getting to his new surroundings. Bennet Levy, partner of Universal Distributors, of Oakland Manor, Oakton, Va., for a week's vacation...Paul Huesch, J. H. Koritz & Company, reports the firm's coffee machines coming in at a fast clip. Paul provided commitments for all its sales operators at the CAA meet last week. Chicago Coin's Sam Wolberg will host the bill at next month's gathering. Howard Freer, back in town after a long absence, says he's here to stay this time.

**Milwaukee**

By BENN OLLMAN

FASTER TO ADD MORE SPACE. Sam Cooper, manager of the Distributor Company, has added two rooms to their store, where old, small, pianos are being made for an addition. Jerry Grow has taken over complete charge of the phonograph department which runs under the Hollywood Sales label.

Barney Kuchel, of the Music Mart, reports an increasing traffic of coin machine operators hunting for top-of-the-charts disks. McGuire Sisters' "Weary Blues" and Carney Carr's "Heart Holloways" proved an outstanding hit in the last week, says Kuchel. Skip, included.

Art Menne, Elkhart Lake John Jesko, Sheboygan; Clarence Smith, Milwaukee Amusement Company, and Dick Zeumennan.

Josef Hilliard, manager to the coin machine business, Hillier worked for Rock-Ofa's in Germany, prior to coming here three months ago. Bill Grus has opened a new branch, in Rockefeller Center Company. Ferguson also works as a disk picker for one of the local stations in the morning before stepping out in the afternoons to try to fill the big shoes of the Mercury Records man, O'Brien. Anderson, manager of the Baud, has decided to serve the delivery boy she maintains a keen interest in baseball that has earned her the title of "Cheerleader."

Dick Zeumennan, who recently struck out for himself as a coin machine operator, reports business building very nicely. Principally operating music equipment, he worked for Eddie Paulson until Paulson's death. Ray Fisher has taken over the city sales chores for the selling Johnny O'Brien, of Major Distributors Company. Engler also works as a disk picker for one of the local stations in the morning before stepping out in the afternoons to try to fill the big shoes of the Mercury Records man, O'Brien. Anderson, manager of the Baud, has decided to serve the delivery boy she maintains a keen interest in baseball that has earned her the title of "Cheerleader."

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**Diversification to Boost '56 Summer Grosses, Operators Say**

CHICAGO—Automatic vending machine operators expect to step up 1956 sales 20 per cent compared to last summer thru increased diversification.

The reason for optimism is a spate of large representative operators in the East, Midwest and South that The Billboard contacted concern sales with those of a year ago.

Most of the increase was attributed to diversification and the installation of additional vending units, dispensing a greater variety of healthy items, the operators polled said.

The operators stated they are installing more cold cup drink units, soda dispensers, and over-the-counter coffee machines in their stores. Cold beverages are by far the best sellers, was the general consensus of the majority with ice cream second. Cigarettes maintain a steady year-round sales, in some cases even increasing in the hot weather.

One leading East Coast operator stated that an increase of sales on quarters is driving the up-cup drink and soda machines to my route. In addition, I am doing a much bigger business on vending more columns in my candy vendors to sucker, crackers, items of machinery, and non-chocolate sweets.

The drop in his candy and coffee sales is offset by the 80 per cent increase in cold beverage sales, and the 30 per cent hike in milk.

"Current indication are that my business is improving for this year greater than last year when sales were only 15 per cent," the operator reported. "I believe it can be attributed to my greatly increased diversification program," he continued.

Ads Equipment

Thoman Kuklin, president of his own firm in Sanford, N. C., and several Midwest operators stated they plan to bolster over-all sales volume thru the installation of additional vending units, dispensing cold beverages and hot water items—beverages, coffee and peanuts.

"Our summer sales are increased by convenience. We have added a move more easily accessible to salted peanuts, mixed nuts, special summer pelmeni, ice cream vendors and coffee," (Continued on page 128)

Other operators commented.

CHICAGO—With the 1956 National Automatic Merchandising Association's convention—December 5—still five months off, a total of 5,000 exhibitors have reserved space.

It is said that 14 more companies have reserved space compared with the same date of a year ago. There is strong evidence of the growth of the vending industry, Herb A. Geiger, Geiger Automatic Sales, Inc., Milwaukee, exhibitor chairman, said.

To be known as the "Fagace of Vending" the convention this year, according to Geiger, promises to offer the most colorful array of new vending machines and products ever presented.

Exhibit space in the North and South hall of the Conrad Hilton Hotel where the convention will be held was reported. (The Billboard, July 21)

Vendo Equals '55 Earnings First 6 Months

**KANSAS CITY, Mo.**—Earnings of the Vendo Co., Inc., for the six months of 1956 will equal that of all of 1955 when earnings were $542,000. The announcement was made by E. F. Pierson, chairman, at a board of directors meeting which was held recently.

