

The Billboard

MUSIC MERCHANTS' CONVENTION SPECIAL

Starts on page 19

FAIR SPECIAL ISSUE

FEATURING THE LAST COMPLETE 1956 LIST OF FAIR DATES

Starts on page 85

JULY 28, 1956



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

Silver Skates Take On Gold-Dollar Hue

Public Ice Rinks Provide Big Opportunity For Outdoor Entertainment Business

By CHARLIE BYRNES

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

Significant is the fact that since 1950 more than 600 public, artificially iced skating rinks have been built in the United States and Canada and countless others are currently in the planning or building stages. Altho many are civic operations, the feeling in the ice trade is that private operations are the best, as they do a better job of promoting ice skating. While many of these rinks are located in buildings, the open-air establishments outdraw the indoor type by a five-to-one ratio.

The desire by 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 technical know-how are ready and aware of the demand, and the number of ice rink operators or would-be operators is mounting.

Heretofore limited indoors by the high cost of rink buildings and outdoors by variable weather, public ice skating has become more practical as an investment, due to the successful development and operation of artificially iced outdoor rinks.

Varied Locations

As a result, ice skating may soon be common at drive-in theaters, shopping centers and recreation

Ice Skating in The Backyard

DETROIT — Backyard swimming pools, more popular each year, may soon take a back seat to the latest home amusement, backyard skating rinks.

A Detroit manufacturer of rinks and equipment, aware of the surge in ice skating as a popular sport, has developed a backyard rink that can be installed at less than \$5,000.

One of the selling points is that the same equipment may be used to air condition a moderate-sized house during the summer when the rink isn't used.

The manufacturer also points out that a rink may be used for seven to eight months, while a pool is generally used for only about three months out of the year.

areas, such as amusement parks, Kiddielands and fairgrounds. Typical of the trend is the open-air ice rink currently being operated during the winter at the 63d Street 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, rest rooms, sports shop and concessions.

Another rink, also financed by private capital, is the \$100,000 Tower Skating Rink and School, which opened last fall in Chicago. Located at the Tower Cabana Club, a private membership swimming organization, the rink is open to the public. Skaters skim over 16,150 square feet of ice, with a portion of the huge floor laid over the swimming pool, which is filled with steel scaffolding for solid reinforcement.

Michael Kirby, former skating partner of Sonja Henie, is operating

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SACRED SONG INVADES POP MUSIC FIELD

NEW YORK — The Brill Building has seen the light, and the pop record market is currently flooded with tunes keyed to a religious lyric theme, with 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 Go I," Roberta Sherwood's "Faith Unlocks the Door" and "My Heart Is a Chapel," Billy Ward and His Domino's "St. Therese of the Roses," the Dreamweaver's "Give Us This Day" and the Sunday School Church Choir's "Don't Send Your Kids to Sunday School. Get Up and Take 'Em Yourself." Meanwhile, Bill Haley's "Saints' Rock and Roll" is No. 6 on England's best-selling disk chart.

Victor is represented by Perry Como's "Somebody Up There Likes Me," Sunny Gale's "Try a Little Prayer" and Tony Martin's "Walk Hand in Hand." M-G-M has

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Video Answers Call For Programming Of Religious Shows

Programs Heed Country's Need, Create Desire for More Efforts

By DENNIS McDONALD

NEW YORK—The Atomic Age of Anxiety has been a key factor in the strong resurgence of religious thought thruout the United States, which in turn has created an increasing demand for sacred programming on TV. On local, syndicated and network levels TV has been doing a good job, too, altho religious leaders 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 Radio and Television Com-

munications of the Archdiocese of New York.

Catholic Survey

From a total of 437 TV stations in the U. S., the Roman survey discovered that 224 actually carried programs which the stations classified as Catholic. Each of these 224 stations carried the Roman Catholic message 400 times. Of this total, 82 were local program mentions, 129 network mentions and 189 syndicated. The syndicated programs, representing 61 per cent of total programming, stood far ahead in acceptance for station use, altho these shows received the highest percentage of unfavorable comments. Of the Catholic syndicated films "The Christophers" received 121 station originations, "Sacred Heart" 30, "We Believe" 18, and "Family Theater" 12.

Local programs included wide variations of music, prayer, news and interviews, instruction panels and quiz programs.

Among the network shows, "The Catholic Hour," which is the Roman Church's portion of "Frontiers of Faith," ranked first with 38 per cent of the voting in its favor. Next in order were Bishop Sheen, 37 per cent; "Lamp Unto My Feet," 11 per cent, and "Look Up and Live," 9 per cent. The last two are also shared by all three religious groups. "Crossroads" polled 1 per cent.

Protestants

The Broadcasting and Film Commission of the National Council of Churches, which represents about 90 per cent of all Protestant

(Continued on page 6)

TV Blurbs 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 church and synagogue attendance thru use of the TV medium.

Now in production by the Jam Handy organization is a new campaign tied in with the Advertising Council which consists of a series of TV announcements ranging from five minutes to eight seconds. They will be released to stations in November.

NEWS OF THE WEEK

Network TV Changes as Clients Become Cautious in Buying . . .

The network TV business is changing. For one thing, network advertisers are becoming more cautious in their buying as the result of several factors, not the least of which is the greater availability of prime-time programming. Page 2

Three First-Run Syndicated TV Films Set, 4 More Possible . . .

Only three new TV film shows are sure for first-run syndication this fall. There are another four fairly strong possibilities. Almost no distributor these days is venturing into first-run syndication without a big regional deal on the pilot film. Page 6

Dot, London Labels Agree To Joint Distribution Plan . . .

Dot and London Records have completed an agreement for joint distribution of the labels in four major cities. The move was seen as a prelude to similar arrangements ultimately in a majority of the nation's important markets. Independent distribs will continue to handle the lines but wherever possible London and Dot will be the sole or principal lines handled by any given distributor. Page 16

Publishers Diskers Flip as 'Flying Saucer' Takes Off . . .

"Flying Saucer," novelty disk on the Luniverse label, takes off strongly as publishers and record companies register aggravation. Disk made up of excerpts dubbed from hit disks on various labels. Publishers claim infringement. Page 17

New Operators Make Fast Start in Juke Box Field . . .

Successful expansion of the juke box business since 1950 has been sparked by new faces in the operating ranks. The younger generation of operators has built up routes faster than the oldtimers. The Billboard's survey reveals that 66 per cent of operators entering the trade since 1950 have expanded their routes over the past year. Page 125

R-B Ends Tour; North Tells Plans for 1957 . . .

Ringling Bros. and Barnum & Bailey Circus ends its tour and returns to quarters, climaxing two stormy years of unrest. John Ringling North tells plans for an indoor circus in 1957. Page 82

R-B Fold-Up Draws Comments From Other Shows, Newspapers . . .

Ringling closing brings reaction from other indoor and outdoor circuses, newspapers and others. Business is adequate for most circuses and good for several. New shows are taking shape. Page 96

DEPARTMENTS AND FEATURES

Amusement Games	111	Music	16
Carnival	102	Music Shows	52
Circus	96	Music Shows	123
Coming Events	116	NAMM Special	19
Circus Shows	120	Parks & Pools	98
Coin Machine Market	114	Pines	113
Fairs & Expositions	98	Radio	16
Fair Lisa	85	Rinks	95
Film Shows	93	Shows	93
General Database	8	Television	3
Honor Roll of Hits	52	TV Film	6
Letter Lin	118	Vending Machines	126
Merchandise	111		

The Mass Market's Moving!

WHERE?

See Pages 34-35

the Voice of Music

BILLINGS ON RISE, BUT—

Prime Time Openings, ABC Rise Make Sponsors Choosy

By JACK SINGER

NEW YORK — Important changes are taking place in the evening network advertising picture. The network billings this year will be higher than last, the growth of ABC-TV and the cut-back by many bankrollers of their prime time commitments have made it easier for advertisers generally to obtain desirable prime time exposure.

As a result, sponsors are becoming more selective than ever before. But they are also showing themselves to be less bound by conventional theories and past practices. For instance, advertisers appear to be moving away from the idea that program and time period identification is important in establishing customer loyalty.

Many advertisers have shown no hesitancy in giving up excellent time franchises in order to move to

another time period and often another network. Ford, for example, lifted its "Ford Theater" bodily from its long-held Thursday night time slot and moved it to ABC Wednesday night for next season.

Switching Freely

Many other advertisers have switched freely not only from one time slot to another but from show to show. The co-sponsorship and multi-sponsorship pattern is gaining ever greater acceptance.

The growing competition among network programs and the heightened pressures resulting from the nation's economy have forced advertisers to become more fluid in their TV approach. But they also have become more careful of how they spend their money. The TV is still a glamour medium, salesmen are finding time and programs have to be sold with greater reliance on facts and figures than before.

In the past few weeks, for instance, NBC, ABC and the Television Bureau of Advertising each have descended upon Detroit with hard-sell presentations designed to convince auto makers of TV attractiveness.

17 Cut Back

A comparison of next season's with this past season's line-up of nighttime network sponsors reveals that approximately 17 bankrollers have cut back their programming stakes in prime time network TV.

Some of these bankrollers probably will add to their prime time and programming purchases within the next few weeks, there still will be many bankrollers who, for one reason or another, have decided not to spend as much money on prime time network TV next season as they did this past.

Among the bankrollers making cutbacks are A. C. Sparkplug, Admiral, American Dairy, American Motors, Bordens, Brillo, Buick, Budweiser, Elgin, Hazel Bishop, Liggett - Myers, Maytag, Paper Mate, Parker Pen, Remington, Simoniz, Speidel, Studebaker-Packard, Sunbeam and Texaco. (For details see accompanying chart).

Trouble Spots

To an industry which is facing the growth of a third important network competitor, ABC-TV, the contraction of prime time purchases by a large number of advertisers presents a serious threat. NBC-TV has already felt the tightening situation, as reflected in the number of prime time spots that it still has open for sale. ABC-TV, similarly, is faced with a number of unexpected trouble spots.

That the situation is nowhere near the crisis stage is due in large part to the fact that for every advertiser who so far has cut back on prime time expenditures, another advertiser has expanded its prime time holdings. Among such bankrollers are Armour, Bab-O, Bulova, Bristol - Myers, Chese-

(Continued on page 4)

STILL HOPEFUL

NBC Pitches Alcoa In Hope-Shore Shift

NEW YORK—NBC-TV is still hopeful that it can effect its programming reshuffle of Bob Hope and Dinah Shore from Tuesday evening 8-9 into Sunday 9-10. The Goodyear last week rejected the web's proposal that it give up the alternate Sunday hour for a Tuesday half hour. NBC is now trying to convince Alcoa, the other sponsor, to accept the same offer.

Alcoa would not give up its 26 weeks of hour dramatic shows, but would surrender enough to program Bob Hope and Dinah Shore, between 15 and 20 hours. It would probably buy a half hour on Tuesday evenings, and might be given additional half hours on Sundays for several hour-and-a-half spectaculars. The combination of attractions might result in a better use of the medium for Alcoa, according to network program executives.

Goodyear's rejection of the NBC bid was said to stem directly from opposition by its agency, Young & Rubicam. The client felt the program NBC proposed for Tuesday 8-8:30 p.m., "Noah's Ark," was too much an unknown quantity when placed against such a strong entry as Phil Silvers, the CBS-TV attraction. Goodyear would have used Tuesday evening, 8:30-9, for an unnamed program, possibly George Sanders' "Mystery Theater."

Alcoa must weigh whether it wishes identification with one strong dramatic hour or the use of several shows for a different kind of TV advertising effort. The network, however, is convinced that the combination of Bob Hope and Dinah Shore would beef up Sunday 9-10 p.m. tremendously. It is also said to be considering the shift of "The Big Surprise" somewhere in its revamped Tuesday line-up.

Pharmaco Into 'Comedy Time'

NEW YORK — Pharmaco last week became the first sponsor to buy into NBC-TV's "Comedy Time," its 5-5:30 p.m. strip of reruns.

The sponsor bought an alternate quarter hour of the show and an alternate quarter hour of "It Could Be You." The exact time periods selected are not known.

SPONSORS' CHANGES ON TV WEBS' NIGHTTIME

The following chart shows how nighttime network TV advertisers have cut back, expanded or altered their programming sponsorship for the next season.

ADVERTISER	CANCELED	BOUGHT
AC Sparkplug	1/2 Big Town	None
Admiral	Bishop Sheen	None
American Chicle	1/2 Sid Caesar	1/2 Jim Bowie
American Dairy	1/2 Lone Ranger	None
American Home	Quiz Kids	Sir Lancelot
American Motors	1/4 Disneyland	None
American Tobacco	1/2 Danny Thomas	1/2 Stanley
Armour	None	1/2 Danny Thomas
Bab-O	None	1/6 Sid Caesar
Bordens	1/2 People's Choice	None
Budweiser	Damon Runyon	None
Buick	Jackie Gleason	None
Bulova	None	1/2 Jackie Gleason
Brillo	Star Tonight	None
Bristol-Myers	1/2 Four Star Playhouse	1/4 Wed Godfrey; 1/6 Playhouse 90
Campbells	1/2 Star Stage	1/2 on Trial
Chesebrough-Ponds	1/2 Star Stage	1/2 Jim Bowie; 1/2 Impact
Derby Foods	None	1/2 Disneyland
Dodge	Break Bank; 1/2 Danny Thomas	Monday Lawrence Welk
Eastman Kodak	Screen Directors Playhouse	Ozzie and Harriet
Elgin	1/2 Person to Person	None
Emerson Drug	1/2 Talent Parade	1/2 Masquerade Party
Ford	1/2 Producers Showcase	Tennessee Ernie
General Electric	1/2 Medic	1/4 Warner Bros.; Broken Arrow
General Foods	Mama; Our Miss Brooks; 1/2 M-G-M Parade	West Point; Zane Grey Theater; Hiram Holliday
General Mills	None	Giant Step
Gold Seal Wax	None	1/6 Perry Como
Hazel Bishop	1/2 This Is Your Life	None
Hotpoint	1/2 Ozzie & Harriet	None
Klornex	None	1/2 Danny Thomas
Knoamark	1/2 Masquerade Party	1/6 Sid Caesar
Leutheric	1/2 Talent Parade	1/2 Masquerade Party
Liggett-Myers	1/2 Warner Bros.	1/2 Do You Trust Your Wife?
Lever Bros.	1/2 Big Town	1/2 Sir Lancelot
Loillard	Truth or Consequences; Two for the Money	1/2 Jackie Gleason; 1/2 Walter Winchell Variety
Maytag	1/2 Navy Log	None
Mennen	None	1/2 High Finance
Monsanto	1/2 Warner Bros.	1/2 High Finance
Nestle	Stage Show	Oh Susanna
Paper Mate	1/2 People Are Funny	None
Parker Pen	1/2 Wyatt Earp	None
Pearson Pharmaceutical	None	1/2 ABC Wed. 8:30-9
Pharmaceuticals	Joe and Mabel; 1/2 Masquerade Party	Herb Shriner; "21"
Procter & Gamble	It's Always Jan; 1/2 Champion Bowling	1/2 Wyatt Earp; Hey Jeannie; 1/2 The Brothers; 1/2 This Is Your Life; 1/2 People's Choice
Quaker	None	1/2 Sid Caesar
Ralston Purina	Ethel and Albert; Grand Ole Opry	Bird Journey
Remington	1/2 Sid Caesar	None
Reynolds Metals	Frontier	Circus Boy
Reynolds Tobacco	None	1/2 Wire Service
Romon	None	1/2 Playhouse 90
S&H Stamps	None	1/6 Perry Como
Sheffer Pen	1/2 Navy Log	1/2 The Brothers
Simoniz	1/2 Big Story	None
Singer Sewing	1/2 Four Star Playhouse	1/6 Playhouse 90
Speidel	1/2 Sid Caesar	None
Sunbeam Appliances	Reader's Digest Theater	None
Studebaker-Packard	1/2 Milton Berle-Martha Raye	None
Sylvania	Beat the Clock	The Buccaneer
Texaco	Jimmy Durante	None
Time-Life	None	Person-Person
Toni	1/2 People Are Funny	1/2 Big Story; 1/2 Walter Winchell Variety
Union Carbide	None	1/2 Omnibus

'Landmark' for Railroad Org, Hits Copy Snag

NEW YORK — CBS-TV appears to be off the hook on its plans for maintaining an educational public service aspect to its Sunday afternoon programming next season, despite the loss of "Omnibus" to ABC.