However, good space is still available in the Williams Room and on the fifth floor, he said.

Exhibitors who have definite plans to exhibit at the National Automatic Merchandising Association Convention, which is set for January 8-11 in Chicago, are:

Vending Machines, Components


Add Ice Cream to Food Program, Ups Summer $5

**MILWAUKEE**—Diversification of equipment has accounted for the improved summer business of Stacey Vending, according to Mr. Nick Stacey, president. "Last year's volume is above that of last year at this time, " he reported.

Newly built middle and interlocking heads for the line in operated by Stacey Vending, head of the West Coast Enterprise, and president of the Western Vending Machinery Association.

Business, Mr. Stacey stated, had already exceeded that of the same period last year. He expects it to continue on the high level for the rest of the year.

(Continued on page 130)

May Cigarette Sales

**RICHMOND, Va.**—Retail sales of cigarettes totalled 1,348,343,000 during May in States taxing cigarettes, an increase of 2.3 per cent ahead of May, 1955, when 1,319,011,000 packages were sold, the Tobacco Tax Council reported.

The lower-than-expected increase in cigarette sales can be attributed to approximately 188,708,020 packs based on Vending's 1956 Market Data and for the State of Delaware, which accounted for 14 per cent of total cigarette sales.

The Tobacco Tax Council's figures are based on tax collection statements submitted by the District of Columbia, Missouri's levy did not exist a year ago. (See chart elsewhere in this issue.)

**Tax collections totaled 532,105,064 with only three States showing a decline during the month as compared with last year's sales. Texas, which is up 4 per cent, was Wyoming, down 4.3 per cent, and New Mexico, up 6.3 per cent.

Texan's 4 cents per pack-collection in the District of Columbia, 22.9 per cent. Kentucky was second with a gain of 18 per cent, while Wyoming showed a gain 16.4 per cent. Louisiana had the highest tax levy of 8 cents per pack. The lowest is 2 cents per pack collected in Arizona, District of Columbia, Missouri, Ohio and Wyoming.
The Northwestern Corporation
3514 East Armbrust St., Morris, Ill.

CANDY, GUM FIRMS
Vote on Merger, Elect Officers

CANAHOARIE, N. Y.—Stockholders of the Beech-Nut Packing Company and Life Savers Corporation will vote on the merger of the two firms July 5 and also elect new officers. W. Clark Arkell, chairman of Beech-Nut, announced this week.

Edward J. Noble has been nominated as chairman of the board and chief executive officer for the proposed new firm, which will be known as Life Savers, Inc. He is chairman of Life Savers' executive committee.

Other nominees to be approved include: Arkell, chairman of the new corporation's executive committee; Robert P. Noble, vice-chairman of the board; J. Stafford Elllidge Jr., president; Edward J. Jordan, executive vice-president and head of the Beech-Nut division; John A. Grammer, vice-president and head of the Life Savers division; Earl E. Anderson, vice-president and secretary, and Frankly E. Fiero, treasurer.

125 Ops Attend

Continued from page 126

law requesting that no tax be paid on sales under $50, he stated. The proposed amendment is being drawn by Attorney Norval Hurdges, Urbana, Ill., the association's legal counsel.

A State convention is to be held by the association between September 1 and December 1 to elect permanent officers and draft by-laws for the association. The first of the series of the meetings held in Chicago was attended by 45 operators from throughout the State. (The Billboard, June 23.) Other meetings were held in Rockford, Springfield and Alton.

Vendo Equals

Continued from page 126

$15.25 per 1,000 f.o.b. Jolomdro, N. Y.

The Political Conventions and the Presidential Campaign will heat up and early.

You have these months' TIME—August, September and October and this使って OPPORTUNITY to exploit on the ELECTION. It pays to take advantage of such a big opportunity.

SAMUEL EPY

CANDY—BALL GUM MITS-CHARMS

H.B. Hutchinson Jr.
Phone: Tech. 37300

New—for Additional Income
ADVANCE AMCO
HANGY POCKET COMB VENDOR
Dispenses a Quality Comb for 10c

A typical product by Adranio known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

J. SCHOPENBACH
1645 Bedford Ave., Brooklyn 25, N. Y.
Tobacco Production

Total tobacco production for the year is estimated by Agriculture Department at about 1,891 million pounds—14 percent below 1952 and the smallest crop since 1943. Reduction is primarily due to a lower acreage for harvest. Flue-cured tobacco showed the greatest reduction, with only 888,200 acres to be harvested—11 percent below last year. Production of Burley is forecast at 1,194 million pounds, the smallest crop since 1943. Burley acres estimated at 481 million pounds, compared with 470 million last year.

Milk Production High

Farm production of milk during June totaled 67.4 billion pounds, the highest since June, 1945, and 3 percent above the 1945-54 average for the month. A total of 46.1 billion pounds of milk was produced in the first 8 months of 1956, compared with the previous record high of 65.2 billion pounds for the comparable period in 1955.

Confectionery

Sales of confectionery and competitive chocolate products, manufacturers in May were estimated at $779,973,000, 15 percent above last year's May total, according to revised Commercial Department figures. May sales, however, were 1 percent below April, 1956, sales. Manufacturer-wholesale sales for the first 5 months of 1956 were 2 percent below April, 1956, but 16 percent higher than May, 1954. May sales of candy manufacturers in May this year were 11 percent above May, 1955, and 8 percent above May, 1954. Sales by chocolate manufacturers in May, 1955, for the first 8 months were 21 percent above the preceding month, but 18 percent higher in May of last year. Poundage of bulk candy was up 14 percent.

ST. LOUIS — Joe Van, who was recently appointed manager of the New York office of National Bookcutter, Inc., has been recalled to the home office, J. L. Cleary, sales manager, announced. Edward J. Garre, acting branch manager in the firm's Los Angeles office, has been assigned to the New York branch. Van was recalled due to the increase in volume of business, Cleary said.

Cigarette Vending Machines

CLOSE OUTS

Must have room for later models

B.OY 4-COLORS 15.00

B.OY 8-COLORS, CRUSADER 55.00

B.OY 10-COLORS 115.00

SNOBELLING 4-COLOR, ELECTRIC 125.00

P.I. 8-COLORS 150.00

NATIONAL 930, 950-COLORS 55.00

NATIONAL 910, 950-COLORS 95.00

KEEFEY ELECTRIC, 9-COLOR 125.00

DEBREGER 7-COLOR 45.00

DEBREGER 9-COLOR 75.00

DEBREGER 11-COLOR 175.00

Every machine comes complete with ass. Each package costs, in addition, Guaranteed same as new 90 days, or money back. On large orders, 5% discount for full transcription.

T. O. THOMAS CO.

5-1373 Jefferson, Paducah, Kentucky

Phone: 2-6801

Diversity to Boost Grosses

- Continued from page 126

Vending Beautiful, Interesting Cards Simultaneously with Bag of Coins for change. Various designs and colors, sizes, values and denominations. Easy to handle, space saving, requires less time and effort than other forms of advertising. Write for FREE Sample & Prices.

5-STAR BABY GRAND

MACHINES

2610 fog. 1250 840 at 600c.

WICK VENDING CORP.

5781-13 W. GRAND AVENUE

CHICAGO 23, ILLINOIS
NEW! NEW! NEW! SPECTACLES GENIE FINGERS RUBBER FINGERS LARGE BABY SHOE OWL WITH JEWEL EYES SKULL WITH JEWEL EYES

SAVE MORE MONEY—MAKE MORE MONEY
Substitute The Billboard 1290

CHIRMS—Miniature Cigarette Lighter—It Works!
Will vend with 30 cent hole only. Useful, handy, durable. Chrome, Celluloid, Plastic, Resin, Etc., 2 for 50c each. To agents, jobbers, etc. 25c each.

FLYCO MERCHANDISE
25 Cortland Ave.
San Francisco, Calif.

CIGARETTE MACHINE CONVERSIONS
IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, PREDICTORS, CRUSADERS
NATIONAL 930, 950

UNEEDA ALL MODELS
Also a ROWE PRICE DIFFERENTIAL BARS

Available: All CIGARETTE MACHINES (Containers)

All Included: Key Coin, Cigarette Key, Small and Large Coin, No. 2 & Reg. in all Cols. We also can "King Size" your old machines

TEAMS ARRANGED—WRITE FOR INFORMATION

CIGARETTE VENDORS
National Model M, $125.00
Model N, $120.00
Model D, $110.00
Model B, $105.00
Model A, $100.00
Full Service Model M, $9, Key, 270 Cents
Full Service Model N, $8, 250 Cents
New Crusader 3, $100, 250 Cents

Price is for Cigarette Key, Cigarette Key and the Machine

All Equipment Unconditionally Guaranteed

COMPLETELY RECONDITIONED AND REFURNISHED

Trade Price, 1/3 deposit balance C.O.D.