The American Association of Railroads, in line with the present trend toward use of TV by big industry, has picked up sponsorship of CBS' "Landmark" series for next season. A snag has developed, however, between the association and the network over the commercial copy that the railroad wants to use.

The "Landmark" show, a Goodson-Todman-CBS package, is slated to air Sundays 5-6 p.m. three weeks out of four. The fourth week, Ed Murrow's "See It Now," which is still unsold, will take over the slot. "Landmark" is a historical program based on the well-known Landmark history books for kids, published by Simon & Schuster.

According to reports, the web turned thumbs down on the railroad association's initial commercial message on the grounds that it smacked too strongly of partisan politics.

A second stab at commercial copy by the association ran into similar trouble with CBS' continuity acceptance department. The web reportedly has submitted the copy to the Federal Communications Commission for its opinion.

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

NEW YORK — NBC-TV 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 network is concluding negotiations with officials of the Soviet Union to allow Producer Robert Graff and a crew of 12 inside the country. The documentary would be seen sometime during December and January, 1958.

Graff, however, will take off for Southeast Asia shortly to film a documentary about life in these important nations. He will go into Burma, Thailand, Indonesia, Malaya, Viet Nam, Laos and Cambodia, with the emphasis being on Thailand and Indonesia. An important literary figure will probably write this show and act as narrator.

Not only will the documentary show the ordinary existence of Asians, but it will concentrate on some of their diversion such as the dancers of Bali. The network believes that its prime sponsor pro-

spects will be companies doing business in Southeast Asia. They include Goodyear, the Socony Mobil Corporation and Caltex.

The documentary spectaculars will be among the most expensive ever filmed. They are expected to cost about \$160,000 for talent and about \$170,000 for time, or a total of \$330,000 per hour and a half. They will be presented in either the "Wide Wide World" Sunday afternoon time period, or at night. Graff's last production was the very successful "Assignment India."

Bud Austin Joins Goodson-Todman

NEW YORK—Bud Austin last week joined Goodson-Todman Productions as general sales manager. Austin has closed down his own packaging outfit, Austin Associates. He was previously national sales director of National Telefilm Associates, Telefilm Enterprises and Official Films.

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'Super Circus' Seeks Bolster In Fla. Switch

NEW YORK—In the hopes of strengthening its billings on "Super Circus" next season, ABC-TV is switching the show from a New York to Miami origination point. It is also opening the program to participation sponsor rather than sell it in segments. The show will be back on the air in the Sunday, 5-6 p.m. time slot.

The change of origination for the show will be the second it's gone thru in as many seasons. At the beginning of this year, "Super Circus" switched from Chicago to New York in hopes of bettering the talent it could obtain. The move to Miami is being made for the same reason.

ABC feels that Miami's proximity to Sarasota, Fla., the home of many circus performers, will enable it to obtain the services of performers ordinarily unavailable. The folding of many traveling circuses, including the Ringling Bros. troupe and the King Bros. troupe, is expected to flood Sarasota and other areas in Florida with hosts of top quality circus acts.

Ann Howard Forms Own Management Firm

NEW YORK—Ann Howard has resigned from Benton & Bowles, after five years as casting director, to form Howard Management. At present she handles Marie Worsham, Mark Lenard and Joan Lemmo for all show business fields. Offices will be announced soon.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

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William D. Littleford

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2180 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1956 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising, one year, \$4.

Vol. 63 No. 30

MARY MARTIN 'BORN' TO TV

NEW YORK—Mary Martin's next TV appearance will be on NBC-TV on October 28. She will play the role of Billie Dawn in the Garson Kanin production of "Born Yesterday" to open the season for the new Hallmark spectacular series on Sunday night next fall. Kanin, who wrote the play, will also produce.

AB-PT Hikes Dividend 25%

NEW YORK — The increasing profits being made by the ABC division of American Broadcasting-Paramount Theaters, Inc., has hiked AB-PT's dividends for the first six months of 1956 some 25 per cent over last year's figure, despite a decline in revenue from its motion picture theaters.

Net operating profit of AB-PT for the first six months of 1956 was \$4,202,000, equivalent to 97 cents per common share, as compared to \$3,355,000, or 77 cents per common share, for the same period in 1955.

Most of the increased 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 for its daytime programming operation. The audience-participation show is up for renewal.

Colgate is giving the property a re-evaluation in the face of a rating slide which has seen "Matinee" cut into its audiences slightly, and because of competition from the ABC afternoon film show. Walt Frammer owns the package.

Edwards Joins Britannica Pix

NEW YORK — Wilbur S. Edwards has resigned as general sales manager of CBS-TV Film Sales to join Encyclopedia Britannica Films in Chicago as general sales manager. CBS Film Sales is currently looking for a new sales manager.

Edwards has been with CBS for the past 18 years in various executive positions, including the post of general manager of CBS' o&o station in Los Angeles, KNXT.

THIS OR THAT

ABC-TV Sat. 7:30-9 Plans Still Up in Air

NEW YORK — ABC-TV's Saturday, 7:30-9 p.m. programming plans are up in the air. Operating on the theory that a bird in hand is worth two in the bush, the web has offered Kellogg its Saturday, 7:30-8 p.m. slot for "Waldo," the programming that period means its "Famous Film Festival" would be trimmed down to an hour form.

Tho the new season is rapidly approaching, the web has not yet purchased any features for next season's "Famous Film Festival." Talks with RKO Teleradio concerning use of RKO's "Finest 52" package of features have proved fruitless to date, as have discussions with other owners of feature film packages. Price, apparently,

BA&H Study May Give NBC Program Dept. a New Look

NEW YORK—A revolutionary change in the functioning of the NBC-TV program department may be the result of the survey recently made by Booz, Allen & Hamilton, and almost ready to be submitted to the network.

The management consultants are said to be ready to suggest that a radical change be made in the operation of the web's program department. Executives there would be given different areas of the week as their responsibility.

They might then be held liable for the supervision, rating and success of the time periods and programs under their authority, along with the merchandising of its personalities. Programs such as spectacles would be grouped together and put under the supervision of one executive.

Concentrations

The decentralization of authority would naturally allow the network to concentrate the efforts of its programming executives on specific areas on a continuing basis.

A similar suggestion, along the lines of decentralized authority, is said to have been included in the report touching on the sales department. This would give sales executives responsibility for the selling of various program classifications.

One executive might have charge of selling dramatic shows, another of variety and a third music and news. This has already been done to some extent in sales. A group of NBC sales specialists have been assembled whose target is daytime and off-beat programming, such as "Telescope" and "Outlook."

The B. A. & H. study is said to point out that the networks should give its executives more direct responsibility, so that they be given every chance to exercise leadership. The model is said to be the autonomous "Today," "Home" "Tonight" unit, which has its own sales and programming staff. It has been doing exceptionally well, financially. In addition, its merchandising of personalities has blazed

new trails in this area of network services.

High Authority

In the upper echelons of the networks, the B. A. & H. recommendation is that the web select three executive vicepres and delegate distinct areas of responsibility to them. Trade speculation has the likely split of authority thus: Tom McAvity for sales and programming, Charles R. Denny for owned and operated stations and radio, and John Clifford for business and administration.

It is possible that more executive vicepres may be named because of the depth of the NBC operations. CBS is also undertaking such a pattern, having recently named Hubbell Robinson Jr. and Merle Jones exec vicepres.

The general point of the B. A. & H. study is that the network put all of its departments on a paying basis. Some derive major income from sale of their services to another department of the network. The report is understood to urge they function more economically.

NEW PITCH

Chrysler's Revamp to Affect TV

NEW YORK—The revamping last week of the top level Chrysler Corporation management is expected to have an almost immediate effect on its TV activities. Former president of Dodge, William C. Newburg, now becomes responsible for all the auto divisions—Plymouth, Dodge, De Soto and Chrysler.

He has been behind the successful Dodge activity in network TV, and his first area of concentration is expected to be Plymouth, which may take a ride on the NBC-TV Friday night spectacles.

Meanwhile, General Motors bought one of the Monday night "Producer's Showcase" spectacles from NBC. The division for which the purchase was made is unknown, but it will be used for the unveiling of its new model.

EMERGING: NEW KIND OF ALLEN?

Program Brass Has Many New Angles, He May Observe American Satirically

NEW YORK — What is the Steve Allen programming blueprint for the future? The programming executives responsible for the direction of the show are hoping that Allen can be made into a satirical observer of the American and world scene, a humorous commentator of the foibles and fancies currently taking place on this planet.

An emphasis is to be placed on the topical sketch and topical commentary by Allen to speed the development of this TV personality. It is hoped that when the Sunday night stanza undergoes further shaking down and more of its features are set, Allen's writers will be able to wait until the last moment, that is the Saturday before the show, to write their material.

NBC is putting all its hopes on the show as the best possible answer to the CBS "Toast of the Town" domination of Sunday 8-9.

Allen and top program executives connected with his show will henceforth go to Sylvester (Pat) Weaver's Long Island home right after the Sunday night show, where they will spend Monday

and Tuesday in retreat. They will discuss the previous Allen program, the wrongs and rights of it, and suggestions for future betterment. Weaver is chairman of the board of NBC.

Remote Use

Allen will continue to emphasize his use of remotes. He expects to present a portion of the Benny Goodman jazz concert from Washington and offer a new number called "The Cable Car Concerto" from one of the San Francisco cable cars. Also being considered is the filming of a show in Spain, and the presentation of a show from Mexico City.

The many facets of Allen's talent as a composer, a writer, an entrepreneur are yet to be explored and

(Continued on page 1)

'Navy' Would Hypo ABC Wed. at 8:30

NEW YORK — ABC-TV's Wednesday 8:30-9 p.m. time slot will be programmed with the strongest show it's yet had as a result of the all but certain purchase last week by American Tobacco of "Navy Log" for the time slot. The deal is expected to be closed this week.

The show, which will go back into production shortly after being dropped from CBS' Tuesday night schedule, replaces Dunninger in the choice time slot right after "Disneyland."

The status of Pearson Pharmaceutical, which has been co-sponsoring Dunninger, is still up in the air, but it's expected that Pearson will go along with American Tobacco's decision to use "Navy Log" for that spot. If not, alternate sponsorship of the show would be up for grabs, and it's possible that Maytag, its co-sponsor on CBS this season, would pick it up again.

"Navy Log," ironically enough, is a CBS-TV Film Sales show and will be competing with a CBS network property, Arthur Godfrey. Godfrey is in the process of changing his format for the Wednesday night show next season.

"Navy Log" this past season has been holding down the Tuesday 8:30-9 p.m. spot on CBS under the sponsorship of Sheaffer Pen and Maytag. Sheaffer wanted to renew the show on CBS next season, but the web felt that it could get higher ratings with a different show. As a result, "Navy Log" was turned back to CBS-TV Film Sales, which thereupon felt free to sell the show for airing on any network.

It's long been a source of bewilderment to the TV industry that the ABC shows following "Disneyland" have been so relatively unsuccessful, none having been of sufficient interest to the youngsters to hold the carry-over audience from "Disneyland."

An Answer?

American Tobacco, in its choice of "Navy Log," apparently hopes it has the answer to this problem. Tho American Tobacco is interested primarily in an adult audience, it doubtless hopes that "Navy Log" will be of sufficient interest to the kids to best CBS' Arthur Godfrey and NBC's "Father Knows Best."

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 months of testimony from both industry and the Federal Communications Commission before the Senate Commerce Committee. It climaxed Friday (20) in the long-delayed, cautious endorsement of the FCC's controversial allocations plan by the Senate group, with three Senators dissenting.

Committee spokesmen said the "only unanimity" among the Senators was over "issuing an allocations report," with each reserving the right to comment separately.

Strongest dissent to the committee's allocations report, which "generally approves" the action of the FCC's long-range, all-UHF proposal and its interim deintermixtures, came from Sen. William Purtell. He agreed with the need for research on UHF capabilities, but feels with FCC Commissioner Doerfer that selective deintermixture is not in the public interest.

MAYBE YES

'Spock' Asks Move Into 'Home' Show

NEW YORK—NBC-TV is expected to change its policy for the Beechnut Packing Company. The sponsor has asked that it be allowed to move "Dr. Spock" from Sunday afternoons on NBC into the 11:30-12 segment of the "Home" show.

The switch would be made to make closer contact with the predominantly female audience that watches the daytime show. "Dr. Spock" would be the only self-contained half-hour, weekly, daytime show on the network.

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

Purtell's dissent directly opposed the committee's report, which termed selective deintermixture "an essential preliminary step to be pursued as broadly and rapidly as possible."

Senator Wofford and Sen. Price Daniel concurred in a similar dissent. They held that the present intermixture is the safest allocations plan, and believe that deintermixture is only giving in to "special interests." The committee report, on the other hand, takes the FCC to task for failure to deintermix sooner and save the dwindling UHF service from certain death.

On the long-range switch to all-UHF, the committee report shows its caution. In view of present uncertainties, "The FCC cannot adopt a firm and final policy of shifting television to the UHF band" until there is some guarantee that the ultra high service would not "leave substantial areas without television service."

Also the heat of the contest over who-gets-what in deintermixtures has reached right into the Senate. FCC Chairman McConaughy tried to soothe everyone's fears at his last appearance before the Commerce Committee's TV hearings last Tuesday (17). The Commission chairman promised no denial of service to the public, no matter what. Should the U. S. go all-ultra, he promised a cushioning of change-over costs to set buyers—but offered less promise for broadcasters bearing the cost-load of the transition period.