UNEEDA VENDING SERVICE, INC.
The Nation's Leading Distributors of Vending Machines

3317 Mission St., San Francisco, Calif.
The article contains a list of coin machine prices, including table entries for different machines, their prices, and details about their features and availability. The data includes various types of machines, such as pinball games, amusement park rides, and arcade games. The information is presented in a structured format, with columns for high, low, and average prices. The document also includes a section on coin calendar, indicating upcoming events and meetings. Additionally, there are ads for various coin-operated games and machines, such as pinball games and amusement rides. The text also mentions the importance of machine prices in the context of the coin-operated game industry, highlighting the competitive nature of pricing and the need for detailed information to make informed decisions.
New York State
OK's Coin Pool
For Pub Spots

Reverses Earlier
Rule to Ban Game,
Restricts Cuse Use

NEW YORK — Coin-operated pool games have been reopened for location at New York State tavern locations. The Division of
Alcohol and Tobacco of the Secretary of State in an opinion dated July 3 re

verses an earlier rule that such games would have prohibited use of the games in premises licensed to sell liquor.

The initial ruling was challenged by the New York law firm of Haskell and Blatt, counselors for the Association Amusement Machine Operators of New York, who were submitted to the State Liquor Authority maintaining that such games would have prohibited use of the games in premises licensed to sell liquor.

JACK MITNICK

Jack Mitnick
Joins United
Mfg. Company

CHICAGO — Jack Mitnick, a veteran of 38 years' experience in the coin machine industry, last week joined United Manufacturing Company here.

Mitnick has been a coin machine vendor in the East and the South. His knowledge of the field extends back to the early history of the business.

Chi to Vote on CIAA Game License Plan

The Illinois Gaming Control Board will vote Monday on a plan to issue a license to the Chicago International Amusement Association (CIAA) to operate a pool game.

The plan would allow the CIAA to operate a game in the city of Chicago, and would be the first of its kind to be approved by the board.

AIME — The American Institute of Coin Operated Merchandising and Entertainment (AIME) has announced that it will be hosting a seminar in Chicago on the future of pool games.

The seminar will take place on Tuesday, September 20, at the Chicago Convention Center. The event will feature speakers from the fields of entertainment, gaming, and technology.

DENVER — Colorado has approved the use of pool games in the state, following a recent ruling by the U.S. Supreme Court.

The ruling overturned a previous decision by the Colorado Supreme Court that had upheld a ban on pool games.

Tenn. Pin Rule
Sideline: Ops To Sit It Out

NAINTIHILL — Illinois pool operators will be able to reopen their games after a brief delay due to the ongoing pandemic.

A recent Illinois Supreme Court ruling overturned a previous ban on pool games in the state, allowing them to resume operations.

Our thoughts and prayers go out to all those affected by this pandemic. We remain committed to providing the best pinball experience possible, and we will continue to follow all necessary safety protocols to ensure the health and well-being of our patrons.

BRITISH GAME IDEA MAKES LADIES BLUSH

LONDON — The recent British mechanical amusement exhibitions have been criticized for their lack of substance.

One critic, speaking in a private interview, said:

"The exhibitions have become a mere spectacle, with little substance to offer the visitor. The games on display are often outdated, and the presence of women at the events is particularly unconvincing."

However, another insider said:

"Despite these criticisms, the exhibitions remain an important part of the British entertainment scene. They provide a platform for new ideas and technologies, and continue to attract large crowds."
Guest roster includes 190 at Milwaukee Op, Deejay Party

MILWAUKEE - Milwaukee's first annual music industry party pulled over 150 guests representing wholesalers, jobbers, dealers and jockey box distributors at Stein Hall June 30.

The evening, also including some general discussions of music industry problems, was primarily a social event. C. S. Pierce, of Broadhead, Miss., one of the Wisconsin Music Merchants' association, talked to operators about public relations and the jockey box industry (The Billboard, July 7).

"Millie" award, a homemade trophy for outstanding public service efforts, was presented to Bob Leonard.

A full page of those in attendance include Mr. and Mrs. L. E. Williams, Mr. and Mrs. Arnold Judt, Arnold's Coin Machine Co.; Mr. and Mrs. Anzac Macen, Cinema Audio Service; Mr. and Mrs. John Frazin, Frazin Photos; Mr. and Mrs. Jim Finci, Mitchell Novelty Co.; Mr. and Mrs. Bob Oller, Oller Hilltop Coin Machine Co.

Ken Kulov, Modern Vending Co., Mr. and Mrs. Barry Jacob Jr., Ural, Inc.; Mr. and Mrs. Chas. W. Bellingham, Major Distributing Co.; Mr. Bob Steele, Vending Machine Co.; Mr. Harold Riets and Art Kay, Electric Brus.; Mr. and Mrs. Bill Reynolds, Bohm Brothers, Inc.; Mr. and Mrs. Ray Hyman, Appliance Co.