McConaughy and the committee agree that even if the country goes all-ultra, the lower band service would be kept in areas where the population couldn't afford enough ultra-14 stations to cover the distances within reach of very high telecasting. The committee's final report on its television hearings is scheduled for sometime in January.

New Bloch Firm Gets Station Rep Account

NEW YORK — Robert W. Bloch, who recently resigned from Dine & Kalms to open his own public relations office, has been appointed public relations consultant by Peters, Griffin, Woodward, Inc., station rep firm.

BRIT. SPONSORS SPEND \$10 MIL

LONDON — Advertisers have spent \$10,000,000 on commercial television in the first six months of its operation in this country. The biggest spender during the period was the Shell Oil Company, which invested about \$250,000 in the medium.

Commercial television here is, of course, still in its infancy, but with the opening of new stations, the second six months' advertising take is expected to double, making a total for the first year of operation about \$30,000,000.

FILM HYPO

NBC-TV to Use Animated Segs In Its Specs

HOLLYWOOD — NBC-TV is planning to weave a series of animated segments into some of its specs during the coming season. Audio-Visual Associates is producing the films, of 12 to 13 minutes duration, with the first one completed, and three more storyboards on order. The pix are budgeted at \$65,000 each.

Igor Stravinsky's ballet, "Petroshka," is the first of the shorts. It will be aired around Christmas time is a spec that will include a live ballet and tell a sort of folk story.

Originally 40 minutes in length, Stravinsky revised his composition especially for the animated version. John Wilson and Ned Herzsta, who, together with Hubbard Hunt, own Audio Visual Associates, collaborated on the story.

There will be no publication or recording of the music, because Stravinsky is under contract to Columbia Records.

Other animated spec segments will be Kodaly's Haryjanos Suite, telling the story of a braggart who purportedly won the Napoleonic wars single-handed, and Rimskey-Korsakoff's "Scheherazade" and "Coq D'Or."

Sponsors Choosy

Continued from page 2

brough-Pond's, Derby Foods, General Electric, General Mills, Gold Seal Wax, Kleenex, Mennen, Pearson Pharmacal, Procter & Gamble, Quaker, Reynolds Tobacco, S&H Stamps, Toni and Union Carbide.

Cost Factor

Another factor responsible for network billings pushing ahead to new high levels is the steady rise of time costs and the steady addition by advertisers of new stations to their network line-ups.

Network TV is still a dynamic and expanding medium. But the networks are finding competition keener, while the advertisers are showing a new degree of independence and a new "show me" attitude in their purchasing.

New Allen?

Continued from page 3

fully presented, but the show expects to use them all. NBC hopes that the Ed Sullivan dependence on guest stars will prove his undoing.

Sullivan Problem

Execs pointed out that the new season will see a tougher booking problem for Sullivan because of the numerous new variety shows being presented. Among them are

COMMERCIAL CUES

CANS FOR CANNES

Playhouse Pictures will enter its first animated film contest at the Third International Advertising Film Festival in Cannes, France, September 1. The commercials being submitted are the "Ford Balloon," made for Ford thru J. Walter Thompson; "Jack and the Lima Bean Stalk," for the California Lima Bean Association thru the same agency, and "Ping, Ping, Ping," for Richfield Ethyl thru Hixson & Jorgensen. Playhouse celebrated its fourth year of operation on July 4.

BILLINGS FOR ROACH

Billings for the first six months of this year for the Hal Roach Studio's commercial TV operation hit an increase of 57.8 per cent over the same period last year. In fact, revenue so far for 1956 almost equals the 1955 total of \$1,250,000. New accounts include AT&T, Nestle's and Procter & Gamble.

ID'S

Warner Brothers is organizing its staff to handle commercial TV business, making studio facilities and cartoon departments available to national advertisers. . . . Stan Lomas, vice-president and head of the Esty Agency's TV commercial department, has shifted to the McCann-Erickson ad agency. He has been replaced by Joseph Forest, executive producer in Esty's TV commercial department. . . . Andre Gregory has joined Transfilm as an assistant production supervisor. . . . Walter Brooke will handle the Westinghouse commercials with Betty Furness during the telecasts of the political conventions in Chicago and San Francisco the weeks of August 13 and 20. . . . Marie Worsham has been re-signed to 13-week renewal contract for Sakrin blubs on the Dunninger show and "Famous Film Festival." . . . Allen Swift is doing the voices for the Sal Hepatica TV animated cartoon blubs made by Academy Films for Young & Rubicam.

TV Commercials in Production

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

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

(continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercial Producer
TOBACCO, CIGARETTES, CIGARS				
American Tobacco, Pall Mall, SSC&B (Amazing Dunninger)	—	—	LA	Video
Pall Mall, SSC&B (Amazing Dunninger, Doug, Edwards)	2	(60)	LA	Screen Gems
Marlboro Cigarettes, Leo Burnett	—	—	NA	Universal
American Tobacco, Lucky Strike, BBD&O (Adventure Theater)	—	—	NA	Universal
L&M, Chesterfield, Cunningham & Walsh	—	—	NA	Universal
R. J. Reynolds, Winston (Bob Cummings)	3	(20), 3 (60)	LA, FA, J	R. Lawrence
Winston (Garry Moore, Yankee Ball Game)	3	(20), 2 (60)	LA, FA, J	Transfilm
Camels, Wm. Esty (Yankee Ball Game)	11	(60), 10 (20)	LA	Transfilm, Blake, Kenco
Camels, Wm. Esty (Phil Silvers)	7	(60), 3 (80)	LA	Kenco
Camels, Wm. Esty	2	(20), 1 (10)	LA, ID	Transfilm
Salem, Wm. Esty	3	(10), 20	LA, SA, J	Transfilm
P. Lorillard, Old Gold, Lennen & Newell	3	(20)	LA, SA	Transfilm
Old Gold, Lennen & Newell (Two for the Money)	1	(10)	SA	Transfilm
TOILET REQUISITES				
(Soap, Cosmetics, Perfume, Shampoo, etc.)				
Ponds, Hand Cream, BBD&O (Star Stage)	—	—	FA, M	Natl. Screen
Carter Drugs, Arrid, Dancer-Fitzgerald-Sample	1	(15), 1 (45), 1 (60)	SA	Craven
Revlon, Spray Mist, Emil Mogul	1	(60), 1 (20), 1 (10)	LA, ID	Robt. Lawrence
Silken Net, Emil Mogul	1	(60), 1 (20), 1 (10)	LA	Vidlicam
Pink Ice, Pink Ice, Dunning & Jeffrey	3	(60), 5 (20)	LA, SA	Vidlicam
Carter, Arrid, SSC&B	2	(45), 4 (15)	LA	Video
Colgate Palmolive, Lustric Creme, Lennen & Newell	—	—	NA	Universal
Procter & Gamble, Prell, Benton & Bowles	—	—	NA	Universal
Richard Hudnut, Quick, Kenyon & Eckhardt (Adventure Theater)	—	—	NA	Universal
Noxema, Skin Cream, DCS&S	1	(—)	LA, SA	Shamus Culhane
Mum, Deodorant	1	(—)	LA, SA	Shamus Culhane
MISCELLANEOUS AND UNIDENTIFIED SPONSORS				
KWTV, TV station, Erwin Wasey	1	(10)	FA (C)	Keitz & Herndon
Alcoa Aluminum, Progress in Air Power, Fuller, Smith & Ross (Alcoa Hour)	—	(240)	LA, SE	Natl. Screen
U S Steel, Institutional, BBD&O	2	(180)	LA	Vidlicam
General Foods, Viatious, Young & Rubicam	1	(60)	LA (C)	Vidlicam
Charles Pfizer, Formula 5, Leo Burnett	1	(60)	LA, FA	Kling
Loblaws, Store & Its Products, Hayhurst	—	(60)	LA	Clayton Cousens
Natl. Educational Assn. (Eve Arden)	—	(60)	LA	Clayton Cousens
Du Pont, Various, BBD&O (Cavalcade Theater)	—	—	NA	Universal
Kuchel for Senator Committee, E. J. Robinson	2	(20)	LA, FA	Five Star
Sparklets, Robert Dennis	6	(45), 60	LA, FA	Five Star
Dickinson Theaters, Inc., Direct	3	(10)	SE	Amenic

(Continued next week)

Herb Shriner, Walter Winchell, Ray Bolger, the new hour Jackie Gleason stanza and Dinah Shore.

The battle between Sullivan and Allen has turned into a battle for headlines. Last week's round was won by Sullivan when he got

Ingrid Bergman to agree to appear on his show and when he announced that he would have many of the acts in the Ringling Bros. and Barnum & Bailey circus on a fall show after this circus had announced its closing.

TOP SHOW PLUGGERS

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

KBTV, 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. Three weeks before the show went on the air—October 20 was the debut—the station was in there pitching with 81 slide and live announcements.

The local Marine recruiting office was used to good advantage. A large street window display, put up October 5, featured official Marine posters. For the week of October 13-20, KBTV became an official recruiting center. And on October 3 a 155-mm. cannon was moved to the station after parading the streets.

Came October 17, 18, 19, and the station heralded the imminence of the program 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 commercial break on the debut show was taken up with the actual swearing in of all those who had signed up during the campaign.

With a cannon on its hands, WBTU turned it to good promotion advantage by giving it to the Community Chest drive for its display—more "Valor" promotion. Of course, that was after the debut, but the station isn't stopping there. On November 10, there was a big Marines' birthday party, etc.

Result of all this was that within three weeks' time "Valor" was up with the best of them, pulling an American Research Bureau rating of 8.3. W. G. Walker, promotion manager, and John C. Mullins, general manager, were the gentlemen who called in the Marines.

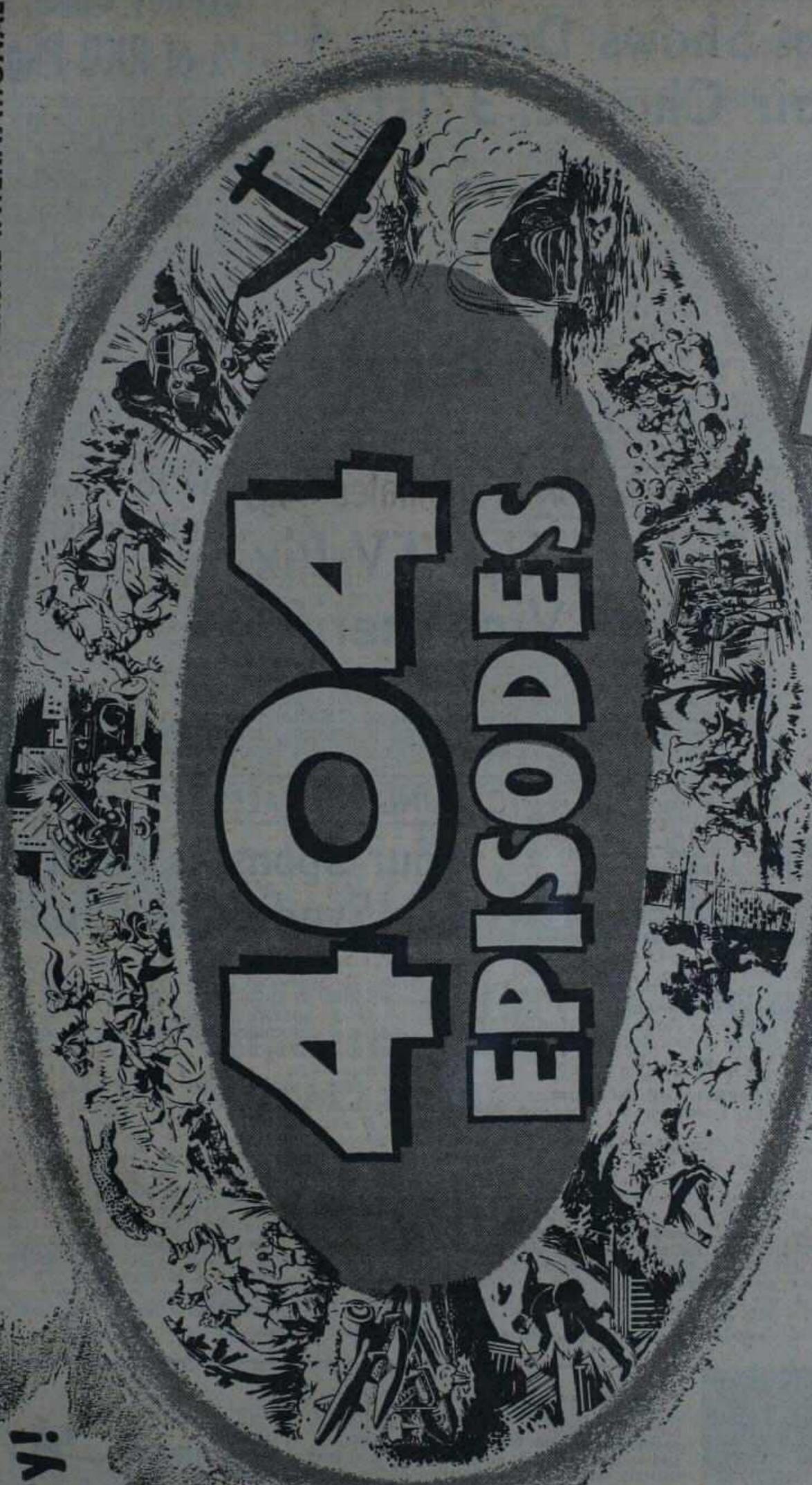
"Excellent over-all job," said one of the judges.

(Next week: Screen Gems)

31 BRAND NEW SERIALS

From the Studio of
UNIVERSAL-INTERNATIONAL

**A NEW
HOT NEW
FILM
PROPERTY!**



404 EPISODES

**Packed with
THRILLS!
ADVENTURE!
EXCITEMENT!**

**The Perfect
Programming
For Stripping
Across the
Board...**

UNLIMITED SUPPLY of Fresh Material For the Entire Family!!

Contact us NOW!
For our
**FLEXIBLE
SALES PLAN!**

NEW YORK
1501 Broadway
New York 26, N.Y.
HO 9-9374

DETROIT
709 Fox Building
Detroit, Michigan
44-Codward 1-3979

HOLLYWOOD
9100 Sunset Blvd.
Hollywood 38, Calif.
CH 9-6855

HYGGO Television Films, Inc.

SYNDICATION SCOREBOARD:

3 1st-Run Shows Definite, 4 Have Fair Chance, 3 'Iffy'

NEW YORK — The prospects for new first-run syndicated product for this season is gradually becoming clear. Among the 10 major syndicators, three new shows are definite for a fall debut, another four seem to be fairly good possibilities and there is a remote possibility 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 counted on for a continuing flow of new syndicated shows is Ziv-TV, which will have debuted two shows in 1956.

Guild Films and Television Programs of America may continue to make sallies 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 client 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 made the "Sheriff of Cochise" pilot for its debut in national sales, but when it was blocked out of a couple of potential network placements, it took the 67-market syndication deal from Socony Mobil. (See separate story.)

A few weeks earlier NTA had put the 26-episode "Lilli 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 sponsor.

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 executives have never expressed any burning faith in the future of first-run syndication as it is commonly practiced.

'State Trooper'

In addition to "Sheriff," MCA-TV's "State Trooper" has been assured for the syndication field by Falstaff Beer's large regional deal. And Ziv-TV's "Dr. Christian" is, of course, definite for a fall debut with six multi-market sponsors already signed.

Another four shows seem good

possibilities for syndication either because of their production status or sponsor interest.

TPA this week put "The Last of the Mohicans" into full production in Toronto with no sale made yet. TPA will undoubtedly continue to hunt for a national sponsor, but on the other hand it is understood to favor still another effort in syndication this year. TPA put "Stage 7" on the syndication market last spring and "The Count of Monte Cristo" last fall.

Guild has started full production of "Captain David Grief" in Honolulu with an option from Standard Oil of California. So,

that one seems almost certain for syndication next winter, if not next fall.

'Sea Hawk'

MCA-TV is reported to be very close to two regional deals on "The Sea Hawk," a modern dress sea adventure. Pan Films, Ltd., is expected to start full production in Bermuda next month.

Official Films, which has shied away from first-run syndication since the days of "Secret File," is rumored to be feeling out the syndication market with "The Adventures of Mitch," on which it had

(Continued on page 15)

MORE AMBITION

Socony Ups TV Pix Effort Via 'Sheriff'

NEW YORK — The Socony Mobil Oil Company will be making a more ambitious effort in syndication sponsorship next season with "The Sheriff of Cochise," the new mystery-adventure series it bought last week from National Telefilm Associates. Last season Socony sponsored "Douglas Fairbanks Presents," which it retitled "Mobil Theater." In several situations the films were reruns.

"Sheriff" will first go before the cameras at Desilu Productions next month, and is the first Desilu show to go into first-run syndication.

Socony, thru Compton, is understood to have considered "Dr. Christian" and "Stage 7" before signing for "Sheriff."

But these shows already had a number of firm deals in the area Socony needs. It will sponsor "Sheriff" in 67 markets thru the Midwest, one of the largest regional sponsorships on syndicated film.

Notwithstanding the interest Socony has shown in dramatic programs, regional oil advertisers have generally tended toward mystery-adventure programs such as "Sheriff," because of their desire to reach the male viewers, who determine over 75 per cent of all gasoline sales. Dramatic shows do not stack up as well in gaining male viewers. Among top 26 syndicated shows among men, as listed

by the Pulse last spring, there wasn't a single dramatic series. On the other hand, 20 of the top 26 male attractions were mystery or adventure shows.

Crosley Buys 1/2 of RKO Pkg.

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

In all other respects this seems to be the standard C&C deal. The stations get the rights in perpetuity. It is understood Crosley plans to store the prints at its Dayton, O., station, WLW-D. The Crosley stations are expected to start playing these pictures August 1.

Ziv to Pilot 'Annapolis'

HOLLYWOOD — Pilot of "Annapolis," Ziv-TV series about the naval academy, goes before the cameras at the studio this month. Like "West Point," which Ziv sold to General Foods, the series is planned along anthology lines with no central star.

Earlier this season the company had aimed the show at network sale, but it's believed that it may now be put into syndication.

CALLING ALL SALESMEN

Four Sponsors Hunt For Syndicated Films

NEW YORK — Four more sponsors are searching for syndicated vidfilm properties. They are Miles Laboratories for its new product, Bactene, 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 a property for 60 markets which can give more identification and appeal to the kids. Geoffrey Wade is the agency.

Magnavox, which had a disastrous experience several seasons ago on network TV, is said to be interested in about 25 markets, some large and others medium-sized. It has been improving its competitive position within the set manufacturing industry and wants

to use TV to compete against some of its larger rivals which are heavy video spenders. Maxon is the agency.

Hood has been looking at vidfilm properties for several years, but this season is ready to take the plunge in a selected number of New England markets. The agency is Kenyon & Eckhardt.

Tho it already has a network show, the "Schlitz Playhouse of Stars," this sponsor wants to use syndicated telefilm for a number of Midwestern markets. The beer client is engaged in a hot competitive struggle 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.

TV Heeds Call For Religious Programming

• Continued from page 1

denominations in the U. S., reports its "Frontiers," carried on 87 stations, with 16 delayed kinescopes, and "Look Up," carried by 43 outlets, with five additional by kine.

Of the roster of film shows syndicated by this Protestant body, "This Is the Life" covers the country most completely with 263 stations in the U. S., besides 23 in Canada. Among five other shows there are "Man to Man" on 149 outlets; "The Way," 105, and "What's Your Trouble?" 52, the last two also carried by 14 Armed Forces stations each.

Where available, stations pledge themselves on these shows on a 52-week basis. The only charge to the stations is payment of express costs. The Protestants, like the Roman Catholics, offer a variety of programs which are aired on a variety of days and times. Emphasis has been placed also on children's programs. For release in October, for example, will be a new series entitled "Off to Adventure," now being produced by the Congregational Christian Churches and to be distributed thru the Council.

On the local level the Council, thru the Broadcast Commission, has an extensive program for encouraging and helping set up shows. It distributes many handbooks and holds frequent seminars thruout the country—the Union Theological Seminary International Workshop, New York, will host one July 30 to August 10—specifically to train religious leaders.

Jewish TV

Of the three religious groups, the Jewish organizations as a whole have done the least in TV. A minority group to begin with, they also lack a central operating body, and with some 250 active Jewish groups, allocation of network time is a problem. There are also financial and personnel problems. Most of the Jewish programming has consisted of participations on the aforementioned network shows and of numerous guest appearances telling about and demonstrating various Jewish festival ceremonies on regular shows.

Two exceptions certainly to this general lack are the efforts made by the New York Board of Rabbis and the Jewish Theological Seminary. The Board of Rabbis, be-

(Continued on page 14)

'Kelly' Pilot To Be Filmed

HOLLYWOOD — TV pilot starring circus clown Emmett Kelly will be put before the cameras at Thousand Oaks jungle compound July 25. To be called "The Emmett Kelly Show," program will consist of both animation and live action.

CBS-TV is financing the venture. Producers are Hugh Harman and Rudolph Eisinger, with Thor Brooks directing.

La Van Doren Set for 'Girls'

NEW YORK — Mamie Van Doren has been signed by Screen Gems as one of the three female leads in its upcoming series "Girls About Town" on which it plans to shoot a pilot next fall for national sale.

The property, created by Harry Sauber, is one of 20 shows that Screen Gems plans to pilot-film for national sale.



Using under suds photography, SARRA graphically demonstrates how Pink Liquid Vel actually floats grease off plates! This 60-second spot points up Pink Liquid Vel's instant action and emphasizes how completely safe it is for delicate skins. The combination of live and stop motion gets and holds attention. Skillful presentation of Vel containers conveys strong product identification. Produced by SARRA for the Colgate-Palmolive Company for Pink Liquid Vel, through the William Esty Company, Inc.

SARRA

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING



SARRA casts two lively, likable children, in this series of 1-minute commercials, who show how easy it is to use Aunt Jemima Pancake Mix. The viewer sees a pancake made, then tossed high into the air in a long, slow motion flip that demonstrates its lightness. Shots of fresh fruit, in alternate layers with pancakes, suggest delicious new uses for Aunt Jemima pancakes. Effective opening and closing package shots clinch sales. Produced by SARRA for the Quaker Oats Company, through the J. Walter Thompson Company.

SARRA

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

NEW MARKET?

KRCA's Buy of NTA Fox Pkg. Is Indication

HOLLYWOOD — Purchase by KRCA-TV, NBC-TV o & o station, of NTA's 20th Century-Fox package last week indicates that an entirely new market may be opening up for top quality features. The pix, bought on a 10-run, three-year basis, will be slotted in afternoon and late-evening time periods, since the net channel obviously has no Class A time available.

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

The Los Angeles market now has absorbed 104 Columbia (KTTV) and 52 Warner Bros. (KTLA) features in addition to the Fox package, and the RKO pix, which KHJ-TV is getting.

There is mounting evidence, however, 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 able to gross in today's buyer's market.

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

'Christian' Adds Multi-Markets

NEW YORK — "Dr. Christian" has picked up four more multi-market sponsors, giving it a total of six. S&W Fine Foods will make its debut as a TV sponsor on the new Ziv-TV show in 10 West Coast markets including Los Angeles, San Francisco and Seattle. Mueller Macaroni will sponsor the show in New York, Boston and Philadelphia. Sealy Mattress has picked it up for Toledo and Lima, O., and Lee Optical will sponsor

(Continued on page 14)

5 Film Shows Sold by WBKB Sales Staff

CHICAGO — Five film shows were sold this week by the sales staff of WBKB, local ABC outlet. A nine-week purchase of "Jim and Judy in Teleland" was purchased by Wiler & Company thru R. Jack Scott for the 6 p.m. time slot, Monday thru Friday.

The Squirt Bottling Company purchased the Friday night slot, 9:30 to 10, for a film show to run 52 weeks, thru Fletcher D. Richards. Oscar Mayer & Company

(Continued on page 15)

ALONG SAME LINE

WATV Sales on 'Fox' Patterned on 'MDM'

NEW YORK — WATV here has devised a sales plan for its 18-repeat program of 20th Century-Fox pictures apparently patterned after the policy WOR-TV here uses on its "Million Dollar Movie," also a 18-repeat program. The "MDM" concept was originally devised by WOR to cover the high cost of good feature films. WATV, on its part, has a nut of \$10,000 per picture to crack.

WATV was last week reported to have sliced the 18-play "20th" program into eight participating segments. The price placed on each segment was understood to be about \$4,500. WATV was also said to be guaranteeing a minimum cumulative Telepulse of 50.0. That would assure each sponsor a cost per thousand homes of \$2.

WOR "MDM" in its first season *(Continued on page 13)*



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

Budweiser Beer in 10 Markets To New York • Chicago • Los Angeles • San Francisco • Philadelphia • Memphis • Denver • Detroit • Atlanta • Dallas-Ft. Worth • Houston • Portland (Ore.) • Indianapolis • Minneapolis • Milwaukee

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- SEALY MATTRESS ... in a list of Ohio markets
- BLUE CROSS ... in Buffalo * NEHI BOTTLING ... in Grand Rapids
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- ESL-TV ... Salt Lake City
- KOPQ-TV ... Albuquerque
- KLAS-TV ... Las Vegas
- KPHO-TV ... Phoenix
- XBO-TV ... Boise
- KTTV ... San Angelo
- EIS-TV ... Idaho Falls
- KCHO-TV ... Kansas City
- ESTD-TV ... Wichita Falls
- WJSH-TV ... Nashville
- WVAC-TV ... Boston
- WETC-TV ... Miami
- ... AND OTHERS



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**CROSSROAD OF
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 People from
**ALL WALKS OF LIFE
 SEEK HIS HELP!**

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Warm! Friendly!
 The kind of man you'd
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 SUPERIOR SHOWMANSHIP!
 ELABORATE STAGING!

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Favorite Family Show!

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Starring

DONALD CAREY

in the leading role of Young "Dr. Mark Christian"

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YOUR VIEWERS
"LIVE" EVERY
MOMENT!

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EXCITEMENT

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ADVENTURE

SPARKLING
with new
ENTERTAINMENT

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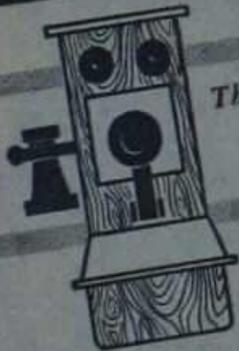
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Stevens
in



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Steve Wilson



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* Winner of 1955-56 Billboard TV Awards in 2 Categories
6th most popular Adventure Show ... 3rd most popular Adventure Star

New TV Spot Campaigns—

Future National Spot Drives—
Contracts Being Signed Now

Deals Set During Two Weeks Ending July 7

This tabulation is the result of a survey made by The Billboard among all U. S. TV stations. It shows new national spot campaigns for which contracts were reported as set during the survey period listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser

Arrid, Carter
Aunt Jemima Easy Corn Bread Mix,
Quaker Oats
Bruce Wax, E. L. Bruce
Facial Frost, Custom Products
Fire Chief Extinguisher, Marlowe Chem-
ical
Halo Shampoo, Colgate-Palmolive
Kraft Cheeseburger, Kraft

Product and Advertiser

Lava, Procter & Gamble
Nabisco Shredded Wheat Jrs., National
Biscuit
Phillips Milk of Magnesia, Sterling Drug
Schlitz Beer, Schlitz
Silver Blue Dust, Lever
Slimagic, Custom Products
Wheat and Rice Honey, National Bis-
cuit

REGIONAL SUMMARIES

Eastern

All Products, Kraft Foods
American Safety Razors, American
Razor
Arrid, Carter
Bonadettes, Charles Pfizer
Brisk Toothpaste, Colgate-Palmolive
Cheer, Procter & Gamble
Coca-Cola, Coca-Cola Bottling
Cosmetics, Max Factor
Crest Toothpaste, Procter & Gamble
Dove, Lever
Dreft, Procter & Gamble
El Producto Cigars, G.H.P. Cigar
Facial Frost, Custom Products
Fire Chief Extinguisher, Marlowe Chem-
ical
Halo Shampoo, Colgate-Palmolive
Joy, Procter & Gamble
King Edward Cigars, John H. Swisher

Kraft Cheeseburger, Kraft
Lava, Procter & Gamble
Marlboro Cigarettes, Philip Morris
Miller Tires, B. F. Goodrich
Nair, Carter
Parliament Cigarettes, Philip Morris
Pepsamar, Sterling Drug
Phillips Milk of Magnesia, Sterling Drug
Phonograph Records, Gilmar
Post Cereals, General Foods
Prince Matchabelli Cologne, Prince
Matchabelli
Silver Blue Dust, Lever
Slimagic, Custom Products
Tea, Tea Council of U. S. A.
Tide, Procter & Gamble
Toni Tip, Toni
Veto, Colgate-Palmolive
Wisk Detergent, Lever

Southern

Gay Blade, Arthur Meyershoff
Salad Mixer, Arthur Meyershoff

Silver Blue Dust, Lever
Zerone-Zerex, du Pont

Midwestern

Art Instruction, Art Instruction
Aunt Jemima Easy Corn Bread Mix,
Quaker Oats
Bread, Continental Baking
Bruce Wax, E. L. Bruce
Canadian Railway, Canadian Railway
Carlings Black Label Beer, Carlings
Dandee Snacks, Dandee Potato Chips
Department Stores, Sears-Roebuck
Facial Frost, Custom Products
Folger's Coffee, J. A. Folger
Foot Powder, Johnson & Johnson
Friskies, Carnation
Gas and Oil, Phillips 66
Goetz Beer, Goetz
Griffin Ice Tea, Griffin
Halo Shampoo, Colgate-Palmolive
Hummus Beer, Hummus
Kleenex, Intercellucotton
Kleenex Table Napkins, Kimberly-Clark
Kraft Cheeseburger, Kraft