Mr. and Mrs. Joe Studebaker, Kibbe Studebaker Co., Mrs. Lela Steen, Gundel; Dick Kibbe and Gordon Furrman, Captain Jack's Coin Co.; Mr. and Mrs. Jerry Glassman, Radio Doctors; Mr. and Mrs. Allen of the Milwaukee Braves, Mr. and Mrs. Gene Ed wards, WRIT; Chuck Myers, King Records, Chicago; Lenoy Carmina, Carmina Distributing Co., Chicago, and Jack Mills, Carmina Distributing Co., Milwaukee.

James H. Martin and Morris Goldman, of James H. Martin Co., Inc., Chicago; Mr. and Mrs. Bob (Coffeehead) Lander, Marquess Magazine Company, Continental Records, Rev. Father Matthew Sauer, Milwaukee, Barney Fields and Bobby Christian, Chicago; Mr. and Mrs. Thomas, WEMP, Milwaukee; Mr. and Mrs. Sam Leeb, Associated Distributors, Milwaukee; Mr. and Mrs. Ben Wahrman, WEMP, Milwaukee; Mr. and Mrs. Maurice, Mercury Records, Chicago.

Norman Wester and Bill Steward, Playboy Magazine, Chicago; Mr. John (Madman) Michael, WOKY; Mr. and Mrs. Bob Reinhardt and Bill Ferr, Reinhardt Bros., Chicago; Mr. and Mrs. Lorenn, Gorden Thomas, Bruce Wallace and Ray Simmons, WTMJ; Chuck Phillips, WEMP, Mr. and Mrs. Don Ayres, Milwaukee; Mr. and Mrs. Richard, Metropolitan, and Mr. and Mrs. Eddie, Art Marks, Marks Music Co.; Mr. and Mrs. Dick Ryan, Mr. and Mrs. Joe Fink, Rainbow Sheet Music Co.; Mr. and Mrs. Charles Netton, Network's Music.

George and Miss Lerner, Chicago; Mr. and Mrs. Anzac Macen, Cinema Audio Service; Mr. and Mrs. Al Oldrich, Chicago; Mr. and Mrs. Ed Wiler, Carol Records, Chicago; Mr. and Mrs. C. Smith, Bob Sacks Camera Shop, Jacksonville, Tenn.; Mr. and Mrs. C. D. Smith, Riverside, Inc.; Mr. and Mrs. Ed Gronowski, and Mr. and Mrs. Robert Gronowski, Badger Novelty Co.; Mr. and Mrs. Joe Grasch, Grasch Radio, and Mr. and Mrs. Joe Weiss, Weiss Rhythm Box, Chicago; Mr. and Mrs. Louis Amos, Music

We Have Wonderful Buys

BINGOS — MUSIC — GAMES

SHUFFLE ALLEYS

Phone, Wire, Write for Lists and Prices

INTERNATIONAL SCOTT CROSS LINES

Scott Cross Company

200 N. W. Market Ave., Chicago 2, Ill.
WANT COIN MACHINE MECHANIC

For Park and Five-Year Round Job.

Apply to

Rodger M. Work—Nelson Ledge Amusement Park

GARRETTSVILLE, OHIO

(Located on Route 282 off Route 432—32 miles east of Cleveland, O.)

BALLY

Exclusive Distributor

for

ROCK-OLA

SHUFFLE ALLEYS

PINBALLS

Beach Resort .... $175.00

Variety .... 175.00

Tropic .... 175.00

Rico .... 175.00

Shore .... 175.00

Miami City .... 185.00

Bally Broadway .... 475.00

Miami Beach .... 300.00

Guzzi .... 300.00

Genny .... 250.00

Yacht Club .... 250.00

Yachts .... 250.00

Nite Club .... 250.00

Sally Circus .... 250.00

W. C. Fields .... 250.00

Carmen Miranda .... 250.00

Elvis Presley .... 250.00

DANDY

Bally Distributors

One Will Been

855 SHUFFLE

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ASK THE MEN WHO OPERATE 'EM...

EASY! JUST DEPEND ON VALLY'S POOL TABLES!

YES! YOU CAN'T BEAT 'EM FOR QUALITY & APPEAL ... & THERE'S A MODEL FOR ALL OF YOUR LOCATION NEEDS!

VALLY'S Jumbo RACK POOL Operate It Anywhere!

BUMPER POOL Regular and King Siza, Conventional and SLATE TOP

PRO-POOL KING SIZE

See Your Distributor or Contact Factory Direct!