Lava Soap, Procter & Gamble
Lipton Ice Tea, Lever
Make-a-Shake, Bestrice Foods
Nabisco Shredded Wheat Jrs., National
Biscuit
Nytol, Block Drug
Old Gold Cigarettes, P. Lorillard
Pabst Blue Ribbon Beer, Pabst
Pen-Jel, Potts Woodbury
Phillips Milk of Magnesia, Sterling Drug
Philip Morris Cigarettes, Philip Morris
S S S Tonic, S S S
Schlitz Beer, Schlitz
Slimagic, Custom Products
Sof-Set-Dry Mist, Alkaid & Lee
Strietmann Baked Goods, Strietmann
Swansdown Cake Mix, General Foods
Treesweet Lemonade, Treesweet Prod-
ucts
Wheat and Rice Honey, National Bis-
cuit
Wire Fence, Keystone

Southwestern

American Snuff, American Tobacco
Arrid, Carter
Bruce Wax, E. L. Bruce
Imperial Sugar, Imperial
Jax Beer, Jackson Brewing
Lava Soap, Procter & Gamble
Lipton Tea, Lipton
Nabisco Shredded Wheat Jrs., National
Biscuit

Phillips Milk of Magnesia, Sterling Drug
Rath Chopettes, Rath Packing
Schlitz Beer, Schlitz
Texcrete, Concrete Products
Various, Western Auto
Wheat and Rice Honey, National Bis-
cuit
Wildroot Cream Oil, Wildroot

Rocky Mountain & West Coast

Aunt Jemima Easy Corn Bread Mix,
Quaker Oats
Beer, Heidelberg Brewery
Bobbi Home Permanent, Toni
Breck Products, John Breck
Bruce Wax, E. L. Bruce
Candy, Brown & Haley
Carbonated Beverages, Squirt Carbon-
ated
Del Coro Pecans, Stahmann Farms
Dog Food, Ralston Purina

Fabrics, Deering-Millikens
Fire Chief Extinguisher, Marlowe Chem-
ical
Florida Valencia Oranges, Florida Cit-
rus
Frenchette Salad Dressing, Frenchette
Fritos and Taton, Frito
Greyhound Bus Travel, Overland Grey-
hound
Halo Shampoo, Colgate-Palmolive
Poligrup, Block Drug
Spud Cigarettes, Philip Morris

Mrs. Tucker Gets Into TV

NEW YORK—Anderson, Clay-
ton & Company is getting into TV
with a saturation announcement
campaign in 32 markets thru the
Midwest running from Texas up to
Minneapolis. It will put a big push
behind its Mrs. Tucker's Margarine,
and follow up this campaign
with an effort on some of its other
consumer products, with 65 per
cent of the food division budget
going into spot TV.

The Television Bureau of Adver-
tising was instrumental in selling
this advertiser on spot TV.

Four Star's Lewis Exits; Reed Loses G. Faust to KNXT

HOLLYWOOD—Two top West
Coast execs shifted positions last
week. Warren Lewis, producer at
Four Star for the past four years,
left the company to go into part-
nership with Don Sharpe on "Wire
Service," hour-long series, which
will be aired on ABC-TV this sea-
son.

George Faust, v.-p. of Roland
Reed Productions, exited the com-
pany to become an account exec
at Station KNXT and the Columbia
Pacific Network.

ON THE RISE

NTA Report Shows Film Rentals Up

HOLLYWOOD—Total assets of \$7,046,158 as of April, 1956, with film rentals of \$3.7 to \$4 million for the current fiscal year ending July 31, have been reported by NTA (National Telefilm Associates).

Film rentals for the nine months ending in April were \$2,404,013, according to the report, with net income of \$242,618, or approximately 10 per cent of the gross. This amounts to a net of 37 cents per share of stock.

Deferred film rental amounts to \$1,663,762, up more than three times over what it was a year ago. This is a bookkeeping procedure under which 25 per cent of income is added to the books when a contract is written and 75 per cent pro-rated over the term of the lease.

In comparison with past years, film rentals for the year ending July 31, 1954, were \$356,000, and for last year \$1.4 million.

'Popeye' Lines Up As New Season's Strongest Venture

NEW YORK—WPIX's "Popeye" show, which debuts September 8, is shaping up as not only one of this station's strongest new shows, but apparently one of the strongest station programming ventures of the new season. WPIX already has a virtual sell-out at the premium rate of \$425 per spot. Its regular early evening one-minute rate is \$325. Last week the station landed three more sponsors—Fritos, Remco Industries and American Character Doll—making a total of eight.

Remco and ACD are said to be interested in riding the "Popeye" cartoons on over 50 stations. Also, Bosco, which earlier bought a piece of the WPIX strip, is understood to plan picking up "Popeye" in a number of other markets. So far, Associated Artists Productions has sold the package of 234 cartoons in about 20 markets.

UPA Begins Work On 'Don Quixote'

HOLLYWOOD—UPA Productions, Inc., last week began work on an animated version of Cervantes' "Don Quixote," which will run from 75 to 80 minutes in length.

The cartoon feature will first be shown in theaters, but will be released to television two years after the initial issue date.

FCC OK's Guild Films' 600G Outlet Purchase

NEW YORK—The Federal Communications Commission last week approved the application of Guild Films for the purchase of WMBV-TV and WMAM, Green Bay-Marquette, Wis. The price was reported to be in excess of \$600,000.

13 'Finest' to RKO Stations

NEW YORK—RKO Teleradio last week was reported to have spun off 13 of the top feature films in its "Finest 52" package for use by its six o&co stations. The move suggests that Teleradio has despaired of landing a national sponsor this season for any of the 150 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."

Teleradio has been blocked from a national sale by its failure to clear a 90-minute slot on any of the networks. The Vitapix Corporation, which had offered a lineup of availabilities on its 57 mem-

'Lets 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 distributor, leading the way. These sales were made to CHCH-TV, Hamilton, Ont.; CHCT-TV, Calgary, Alta.; CBOT (CBC), Ottawa, Ont.; CBUT, Vancouver, B. C., and Winnipeg, Man. Sponsors include Household Inventions, Renfrew Motors, and Pacific Meat Company, Ltd.

ber stations, is now reported to have made the same offer to Associated Artists Productions for sponsorship of Warner Bros. pictures.

Kagran, Now CNP, Projects Expansion

NEW YORK—The Kagran Corporation has been renamed California National Productions, Inc., and is already moving on several fronts to expand its operations. CNP plans to multiply the company's basic activities in TV by developing its by-products and the subsidiary rights of its properties in such fields as publishing and the theater.

CNP's merchandising division has already expanded its operation by the addition of several new properties. They include "Sir Lancelot," "Uncle Johnny Coons," Steve Allen and "Tic-Tac-Dough."

In the field of TV programming, CNP is negotiating several co-production deals with produc-

ers in England, Italy and Mexico as well as the United States. A program development department is to be established here and in Hollywood to find and create new TV material. Two series, "Hiram Holiday" and "Life of Riley," are already in production at its recently leased California Studios.

Six Pilots

CNP is also on the verge of making final decisions as to which of the six pilots it should put into production shortly, four currently slanted for national sale and two for syndication. The 10,000-mile operatic tour of the "NBC-TV Opera Theater," also a CNP subsidiary which goes into 47 cities be-

(Continued on page 14)

The Only wrestling show voted among the Top 10 TV Sports Series* is Texas Rasslin'

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

THERE'S A REASON!—and it's backed by top ratings in market after market . . . ratings that prove 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

JUST PHONE OR WIRE STerling 2083 or STerling 2173

MAURICE "MAURY" BECK

TEXAS RASSLIN', Inc. Producers and Distributors

CADIZ & INDUSTRIAL BLVD. in DALLAS, TEXAS



TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Drama Shows

JUNE RATINGS	
Rank	Show, Sponsor & Web
1.	Alfred Hitchcock Presents Bristol-Myers (CBS).....33.0
2.	Line-Up P&G, Brown & Williamson (CBS).....23.0
3.	Lux Video Theater Lever (NBC).....22.6
4.	Playhouse of Stars Schlitz (CBS).....21.1
5.	Climax Chrysler (CBS).....20.9
6.	Four Star Playhouse Singer, Bristol-Myers (CBS).....20.6
7.	G. E. Theater Gen'l Electric (CBS).....20.6
8.	The Millionaire Colgate (CBS).....20.6
9.	Ford Theater Ford (NBC).....20.1
10.	Fireside Theater P&G (NBC).....20.0

AMONG MEN	
Rank	Show, Sponsor & Web
1.	Goodyear Playhouse Goodyear (NBC).....97
2.	Alfred Hitchcock Presents Bristol-Myers (CBS).....96
3.	G. E. Theater Gen'l Electric (CBS).....91
4.	You Are There Prudential (CBS).....90
5.	Loretta Young P&G (NBC).....88
6.	Climax Chrysler (CBS).....86
7.	Playhouse of Stars Schlitz (CBS).....84
8.	Du Pont Cavalcade Theater Du Pont (ABC).....83
9.	Kraft TV Theater Kraft (NBC).....82
10.	Medic Gen'l Electric, Dow (NBC).....81
10.	Rob'l. Montgomery Presents Johnson's, Schick (NBC).....81
10.	Ford Theater Ford (NBC).....81

AMONG WOMEN	
Rank	Show, Sponsor & Web
1.	Goodyear Playhouse Goodyear (NBC).....1.19
2.	Alfred Hitchcock Presents Bristol-Myers (CBS).....1.18
2.	G. E. Theater Gen'l Electric (CBS).....1.18
4.	Rob'l. Montgomery Presents Johnson's, Schick (NBC).....1.17
4.	Playwright's 76 Pontiac (NBC).....1.17
6.	The Millionaire Colgate (CBS).....1.16
6.	Loretta Young P&G (NBC).....1.16
8.	Kraft TV Theater Kraft (NBC).....1.15
8.	Four Star Playhouse Singer, Bristol-Myers (CBS).....1.15
10.	Star Stage Campbell, Chesebrough-Ponds (ABC).....1.14

AMONG CHILDREN	
Rank	Show, Sponsor & Web
1.	Crossroads Chevrolet (ABC).....75
2.	Telephone Time Bell (CBS).....66
3.	Navy Log Maytag Sheaffer (CBS).....64
4.	Ford Theater Ford (NBC).....63
5.	Star Tonight Brillo (ABC).....58
5.	The Millionaire Colgate (CBS).....58
7.	TV Readers Digest Studebaker-Packard (ABC).....57
7.	The Wise Sterling Drug (ABC).....57
9.	Playhouse of Stars Schlitz (CBS).....55
10.	Du Pont Cavalcade Theater Du Pont (ABC).....54

Web Winners

ALFRED HITCHCOCK PRESENTS—CBS-TV
The casual rate among shows that marked the TV debut of Hollywood theatrical film producers was high ("M-G-M Parade," "Screen Director's Playhouse"), Hitchcock came in a winner this past season. According to the American Research Bureau rating report for June, Hitchcock's show was tied for first place with "The Line-Up" as the top-rated network drama show. Both programs pulled a 33.0 rating. But in terms of male and female viewers per set, "Hitchcock Presents" was way up on the list—in the No. 2 spot in each case, in fact. The show pulled 96 male viewers per set and 1.18 women.

Films to Watch

HE-MAN SHOWS
Beer and oil advertisers, who are among the largest regional sponsors of syndicated film programming, usually seek to attract heavy male viewership, since the men are generally understood to determine family purchases of these products. In the listing of top shows among men in this issue's "Scoreboard," four shows stand out: "Confidential File," "I Led Three Lives," "Highway Patrol" and "Mr. District Attorney." Their heavy proportion of male viewers is backed up by the highest ratings on the chart. But note that only one of those shows, "Highway," is now assured of new production for the fall.

• ARB Top Shows Among Women

How Network Shows Rated Among Women in June

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

(* Indicates Film)

Rank	Show, Sponsor & Web	Men Per Set	Avg. June Rating
1.	Wednesday Night Fights, Pabst, Mennen (ABC).....	1.22	17.4
2.	Cavalcade of Sports, Gillette (NBC).....	1.20	20.9
3.	Red Barber's Corner, State Farm (NBC).....	1.18	11.8
4.	Ozark Jubilee, Antell, Amer. Home (ABC).....	1.14	8.5
5.	National Bowling, Gen'l Cigar (NBC).....	1.05	8.2
6.	Ed Sullivan, Lincoln-Mercury (CBS).....	1.04	50.5
7.	Stage Show, Nestle (CBS).....	1.03	15.5
8.	\$64,000 Challenge, Kent, Revlon (CBS).....	1.02	41.0
9.	Lawrence Welk, Dodge (ABC).....	.99	28.2
9.	Meet the Press, Pan American, Johns Manville (NBC).....	.99	8.4
9.	George Gobel, Pet Milk, Armour (NBC).....	.99	31.8
12.	Amateur Hour, Pharmaceuticals (ABC).....	.98	17.9
12.	Wide, Wide World, Gen'l Motors (NBC).....	.98	15.3
12.	Comedy Hour, Avco, Jergens, Brown & Williamson (NBC).....	.98	12.1
12.	Ford Star Jubilee, Ford (CBS).....	.98	22.3
16.	Goodyear Playhouse, Goodyear (NBC).....	.97	14.9
17.	* Alfred Hitchcock Presents, Bristol-Myers (CBS).....	.96	33.0
18.	* Frontier, Reynolds Metals (NBC).....	.95	13.7
19.	What's My Line? J. Montener, Remington Rand (CBS).....	.94	36.8
20.	Sunday News Special, Pharmaceuticals (CBS).....	.92	12.4
20.	* You Asked for It, Skippy, Best Foods (ABC).....	.92	11.7
20.	Your Hit Parade, Amer. Tobacco, Hudnut (NBC).....	.92	29.6
23.	* G.E. Theater, Gen'l Electric (CBS).....	.91	26.6
23.	Break the Bank, Dodge (ABC).....	.91	11.0
23.	Perry Como, Armour, Dormyer, Gold Seal, Noxema, Int'l Celucotton (NBC).....	.91	33.0

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Drama Shows

MAY RATINGS	
Rank	Show, Sponsor & Web
1.	Celebrity Playhouse (Screen Gems).....15.9
1.	Dr. Hudson's Secret Journal (MCA).....15.9
3.	Science Fiction Theater (Ziv).....13.3
4.	Doug Fairbanks Presents (ABC).....12.9
5.	Mayor of the Town (MCA).....11.0
6.	Mobil Theater (Socony-Mobil).....10.5
7.	The Unexpected (Ziv).....10.0
7.	Studio 57 (MCA).....9.8
9.	Star & the Story (Official).....9.1
10.	Bulova Showtime (Bulova).....7.8