SHAFER SPECIAL RECONDITIONED PHONOS

All Coin Export Statistics Again

SEEBURG
WURLITZER
M100-C $95.00
M100-B $75.00
M100-A $45.00
3W1 Wallbox $9.50

WURLITZER
M100-C $145.00
M100-B $115.00
M100-A $70.00

ROCK-OLA
E-120 $165.00
D-40 $175.00

All Coin Export Statistics Again

- Continued from page 123

It also combined several categories which were not exported in great quantities, making it impossible for small exporters to get the statistics they needed. Juke boxes, for example, were listed as "phonographs, with no distinction between phonographs and coin-operated juke boxes," which caused the break-downs to be published in different ways, depending on the amount of detail requested. Similar charges were made for break-downs on exports of vending and amusement machines, which were listed simply as "coin-operated machines." Beginning with the July statistics, however, a complete breakdown will be given, without charge.

Ely said there had been complaints from several industries over the grouping policy. Grouping was necessary, he said, because "the work load of the department kept going up," while funds kept running out. "The reaction of government to agency needs for emergency funds cannot be fast," he said.

Robert W. Burgess, director of Census Bureau, said he "appreciated the advice and suggestions" made by users of the statistics. He added that the "desire and concern of the importance of the export statistics will be taken into account in planning future programs."

Los Angeles

- Continued from page 137

games moving slowly, demand for shuffle bowlers and kiddie rides rising, and operators of pinballs remaining in a quantity as to what legal action will be taken against them.

Buying plans of some operators were overtly recent when the State Franchise Tax Board filed suit against 7 pinball operators for $400,880 allegedly due in income taxes. Suit included operators in Sacramento County, the San Francisco Bay area, San Bernardino and Orange counties.

Jobbers and distributors are generally in agreement that pool games are leveling off in demand. Most of the locations that can them have been supplied. At the C.A. Robinson Company, Al Bet- telman, manager, sees a growing demand for United's Pool Alley which has recently been put on the sales floor.

Bowlers Begin Favor

Both Hank Trossick, general manager of Midknight Music, and Ed Willke, manager, Paul A. Lay- nes, reported shuffle operators were gaining in their comeback popularity. Trossick added: "There is a growing demand for good used pieces.

Willke predicted that the summer school vacation trend that takes on kiddie rides, with opera- tors of these units in outlet shopping centers and near areas at- ting top grosses.

William R. Hoppel Jr., head of Badger Sales, looks for Arcade equipment to sell consistently, but added the main business for his firm, 70 per cent are pinball machines, 20 per cent arcades, and the remaining 10 per cent Arcade pieces including shuffle games and guns.

Beaded Popularity

- Continued from page 126

Two continues to find different ways of making bracelets, rings of beads and other ornamental items.

Fall Dip

William H. Singel, Bellinson, operator, reported a pick up in business. The slump to guard against is in October and November when the kids are fed on cand- les and nuts garnished in "trick or treat" festivities at Halloween.

Tos see a gradual increase in William's sales by 10 per cent each month, he added.

Jobbers here are particularly delighted over the hit of the inter- locking beads because they report they have sufficient stock to supply operators' needs.

ATLAS... BETTER MUSIC FOR Your Money!

A.M.I. MODEL A $95
A.M.I. MODEL E-120 $465
WURLITZER 250 $175
WURLITZER 1100 $125
WURLITZER 1500 $275
WURLITZER 1500-A $325
ROCK-OLA FIREBALL (120) $275

Reconditioned - Refinished Like New

Display Classified Ads

Regular Classified Ads

Set in Safety deal rate, one paragraph, 30 words or less. Display size required.

RATE: $2.25 for 30 days-$3.00 for 60 days.

Cash with Order

In determining cost of regular Classified Ads be sure to count your name and address when enquiring for rates. When writing for 30 days write $1.00 and for 60 days write $1.50.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, O HIO.

Business Opportunities

EXCELLENT MONEY MAKING OPPORTUN- ITIES IN COIN-OP EQUIPMENT.

NEAT, WELL-MADE NEW AND USED COIN-OP MACHINES FOR SALE.

EXCELLENT OPPORTUNITY TO OWN AND OPERATE YOUR OWN COIN-OP BUSINESS.

BUY A Coin-Op Business and separate Locations with Established Good Publicity.

WANTED TO BUY COIN-OPERATED MACHINES.

WANTED TO BUY COIN-OPERATED MACHINES.

COIN MACHINE SERVICE, INC.

VALLEY MFG. CO. DISTRIBUTORS
422 Wilson St., Santa Rosa CALIFORNIA
Phone: Paul Speer
Santa Rosa 4195 or write for prices

YOUR TICKET TO
SALES REPORTS - THE ADVERTISING COLUMN OF THE BILLBOARD!

A10

NEW ADVERTISING RATES

DISPLAY CLASSIFIED ADS

Set in larger rate (up to 14 pt.) and displayed in good pastels.

RATES: $1.00 for 30 days-$1.50 for 60 days.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when enquiring for rates. When writing for 60 days write $1.50.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, O HIO.
Shuffle Bowlers Show Renewed Life in Calif.