AMONG MEN	
Rank	Show & Distrib.
1.	The Unexpected (Ziv).....83
2.	Bulova Showtime (Bulova).....79
2.	Mayor of the Town (MCA).....79
4.	Dr. Hudson's Secret Journal (MCA).....78
5.	Doug Fairbanks Presents (MCA).....77
5.	Science Fiction Theater (Ziv).....77
7.	Headline (MCA).....76
8.	Celebrity Playhouse (Screen Gems).....75
9.	Heart of the City (MCA).....74
9.	Mobil Theater (Socony-Mobil).....74

AMONG WOMEN	
Rank	Show & Distrib.
1.	Bulova Showtime (Bulova).....94
2.	Celebrity Playhouse (Screen Gems).....93
3.	Doug Fairbanks Presents (ABC).....92
4.	Mobil Theater (Socony-Mobil).....88
5.	The Unexpected (Ziv).....87
6.	The Playhouse (ABC).....86
7.	Famous Playhouse (MCA).....85
8.	Headline (MCA).....83
9.	Mayor of the Town (MCA).....82
10.	Star & the Story (Official).....81

AMONG TEENS	
Rank	Show & Distrib.
1.	Science Fiction Theater (Ziv).....29
2.	Doug Fairbanks Presents (ABC).....25
3.	Star & the Story (Official).....23
4.	Mayor of the Town (MCA).....21
5.	Heart of the City (MCA).....20
5.	Studio 57 (MCA).....20
7.	You All Star Theater (Screen Gems).....19
8.	Celebrity Playhouse (Screen Gems).....17
8.	Famous Playhouse (MCA).....17
10.	Dr. Hudson's Secret Journal (MCA).....16

AMONG CHILDREN	
Rank	Show & Distrib.
1.	Mobil Theater (Socony-Mobil).....44
2.	Your All Star Theater (Screen Gems).....37
3.	Celebrity Playhouse (Screen Gems).....31
4.	Science Fiction Theater (Ziv).....25
4.	Studio 57 (MCA).....25
6.	Mayor of the Town (MCA).....24
7.	The Playhouse (ABC).....20
8.	Bulova Showtime (Bulova).....19
8.	Headline (MCA).....19
8.	Heart of the City (MCA).....19

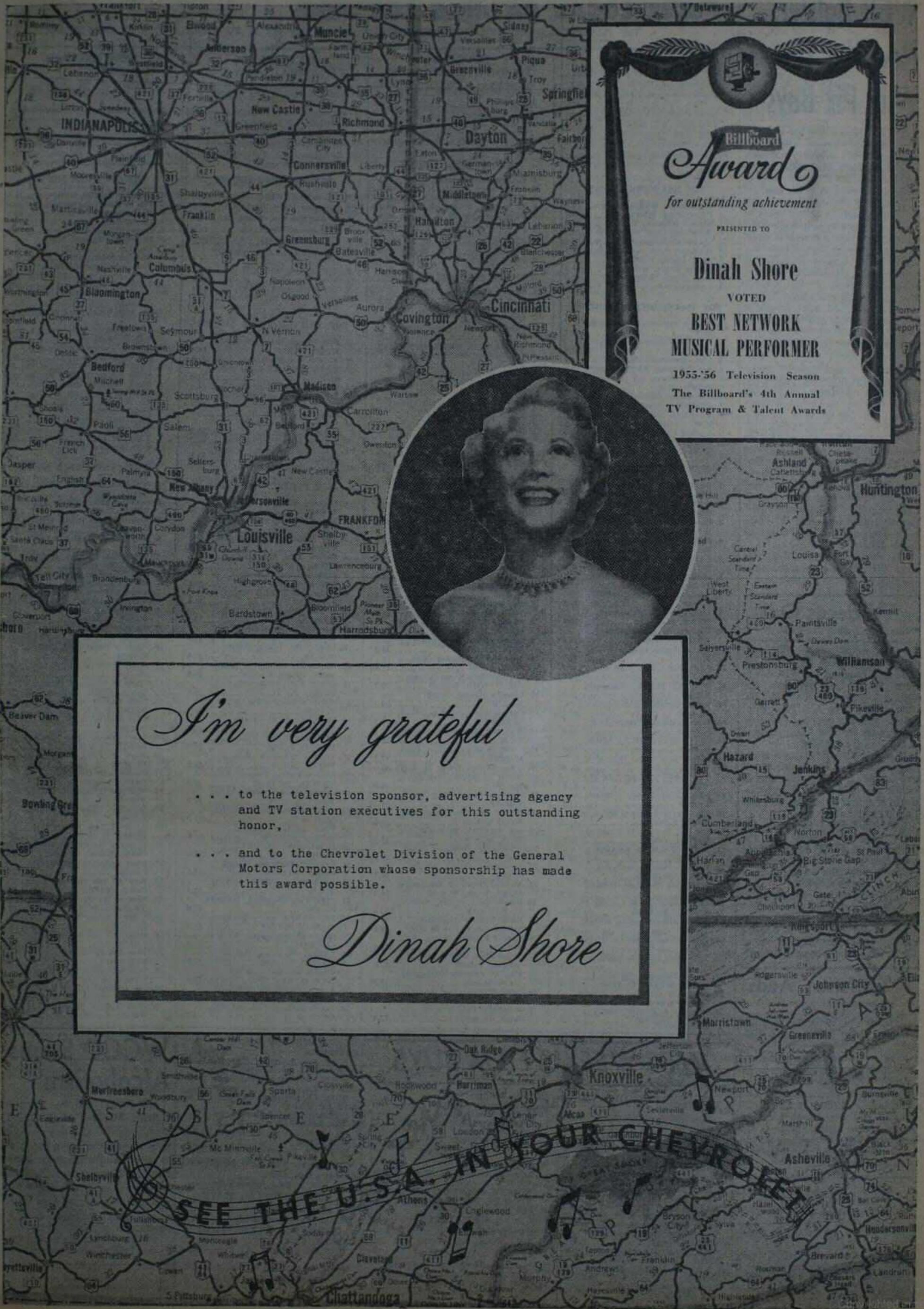
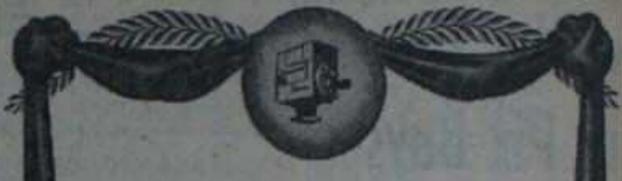
• Pulse Top Pix Among Women

How Non-Net Films Rated Among Men in May

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

Order	Title and Distributor of Series	Men Per 100 Homes	Avg. May Rating
1.	This Week in Sports (INS).....	91	3.5
2.	Confidential File (Guild).....	89	12.9
3.	I Led Three Lives (Ziv).....	87	13.0
4.	Highway Patrol (Ziv).....	86	17.3
4.	Racket Squad (ABC).....	86	10.3
6.	Mr. District Attorney (Ziv).....	85	16.5
6.	The Whistler (CBS).....	85	5.2
6.	Ellery Queen (TPA).....	85	6.4
9.	The Falcon (NBC).....	84	6.8
9.	Foreign Intrigue (Official).....	84	8.4
9.	Inspector Mark Saber (Thompson).....	84	5.5
9.	Man Called X (Ziv).....	84	11.8
13.	Lone Wolf (MCA).....	83	6.8
13.	Mr. & Mrs. North (Schubert).....	83	6.3
13.	Public Defender (Interstate).....	83	7.8
13.	The Unexpected (Ziv).....	83	10.0
17.	Boston Blackie (Ziv).....	82	4.5
17.	Man Behind the Badge (MCA).....	82	11.9
17.	My Little Margie (Official).....	82	8.8
20.	Fabian of Scotland Yard (CBS).....	81	5.9
20.	San Francisco Beat (CBS).....	81	10.8
20.	Sherlock Holmes (NTA).....	81	6.1
23.	Championship Bowling (Schwimmer).....	80	4.4
23.	City Detective (MCA).....	80	9.5
23.	Death Valley Days (Borax).....	80	11.3
23.	Waterfront (MCA).....	80	13.1

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The Billboard's 4th Annual
TV Program & Talent Awards



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SEE THE U.S.A. IN YOUR CHEVROLET

WGR Bolsters New Net Ties With Pix Buys

NEW YORK — What happens when a VHF station which had been an NBC affiliate suddenly finds itself forced to switch its affiliation to ABC? How does it maintain its position in the market?

That's the dilemma that's facing WGR-TV, Buffalo, as the result of NBC's buying a new Buffalo-UHF station, to which the web is shifting its programming. One way WGR is attempting to solve its problems is by bolstering the programming line-up it will receive from ABC with syndicated film.

The station last week bought a bundle of seven half-hour shows from CBS-TV Film Sales for use for that purpose. One of the shows, "Amos 'n' Andy," will be programmed across the board as a daytime strip, following the successful pattern established by WCBS-TV, New York, and other stations. There are 78 episodes in that series.

Other CBS-TV Film Shows bought by WGR are 39 episodes of "The Whistler," which is first run in that market; 26 "Adventures of Long John Silver," first run; 39 "Files of Jeffrey Jones," first run; 13 "Holiday in Paris" episodes, also first run; 26 "Life With Father," and 13 "Cases of Eddie Drake."

The deal with CBS Film Sales gives WGR rights to more than one run.

TV Heeds Call

Continued from page 6

sides co-operating on the web shows, offers "The Fourth R," a children's program on WRCA-TV, New York, and prepares the WRCA "Sermonettes," the WCBS, New York "Give Us This Day" prayers and the opening and closing prayers for the ABC network. New Series

It also is preparing a new series for CBS-TV, one for Du Mont and one for ABC, besides five special events on NBC-TV on Jewish festivals, the first of which will star Joseph Schildkraut.

The Theological Seminary has been actively engaged in the "Frontiers of Faith" series for the past five years and is now preparing a new film series which it hopes to launch this fall.

With all this activity, varied as it is to approach and message, the religious leaders are in solid agreement on one point: TV is doing a missionary job the likes of which the world has never seen before.

'Christian' Adds

Continued from page 7

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

The preponderance of food and household sponsors indicates an interest in the MacDonald Carey show as a potential attraction for a housewife audience. It was earlier sold to Hekman Biscuit for a regional spread in the Midwest. The other multi-market sponsor will be Coors Beer in the Rocky Mountain area and Texas.

Kagran Now SNP

Continued from page 11

gins October 11 in South Bend, Ind.

CNP is now fully staffed in its top executive echelons, with Alan Livingston functioning as president and Bob Levitt as general manager of its NBC-TV Films subsidiary.