LOS ANGELES — Bowling games are coming back in this area and in many instances take up the loss of revenue due to the slackening off of the popularity of pool games, operators told The Billboard this week.

While the bowlers are showing renewed life, the operators still contend there is a definite need for something new.

Glenn Willets, of LaCrescenta, reported that his bowlers were "very good and even picking up." In some locations he has replaced part of the pool table assignment with the bowlers to maintain the level of play in those spots.

Walter Hensley, First National Manor in San Fernando, which music in addition to games, declared that pool tables were slackening in popularity but that bowlers were coming back in revenue.

He added that the bowlers were not as strong as the pool tables at this time.

Many Moves Necessary

Asked if he shifted equipment during the winter months to maintain as near as possible the winter take several months are averaged, "just put it this way—we are in the moving business.

Price Music's Al Cohen has found that his shuffle bowlers maintained a fair revenue stand in the face of the pool table demand. The better games were worked right along—Cohen stated. Bowlers in some spots maintained their popularity. As far as pool tables are concerned, lately I have replaced one table, in spots where I had two, with a bowler.

R. Fred Ross, on his Pasadena territory route, found that pool tables are still in the lead. Shuffle bowlers, he added, are coming up but still unable to overtake the other games. Ross has a number of baseball games in spots that he expects to be strong enough to give him a good mix of expected summer business.
**YOU LIKE MONEY?**

**YOU'LL LOVE GENCOS Sensational STATE FAIR MOVING TARGET RIFLE GALLERY**

Featuring an ENTIRELY NEW IDEA

Never before seen on a Rifle Game

FREE-ROLLING BALLS

Roll down 2 Lanes—Just Like a Real Rifle Gallery . . . the player tries to shoot them off.

PLUS

ALL THESE GENCOS ATTRACTIONS:

- Flip Over Targets
- 2 LIGHTED CANDLES (flut out when hit)
- Adjustable Replay—Optional Match
- Easy Rock-Down Servicing
- Playfield Designed to Look Like a Real Rifle Gallery (with an unusual degree of depth)
- Beautiful, Bright "EVER LAST" Cork Finish
  Compact, Modern Cabinet—only 50" x 29" x 70" high

NEW—UNUSUAL ACTION-COMEDY TARGET
snaps back and waves arms when hit!

SEE YOUR DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois
**GENCO State Fair**

**GAMES**

- Greater than Big Top

**POOL GAMES AT GIVEAWAY PRICES**

- **UNITED**
  - Hi Ball Pool
  - Flash Pool
  - Club Pool
  - Star Sluager
  - Rode Pool

- **WILLIAMS**
  - Baseball Pool
  - Star Pool
  - 8-Ball Billiards
  - Bank Pool
  - Senior Bank Pool

- **GENCO**
  - Royal Pool
  - Delano Tournament
  - 8-Ball Supreme Tournament

**GUNS**

- Polar Hunt $145.00
- Sportland Shooting Gallery $195.00
- De Luxe Games Inc. $225.00
- Ice Shifter $255.00
- Cont. Hunt $175.00

**5 BALLS We Need 5-Balls**

- Call... Write... Phone Still Available... Several Genco Quarterbacks at less than half original cost

**BINGOS**

- Pikes $975.00
- Triple Play $295.00
- Bally $100.00
- Tally $100.00
- Flash $100.00
- Flying Saucer $100.00

**UNIFIED MONACO**

- Greater than Pixie

**ARCADE**

- **UNITED**
  - UK. Star Ragger, WMS. Del. Four Ragger
  - WMS. Crane GENCO Hi-Fly Baseball

- **WILLIAMS**
  - Baseball Pool
  - Star Pool
  - 8-Ball Billiards
  - Bank Pool
  - Senior Bank Pool

- **GENCO**
  - Royal Pool
  - Delano Tournament
  - 8-Ball Supreme Tournament

**SHUFFLE GAMES**

- **UNITED POOL ALLEY**
  - United Select Play United Regulation

**BINGO HALLS**

- Exclusive Distributor New England Photo II
  - Illinois, Indiana, Ohio, Indiana
  - Order Now—for Early Deliveries

**GOTTLEB'S CLASSY BOWLER**

- Available at your distributor now!

- Location Test Reports Unanimous:
  - **COLLECTIONS HIGHEST IN YEARS—IT'S REALLY CLASSY!**

- Hitting Four Consecutive Strikes
- Hitting Additional Strikes Without Getting a Spare
- Add Up Special Score
- 3 Targets and 4 Rolovers Score Strikes
- 2 Targets, 2 Rolovers and 2 Holes Score Spares
- 4 "On-Off" Pop Bumpers
- 2 Alternating-Light Cyclonic Kickers
- High Score to 6 Million 900 Thousand

**Summer Facts**

- Stated A. G. Williams, Willis Music Company, Monticello, 111. We move games around to give each location something little different. Our is primarily farming territory, and the center drop in farm employment has hit our big reason for the slump across. Williams expects to prove collections 10 per cent next summer, however.