PULSE LOCAL RATINGS FOR JUNE

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

CHICAGO	BUFFALO	DAYTON, O.	NEW ORLEANS
<p>4 TV STATIONS—1,697,100 TV HOMES Population—6,150,900 (2d in U. S.) Buying Power—\$13,360,431,000 (2d) Retail Sales—\$8,161,023,000 (2d) Food Sales—\$1,720,971,000 (3d) Drug Sales—\$255,124,000 (2d) Automotive—\$1,344,473,000 (3d)</p> <p>Above figures include following counties: Cook, Du Page, Kane, Lake, Willis, Ill.; Lake, Ind.</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. Ed Sullivan, WBBM, Su. 42.9 2. I Love Lucy, WBBM, M. 39.7 3. \$64,000 Question, WBBM, T. 38.7 4. What's My Line? WBBM, Su. 36.7 5. \$64,000 Challenge, WBBM, Su. 35.5 6. December Bride, WBBM, M. 33.7 7. Perry Como, WNBQ, S. 33.1 8. George Gobel, WNBQ, S. 31.4 9. Jack Benny, WBBM, Su. 30.0 10. Person to Person, WBBM, F. 29.8 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Mickey Mouse Club, WBKB, M.-F. 19.1 2. Weather, Connors (10 p.m.), WNBQ, M.-F. 14.5 3. Little Rascals, WBKB, M.-F. 13.9 4. Art Linkletter, WBBM, M.-F. 12.4 5. News Roundup (10 p.m.), WBBM, M.-F. 12.3 6. Bob Crosby, WBBM, M.-F. 11.7 7. CBS News, WBBM, M.-Th. 11.6 8. News-John Daly (6:15 p.m.), M.-F. 11.2 9. Guiding Light, WBBM, M.-F. 11.0 9. Kukla, Fran and Ollie, WBKB, M.-F. 11.0 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Dr. Hudson's Secret Journal (MCA), WNBQ, S.-10:00 24.4 2. Science Fiction Theater (Ziv), WNBQ, S.-10:30 20.5 3. Great Gildersleeve (NBC), WNBQ, M.-9:30 17.7 4. Badge 714 (NBC), WGN, T.-8:00 15.0 5. I Led Three Lives (Ziv), WGN, T.-9:30 15.0 5. Highway Patrol (Ziv), WBKB, Th.-9:00 15.0 7. Annie Oakley (CBS), WBBM, S.-5:30 14.5 8. Little Rascals (Interstate), WBKB, M.-F.-4:00 13.9 9. Confidential File (Guild), WBKB, W.-10:00 13.8 10. Racket Squad (ABC), WGN, T.-8:30 12.9 11. Cisco Kid (Ziv), WBKB, Su.-5:00 12.5 11. Wild Bill Hickok (Flamingo), WBBM, S.-9:00 a.m. 12.5 11. Waterfront (MCA), WGN, Th.-9:00 12.5 14. Federal Men (MCA), WBKB, F.-10:30 12.4 15. City Detective (MCA), WGN, F.-9:30 12.0 16. Gangbusters (Gen. Teleradio), WBKB, Th.-9:30 11.9 17. Mr. District Attorney (Ziv), WBKB, F.-10:00 11.5 17. Man Called X (Ziv), WGN, Th.-9:30 11.5 19. San Francisco Beat (CBS), WGN, T.-9:00 11.2 20. Mr. and Mrs. North (Schubert), WGN, F.-8:00 10.9 21. Studio 57 (MCA), WBKB, T.-10:00 10.7 21. Foreign Intrigue (Official), WBKB, W.-10:30 10.7 23. Sky King (Nabisco), WBKB, Su.-5:30 10.5 24. Man Behind the Badge (MCA), WBBM, Su.-10:00 10.4 24. The Unexpected (Ziv), WBKB, T.-10:30 10.4 26. Guy Lombardo (MCA), WNBQ, F.-7:30 10.2 26. Lone Wolf (MCA), WGN, Th.-8:30 10.2 28. Doug. Fairbanks Presents (ABC), WBKB, Th.-10:00 10.0 29. Stories of the Century (Hollywood), WBKB, T.-9:30 8.5 30. Passport to Danger (ABC), WBKB, Th.-10:30 8.0 	<p>3 TV STATIONS—323,800 TV HOMES Population—1,212,400 (14th in U. S.) Buying Income—\$1,978,712,000 (14th) Retail Sales—\$1,449,717,000 (14th) Food Sales—\$346,398,000 (13th) Drug Sales—\$40,931,000 (16th) Automotive—\$263,038,000 (15th)</p> <p>Above figures include following counties: Erie, Niagara</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. \$64,000 Question, WBBM, T. 49.4 2. I Love Lucy, WBBM, M. 44.7 3. \$64,000 Challenge, WBBM, Su. 41.5 4. Ed Sullivan, WBBM, Su. 41.2 5. Perry Como, WGR, S. 40.8 6. Millionaire, WBBM, W. 36.4 7. I've Got a Secret, WBBM, W. 35.5 8. Our Miss Brooks, WBBM, F. 35.0 9. Groucho Marx, WGR, Th. 34.9 9. Mama, WBBM, F. 34.9 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Mickey Mouse Club, WGR, M.-F. 23.8 2. News, Weather (11 p.m.), WBBM, M.-F. 18.8 3. News, Weather (11 p.m.), WGR, M.-F. 14.9 4. Guiding Light, WBBM, M.-F. 14.7 4. Sports, Misc. (11:15 p.m.), WBBM, M.-F. 14.7 6. Search for Tomorrow, WBBM, M.-F. 14.0 7. Arthur Godfrey, WBBM, M.-Th. 13.9 8. Love of Life, WBBM, M.-F. 13.7 9. Range Rider, WBBM, M., W., F. 13.6 10. Headlines, News, Sports (6 p.m.), WBBM, M.-F. 13.5 10. Little Rascals, WBBM, M., W., F. 13.5 10. CBS News, WBBM, M.-F. 13.5 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Man Called X (Ziv), WBBM, M.-9:30 30.2 2. Waterfront (MCA), WGR, S.-7:30 27.2 3. Count of Monte Cristo (TPA), WBBM, F.-7:00 26.9 4. Cisco Kid (Ziv), WBBM, Th.-7:00 25.2 5. Annie Oakley (CBS), WBBM, T.-7:00 22.7 6. Superman (Flamingo), WBBM, W.-7:00 21.7 6. Star and the Story (Official), WGR, Th.-10:30 21.7 8. Doug. Fairbanks Presents (ABC), WBBM, Th.-10:30 21.4 9. Mayor of the Town (MCA), WGR, Th.-10:00 21.0 9. Mr. District Attorney (Ziv), WGR, S.-7:00 21.0 11. Dr. Hudson's Secret Journal (MCA), WGR, S.-10:30 20.2 12. Liberate (Guild), WGR, Su.-6:30 19.7 13. Captain Gallant (TPA), WGR, Su.-6:00 19.2 14. Wild Bill Hickok (Flamingo), WGR, F.-6:00 18.5 15. I Led Three Lives (Ziv), WGR, M.-10:30 17.2 16. I Spy (Guild), WGR, M.-10:00 17.0 17. Studio 57 (MCA), WBBM, M.-7:00 16.9 18. Highway Patrol (Ziv), WGR, T.-10:30 16.2 19. Public Defender (Interstate), WGR, M.-9:00 16.0 20. San Francisco Beat (CBS), WGR, M.-9:30 15.7 21. Sky King (Nabisco), WGR, T.-6:00 14.9 22. Kit Carson (MCA), WBBM, S.-10:00 14.7 23. Sheena, Queen of the Jungle (ABC), WGR, W.-6:00 14.4 24. Range Rider (CBS), WBBM, M.-W.-F.-6:15 13.6 25. Little Rascals (Interstate), WBBM, M., W., F.-9:00 a.m. 13.5 26. Candid Camera (Assoc. Art), WBBM, Th.-6:15 13.0 27. Patti Page (Oldsmobile), WBBM, T.-6:30 12.9 28. Hans C. Anderson (Interstate), WGR, M.-8:00 12.7 29. Tales of Tomorrow (Sterling), WGR, T.-10:00 12.5 30. Hopalong Cassidy (NBC), WGR, Th.-6:00 12.4 	<p>2 TV STATIONS—125,000 TV HOMES Population—526,000 (44th in U. S.) Buying Income—\$1,072,359,000 (34th) Retail Sales—\$674,145,000 (39th) Food Sales—\$151,343,000 (38th) Drug Sales—\$21,540,000 (36th) Automotive—\$138,619,000 (35th)</p> <p>Above figures include following counties: Greene, Montgomery</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. I Love Lucy, WHIO, M. 52.5 2. December Bride, WHIO, M. 47.3 3. \$64,000 Question, WHIO, T. 46.5 4. Ed Sullivan, WHIO, Su. 43.4 5. Climax, WHIO, Th. 42.5 6. Godfrey's Talent Scouts, WHIO, M. 42.3 7. Red Skelton, WHIO, T. 41.3 7. Studio One, WHIO, M. 41.3 9. Alfred Hitchcock, WHIO, Su. 39.3 10. Godfrey and His Friends, WHIO, W. 39.1 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Front Page News (10 p.m.), WHIO, M.-F. 26.6 2. Theater Tonight, WHIO, M.-F. 25.0 3. Mickey Mouse Club, WLW-D, M.-F. 24.8 4. Little Rascals, WHIO, M.-Th. 24.4 5. Promise Playhouse, WHIO, M., F. 23.0 6. Patti Page, WHIO, T., Th. 20.8 7. Reporter, Sports Desk (11 p.m.), M.-F. 17.0 8. Guiding Light, WHIO, M.-F. 14.2 9. Search for Tomorrow, WHIO, M.-F. 13.9 10. Love of Life, WHIO, M.-F. 13.8 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Highway Patrol (Ziv), WHIO, T.-8:00 38.8 2. Man Called X (Ziv), WHIO, F.-9:30 33.8 3. The Whistler (CBS), WHIO, S.-10:00 26.0 4. Follow That Man (MCA), WHIO, Su.-10:15 25.0 5. Little Rascals (Interstate), WHIO, M.-6:00 24.4 6. Badge 714 (NBC), WHIO, S.-10:30 23.8 7. I Led Three Lives (Ziv), WLW-D, F.-8:30 23.3 8. Passport to Danger (ABC), WLW-D, Su.-9:30 22.5 8. Gene Autry (CBS), WHIO, W.-6:30 22.5 10. Adventures of Blinky (Interstate), WHIO, S.-12:30 22.0 11. Patti Page (Oldsmobile), WHIO, T., Th.-10:15 20.8 12. Amos 'n' Andy (CBS), WHIO, T.-10:30 20.3 13. Headline (MCA), WHIO, Th.-10:30 17.5 14. Wild Bill Hickok (Flamingo), WLW-D, S.-5:00 16.0 15. Bulova Showtime (Bulova), WHIO, S.-4:30 14.5 15. Science Fiction Theater (Ziv), WLW-D, Su.-10:30 14.5 17. Candid Camera (Assoc. Art), WHIO, T.-11:15 14.3 18. City Detective (MCA), WHIO, M.-11:15 14.0 19. I Am the Law (Sterling), WHIO, Th.-11:30 13.8 20. Hopalong Cassidy (NBC), WHIO, Su.-1:30 13.6 21. Celebrity Playhouse (Screen Gems), WLW-D, S.-11:15 12.3 21. Annie Oakley (CBS), WLW-D, T.-7:30 12.3 23. Sky King (Nabisco), WLW-D, Su.-6:00 12.0 24. Mr. and Mrs. North (Schubert), WLW-D, S.-11:45 11.5 24. Superman (Flamingo), WLW-D, M.-7:00 11.5 26. Famous Playhouse (MCA), WLW-D, Su.-5:00 11.3 27. Crunch and Des (NBC), WLW-D, Th.-7:30 10.0 28. King's Crossroads (Sterling), WHIO, M.-F.-4:00 8.8 29. Ellery Queen (TPA), WLW-D, Su.-11:15 6.3 	<p>TV STATIONS—199,900 TV HOMES Population—797,100 (20th in U. S.) Buying Income—\$1,211,480,000 (30th) Retail Sales—\$805,253,000 (28th) Food Sales—\$155,853,000 (36th) Drug Sales—\$32,520,000 (25th) Automotive—\$129,261,000 (40th)</p> <p>Above figures include following counties: Jefferson, Orleans, St. Bernard</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. Kraft TV Theater, WDSU, W. 54.3 2. This Is Your Life, WDSU, W. 54.8 3. Playwrights '56, WDSU, W. 54.8 4. Milton Berle, WDSU, T. 53.1 5. Loretta Young, WDSU, Su. 52.5 6. Lux Video Theater, WDSU, Th. 52.3 7. Groucho Marx, WDSU, Th. 51.3 8. Robert Montgomery, WDSU, M. 51.0 9. Boxing, WDSU, F. 50.8 10. Caesar's Hour, WDSU, M. 50.4 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Esso Reporter (6:45 p.m.), WDSU, M.-F. 31.9 2. Sports, Weather (6:30 p.m.), WDSU, M.-F. 31.0 3. News Caravan, WDSU, M.-F. 30.3 4. Eddie Fisher, WDSU, W., F. 30.0 5. Dinah Shore, WDSU, T., Th. 29.0 6. M. Muffin's Party, WDSU, T., Th. 27.3 7. Susie, WDSU, M.-F. 20.8 8. Queen for a Day, WDSU, M.-F. 20.0 9. I Married Joan, WDSU, M.-F. 19.5 10. Starr Theater, WDSU, M.-Th. 18.6 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. San Francisco Beat (CBS), WDSU, W.-8:30 54.8 2. Count of Monte Cristo (TPA), WDSU, T.-8:30 52.0 3. Amos 'n' Andy (CBS), WDSU, Su.-8:30 51.3 4. Man Called X (Ziv), WDSU, M.-8:30 50.5 5. Bill Baker, U. S. A. (MCA), WDSU, Su.-9:00 46.3 6. Man Behind the Badge (MCA), WDSU, S.-9:00 44.5 7. Great Gildersleeve (NBC), WDSU, Su.-9:30 44.3 8. I Led Three Lives (Ziv), WDSU, S.-8:30 43.5 9. Liberate (Guild), WDSU, S.-9:30 41.8 10. Highway Patrol (Ziv), WDSU, F.-10:00 33.8 11. Range Rider (CBS), WDSU, Th.-5:00 30.8 12. Celebrity Playhouse (Screen Gems), WDSU, T.-10:00 30.0 12. Little Rascals (Interstate), WDSU, F.-5:00 30.0 14. Cisco Kid (Ziv), WDSU, T.-6:00 29.8 15. Ray Milland Show (MCA), WDSU, Th.-6:00 28.8 16. Stage 7 (TPA), WDSU, Th.-10:00 27.3 17. Crunch and Des (NBC), WDSU, S.-10:00 27.0 18. Superman (Flamingo), WDSU, W.-5:00 25.5 19. Sky King (Nabisco), WDSU, S.-3:30 25.3 19. Science Fiction Theater (Ziv), WDSU, M.-10:00 25.3 21. Stories of the Century (Hollywood), WDSU, M.-6:00 23.5 22. Annie Oakley (CBS), WDSU, F.-4:30 23.3 22. Your All Star Theater (Screen Gems), WDSU, S.-3:00 23.3 24. Stars of the Grand Ole Opry (Flamingo), WDSU, S.-4:00 22.5 25. I Spy (Guild), WDSU, Th.-10:30 22.3 26. Studio 57 (MCA), WDSU, T.-10:30 21.0 27. Susie (TPA), WDSU, M.-F.-4:00 20.8 28. Wild Bill Hickok (Flamingo), WDSU, M.-5:00 20.5 29. Dr. Hudson's Secret Journal (MCA), WDSU, S.-10:30 18.8 30. Little Rascals (Interstate), WDSU, Su.-10:30 14.8

THIS WEEK'S FILM BUYS

<p>ABC FILM SYNDICATION</p> <p>RACKET SQUAD WCDJ-WCDB, Albany, N. Y.: Atlantic & Pacific</p> <p>CINEMA-VUE</p> <p>WRESTLING FROM HOLLYWOOD WJHP-TV, Jacksonville, Fla.: Adv. TBA</p> <p>CBS-TV FILM SALES</p> <p>AMOS 'N' ANDY KTBC, Austin, Tex.: Terrace Motor Hotel Restaurant</p> <p>KATV, Little Rock: Safeway Stores Greenboro, Winston-Salem, N. C.: Texier Chemical, Orders Mattress</p> <p>WDSU, New Orleans: Adv. TBA</p> <p>ANNIE OAKLEY KBOI, Boise, Idaho: Carnation Milk</p> <p>WTHI, Terre Haute, Ind.: Continental Baking</p> <p>BRAVE EAGLE KDEA, Pittsburgh: Keebler Biscuits</p> <p>GENE AUTRY KTAR, Sweet Water, Tex.: WHYN, Springfield, Mass.: Adv. TBA</p>	<p>RANGE RIDER WBZ, Boston: Adv. TBA</p> <p>SAN FRANCISCO BEAT KIDO, Boise, Idaho: Adv. TBA</p> <p>TERRYTOONS WCKT, Miami: Adv. TBA</p> <p>FLAMINGO</p> <p>GRAND OLE OPRY KOB-TV, Albuquerque, N. M.: Pillsbury Mills</p> <p>WHIZ-TV, Zanesville, O.: Mosaic Tile</p> <p>WNEM-TV, Bay City, Mich.: Pillsbury Best</p> <p>CUILD FILMS</p> <p>FLORIAN ZaBACH KIVA, Yuma, Ariz.: Tecate Beer</p> <p>MCA-TV</p> <p>DR. HUDSON'S SECRET JOURNAL KTBC-TV, Austin, Tex.: Bowman Biscuit</p> <p>HEART OF THE CITY KIVA, Yuma, Ariz.: Western Auto Stores</p> <p>SOLDIERS OF FORTUNE WNAO-TV, Raleigh, N. C.: Seven-Up</p>
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NBC-TV FILMS

CAPTURED
WTOC-TV, Savannah, Ga.: Adv. TBA

DANGEROUS ASSIGNMENT
WTOC-TV, Savannah, Ga.: Adv. TBA

THE FALCON
WTOC-TV, Savannah, Ga.: Adv. TBA

LIFE OF RILEY
WBKB, Chicago: Squirt Bottling

STEVE DONOVAN
WTAP, Parkersburg, W. Va.: Adv. TBA

THE VISITOR
WTOC-TV, Savannah, Ga.: Adv. TBA

NATIONAL TELEFILM ASSOC.