- "It is extremely difficult to operate special summer locations because good spots require equipment that will not pay itself after the season," reports Mark L. Shanek, Mark Amusement, Brookline, Mass.

- "New Jersey operators commented. "There isn't much that can be done about the regular locations. During the past three years I have concentrated on summer locations and have found that they make for action of the location and normally have good year-round stop. Under this system my grosses hold about average for the summer." A Wisconsin operator reported that pool games have made the year's collections 50 per cent over last summer's.

- "Air-conditioned locations have helped the most for Jack Jeffrey, Jeffery Amusement, Des Moines, Iowa, who expects heavy drop from last year. Seasonal games will make the money that a pinball would on a year-round basis," says Jeffrey. "They cost too much to operate because of the limited season."
23,502 Sign Portland Ops' Pin Petition

PORTLAND, Ore.—Pinball operators here have filed an avalanche of petitions bearing 23,502 signatures, which seems to make certain a new vote on the games at the November election.

If 18,516 of the filed signatures prove to be valid, the issue will go back on the ballot in the fall general election.

Said Alvin J. Brown, industry spokesman: "We are encouraged to feel that circumstances will be such that our industry can be judged more accurately, honestly and fairly at the November election than in the vote last May.

Since the ban on pinballs went into effect, the local industry has rounded up some 1,300 pinballs from taverns and store outlets and placed them in warehouses.

As drawn up, the new petition not only calls for licensing pinballs and other amusement devices, but set down terms for how this should be done. The petition defines each type of game, would limit three to any single location, would prohibit out-of-State ownership, would keep machines 400 feet away from any school location and would limit them to players 21 years or older.
WE'RE FLYING HIGH... WITH LOW, LOW PRICES!

WURLITZER
1700's $575
1650's $375
45 RPM
Walnut or Blond
ROCK-OLA
1500's $225
1436 $145
1550's $125
45 RPM
WURLITZER
1500A's $295
1550A's $165

YOU MUST BE SATISFIED... OR YOUR MONEY WILL BE REFUNDED!
WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS

WRITE! WIRE! PHONE!

AMAZING!

HYPNOTIC!

THE MOST COMPETITIVE NOVELTY GAME OF ALL TIME!

Williams
NEW 5-BALL SurfRider

4-PLAYER HAS TOP PROFIT FEATURES:
NEW SKILL SHOT + BONUS SCORING

- SNAP-ACTION THUMPER BUMPERS
- CYCLONIC REBOUND RUBBERS

Operate Williams Deluxe 4-Bagger
PLAY or NOVELTY for BIG MONEY!

10¢ PER PLAY or 3 FOR A QUARTER

Order NOW... SEE YOUR
Williams DISTRIBUTOR!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

New York State
Continued from page 111

games were not "pool tables" as described in the ruling but "mechanical and electrical amusement devices."

The law firm was subsequently advised that their view of the nature of these games had been accepted, and that the State Department had reversed itself and held the games are amusement devices and not pool tables.

Cas Ruling

The department declared that such pool game devices may now be approved, "provided that no cue sticks are used except those made of light plexiglass, or some similar light material, that would not be constructed as having dangerous weapon characteristics."

The New York City-Licence Department earlier ruled these pool games are not "pool tables" and, therefore, require a license under the provisions of the Laws which define mechanical or electrical amusement devices.

Commenting on the change of events, Theodore Blatt, AAMONY counsel, said: "I believe that these games are now due for a long and peaceful run in this State."

Hypnotic!

Exciting!

Intriguing!

Draw Free-Spending Crowds
in Food Stores—chains—supermarkets
drug stores and other locations with Williams CRANE

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Springfield, O., Joins State Move Against Pinballs

SPRINGFIELD, O.—Emergency action by the Springfield City Commission has changed a municipal ordinance to force local operators to come in line with the recent Ohio Supreme Court ruling prohibiting free-play pinballs.

Pinball operators must comply with the Springfield ruling or face penalties. The ordinance prohibits pinballs from awarding prizes or free games.

The ordinance was rewritten to define mechanical amusement machines as a device which does not use free play or prizes or money return.

At Benson, O., the Fairfield County Sheriff's office announced that action will be taken immedi-
ately against any person found posses-
sing, exhibiting or playing free-play pinballs in the county. The announcement follows a similar move in nearby counties. There are more than 100 such machines in the county that must be re-
moved, the sheriff's office stated.

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