COMBAT SERGEANT
WGR-TV, Buffalo: Molton's Breweries

BERNARD SCHUBERT

MR. AND MRS. NORTH
WTOC-TV, Savannah, Ga.: Adv. TBA

STERLING TELEVISION

I AM THE LAW
WHIZ-TV, Zanesville, O.: Pioneer Electric

WTAP, Parkersburg, W. Va.: Adv. TBA

THOMPSON-KOCH

UNCOVERED
KHOT-TV, Holdrege, Neb.: Phillips Milk of Magnesia

WCCO Scans Alcoholism

MINNEAPOLIS — Newsmen Charles McCuen of WCCO-TV, here, proved that a newscaster not only reports the news but is able to go out and make it for himself. For his "News at Noon" program, McCuen filmed a week-by-week report on the cure of Lois Gibson, a confirmed alcoholic, thru hospitalization, psychiatric help, etc.

The station reports great interest in this type of news programming.

ZIV-TV
WHIZ-TV, Zanesville, O.: Burger Brewing

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

The symbol 1 is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study.

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

CLEVELAND

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

TOP NETWORK SHOWS

- 1. I Love Lucy, WJW, M. 47.8
2. \$64,000 Question, WJW, T. 46.5
3. Ed Sullivan, WJW, Su. 40.2
4. Lux Video Theater, KYW, Th. 36.7
5. December Bride, WJW, M. 35.4
6. Groucho Marx, KYW, Th. 35.0
7. Disneyland, WEWS, W. 34.4
8. Godfrey's Talent Scouts, WJW, M. 32.7
9. Kraft TV Theater, KYW, W. 30.8
10. I've Got a Secret, WJW, W. 30.4
10. What's My Line? WJW, Su. 30.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WEWS, M-F. 23.7
2. News, Weather (11 p.m.), KYW, M-F. 12.4
3. Reporter, Sports Final (11 p.m.), WJW, M-F. 12.0
4. Dinner Theater, WEWS, M, W, F. 11.2
5. Highlights of the News (6:30 p.m.), WEWS, M-F. 11.1
5. Looney Tunes, WJW, M-F. 11.1
7. Sports, Today, Misc. (6:15 p.m.), WJW, M-F. 10.8
8. CBS News, WJW, M-F. 10.3
8. Weather, Reporter (6:45 p.m.), WEWS, M-F. 10.3
10. Patti Page, WJW, W, F. 9.9

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJW, T-10:30 27.0
2. My Little Margie (Official), KYW, M-7:00 20.5
3. Annie Oakley (CBS), WJW, S-6:30 19.5
4. Badge 714 (NBC), WJW, F-7:00 18.0
5. Man Behind the Badge (MCA), KYW, W-10:30 17.5
6. I Led Three Lives (Ziv), WEWS, F-9:00 17.3
7. Hopalong Cassidy (NBC), WJW, S-6:00 17.0
8. Sky King (Nabisco), WJW, S-5:00 15.4
9. Looney Tunes (Guild), WJW, S-5:30 14.7
9. Waterfront (MCA), WEWS, Th-7:00 14.7
11. San Francisco Beat (CBS), WJW, T-7:00 14.2
12. Mr. District Attorney (Ziv), WEWS, Th-7:30 13.2
12. Science Fiction Theater (Ziv), KYW, T-7:00 13.2
14. Racket Squad (ABC), KYW, S-7:00 12.0
14. Jungle Jim (Screen Gems), KYW, F-6:00 12.0
14. Gene Autry (CBS), KYW, Th-6:00 12.0
17. My Hero (Official), KYW, M-6:30 11.9
18. Sheena, Queen of the Jungle (ABC), WEWS, W-6:00 11.7
19. Willy (Official), KYW, F-6:30 11.5
19. Capi, Z-Ro (Atlas), KYW, M-5:00 11.5
21. Wild Bill Hickok (Flamingo), WEWS, T-6:00 11.2
22. Looney Tunes (Guild), WJW, M-F-6:00 11.1
23. Cisco Kid (Ziv), WJW, Th-7:00 11.0
24. Kit Carson (MCA), WEWS, W-7:00 10.9
25. Little Rascals (Interstate), WEWS, M, W, F-6:15 10.6
26. Superman (Flamingo), WEWS, Th-6:00 10.5
27. Great Gildersleeve (NBC), WJW, W-7:00 10.2
27. Crunch and Des (NBC), KYW, W-7:00 10.2
29. Cowboy G-Men (Flamingo), KYW, W-6:30 9.9
29. Patti Page (Oldsmobile), WJW, W, F-6:30 9.9
29. Mobil Theater (Socony-Mobil), WJW, M-7:00 9.9

COLUMBUS, O.

3 TV STATIONS—154,600 TV HOMES
Population—585,300 (35th in U. S.)
Buying Income—\$349,253,000 (29th)
Retail Sales—\$761,591,000 (33d)
Food Sales—\$164,157,000 (33d)
Drug Sales—\$25,718,000 (30th)
Automotive—\$140,831,000 (33d)
Above figures include following county: Franklin

TOP NETWORK SHOWS

- 1. \$64,000 Question, WBNS, T. 41.5
2. Ed Sullivan, WBNS, Su. 41.3
3. I Love Lucy, WBNS, M. 40.4
4. \$64,000 Challenge, WBNS, Su. 37.4
5. Jack Benny, WBNS, Su. 33.9
6. Godfrey's Talent Scouts, WBNS, M. 33.4
7. I've Got a Secret, WBNS, W. 33.0
8. Millionaire, WBNS, W. 32.4
9. What's My Line? WBNS, Su. 32.3
10. Red Skelton, WBNS, T. 32.2

TOP MULTI-WEEKLY SHOWS

- 1. Chet Long, WBNS, M-F. 20.9
2. Mickey Long, WTVN, M-F. 16.7
3. Little Rascals, WBNS, M-F. 16.6
4. Aunt Fran, WBNS, M-F. 15.9
5. Western Roundup, WBNS, M-F. 15.0
6. CBS News, WBNS, M-F. 14.7
7. Arthur Godfrey, WBNS, M-F. 12.2
8. Florascope, Misc. (6:45 p.m.), WBNS, M-F. 11.5
9. Art Linkletter, WBNS, M-F. 11.4
10. News, Weather (6:30 p.m.) 11.3

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WBNS, T-9:30 32.3
2. Passport to Danger (ABC), WBNS, Su-8:30 26.7
3. Man Called X (Ziv), WBNS, F-8:30 25.0
4. Public Defender (Interstate), WBNS, M-10:15 21.2
5. Wild Bill Hickok (Flamingo), WBNS, T-6:00 18.9
6. Superman (Flamingo), WBNS, W-6:00 18.7
7. Studio 57 (MCA), WLW-C, M-9:30 18.2
8. Favorite Story (Ziv), WBNS, Su-10:15 17.7
9. I Led Three Lives (Ziv), WLW-C, F-8:30 17.2
10. Eddy Arnold Time (Schwimmer), WTVN, F-8:30 16.7
11. Hopalong Cassidy (NBC), WTVN, M-6:00 16.6
11. Little Rascals (Interstate), WBNS, M-F-4:15 16.6
13. Sky King (Nabisco), WTVN, Su-5:30 16.0
14. Annie Oakley (CBS), WBNS, Th-6:00 15.5
15. Judge Roy Bean (Screencraft), WTVN, Su-5:00 15.0
16. Cisco Kid (Ziv), WLW-C, F-7:00 14.7
17. Long John Silver (CBS), WLW-C, Th-7:00 14.2
18. Crunch and Des (NBC), WBNS, Th-10:15 13.2
19. Range Rider (CBS), WTVN, F-6:00 12.5
20. Stories of the Century (Hollywood), WBNS, F-6:00 11.7
21. Victory at Sea (NBC), WTVN, T-9:00 11.5
21. Jungle Jim (Screen Gems), WBNS, M-6:00 11.5
23. Count of Monte Cristo (TPA), WBNS, Su-5:30 11.2
23. Rocky Jones, Space Ranger (MCA), WTVN, W-6:00 11.2
25. Championship Bowling (Schwimmer), WBNS, S-11:30 11.0
26. Baseball Hall of Fame (Flamingo), WBNS, S-12:30 10.7
27. Sheena, Queen of the Jungle (TPA), WTVN, Th-6:00 10.5
28. Dangerous Assignment (NBC), WTVN, S-6:00 9.5
28. My Little Margie (Official), WBNS M-F-11:00 a.m. 9.5
30. Captured (NBC), WTVN, Th-9:00 9.4

PROVIDENCE

2 TV STATIONS—201,200 TV HOMES
Population—706,900 (27th in U. S.)
Buying Income—\$1,204,268,000 (31st)
Retail Sales—\$809,372,000 (27th)
Food Sales—\$176,887,000 (28th)
Drug Sales—\$29,233,000 (27th)
Automotive—\$150,484,000 (28th)
Above market statistics are for Providence-Pawtucket and include following counties: Bristol, Kent, Providence

TOP NETWORK SHOWS

- 1. Ed Sullivan, WPRO, Su. 51.0
2. Groucho Marx, WJAR, Th. 43.8
3. \$64,000 Question, WPRO, T. 41.3
4. Fireside Theater, WJAR, T. 39.5
5. G. E. Theater, WPRO, Su. 39.0
6. Climax, WPRO, Th. 37.8
7. Robert Montgomery, WJAR, M. 37.5
8. Perry Como, WJAR, S. 36.3
9. Big Story, WJAR, F. 36.0
10. Phil Silvers, WPRO, T. 35.8

TOP MULTI-WEEKLY SHOWS

- 1. Late News, Weather (11 p.m.), M-F. 20.2
2. News Caravan, WJAR, M-F. 18.7
3. Patti Page, WPRO, M, F. 17.5
4. CBS News, WPRO, M-F. 17.0
5. Dinah Shore, WJAR, T, Th. 16.5
6. Reporter, Weather (7 p.m.), WJAR, M-F. 16.0
7. Salty Shack, WPRO, M-F. 15.6
8. TV Sports Page, Misc. (7:15 p.m.), WJAR, M-F. 15.4
9. Eddie Fisher, WJAR, W, F. 15.3
9. News, Sports, Weather (6:30 p.m.), WPRO, M-F. 15.3

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJAR, T-10:30 26.3
2. Mr. District Attorney (Ziv), WJAR, M-10:30 24.3
3. Man Called X (Ziv), WJAR, F-8:00 22.8
4. Liberate (Guild), WJAR, Th-9:00 22.3
5. Passport to Danger (ABC), WPRO, W-7:30 21.3
6. Count of Monte Cristo (TPA), WPRO, T-7:00 20.8
7. Waterfront (MCA), WPRO, S-7:30 20.3
8. Amos 'n' Andy (CBS), WPRO, Th-7:00 19.0
9. Sky King (Nabisco), WJAR, F-6:30 18.8
10. Annie Oakley (CBS), WJAR, M-6:30 18.5
11. Science Fiction Theater (Ziv), WPRO, W-7:00 18.3
11. Superman (Flamingo), WJAR, M-6:00 18.3
13. Patti Page (Oldsmobile), WPRO, M, F-7:00 17.5
14. Wild Bill Hickok (Flamingo), WJAR, W-6:00 17.0
15. Laurel and Hardy (Governor), WJAR, T-6:30 16.8
15. Badge 714 (NBC), WJAR, Su-10:30 16.8
17. Overseas Adventure (Official), WJAR, S-5:00 14.3
17. Sherlock Holmes (NTA), WPRO, S-11:00 14.3
19. Looney Tunes (Guild), WJAR, M-F-5:00 13.1
20. Col. March of Scotland Yd. (Official), WJAR, M-11:15 13.0
21. My Little Margie (Official), WJAR, M-Th-5:30 12.7
22. Dateline Europe (Official), WJAR, M-11:45 12.5
22. The Falcon (NBC), WPRO, Su-11:15 12.5
22. Bill Baker, U. S. A. (MCA), WPRO, S-5:30 12.5
22. Terry and the Pirates (Official), WJAR, S-3:30 12.5
26. Looney Tunes (Guild), WJAR, S-9:00 a.m. 12.3
27. Hopalong Cassidy (NBC), WPRO, Su-1:00 11.3
28. Rocky Jones (MCA), WPRO, S-2:00 11.0
29. Laurel and Hardy (Governor), WJAR, S-3:00 10.3
30. San Francisco Beat (CBS), WPRO, T-11:15 10.0

ATLANTA

3 TV STATIONS—176,400 TV HOMES
Population—778,900 (23d in U. S.)
Buying Income—\$1,361,091,000 (24th)
Retail Sales—\$1,093,106,000 (21st)
Food Sales—\$211,835,000 (23d)
Drug Sales—\$35,608,000 (23d)
Automotive—\$201,453,000 (22d)
Above figures include following counties: Cobb, De Kalb, Fulton

TOP NETWORK SHOWS

- 1. I Love Lucy, WAGA, M. 38.2
2. \$64,000 Question, WAGA, T. 38.2
3. Ed Sullivan, WAGA, Su. 35.1
4. What's My Line? WAGA, Su. 31.9
5. \$64,000 Challenge, WAGA, Su. 30.2
6. Groucho Marx, WSB, Th. 29.5
7. Fireside Theater, WSB, T. 28.9
8. George Gobel, WSB, S. 28.7
8. Lux Video Theater, WSB, Th. 28.7
10. Four Star Playhouse, WAGA, Th. 28.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WLW-A, M-F. 13.4
2. Patti Page, WSB, M, W. 12.2
3. Search for Tomorrow, WAGA, M-F. 11.9
4. Guiding Light, WAGA, M-F. 11.6
5. Love of Life, WAGA, M-F. 10.9
6. News Caravan, WSB, M-F. 10.8
7. Dinah Shore, WSB, T, Th. 10.5
8. Little Rascals, WSB, M-F. 10.1
8. Newsroom (11 p.m.), WSB, M-F. 10.1
10. Eddie Fisher, WSB, W, F. 9.9

TOP SYNDICATED FILMS

- 1. Science Fiction Theater (Ziv), WAGA, T-9:30 21.2
2. Racket Squad (ABC), WSB, Su-10:00 20.7
3. Great Gildersleeve (NBC), WSB, W-9:30 20.4
4. I Led Three Lives (Ziv), WSB, M-9:30 20.2
5. Waterfront (MCA), WAGA, Th-9:30 18.2
6. Confidential File (Guild), WSB, S-10:30 17.9
7. Highway Patrol (Ziv), WAGA, F-10:00 17.2
8. Superman (Flamingo), WSB, F-7:00 16.7
9. Studio 57 (MCA), WAGA, T-10:30 16.5
10. Man Called X (Ziv), WAGA, Su-10:00 15.7
11. I Spy (Guild), WAGA, W-10:00 15.5
12. Studio 57 (MCA), WSB, F-10:30 15.4
12. Dr. Hudson's Secret Journal (MCA), WSB, Su-10:30 15.4
14. Celebrity Playhouse (Screen Gems), WSB, Su-2:00 15.2
15. Janet Dean, R. N. (NTA), WSB, T-7:30 14.9
16. City Detective (MCA), WSB, S-11:00 14.4
17. Dateline Europe (Official), WLW-A, T-7:30 14.0
18. Gene Autry (CBS), WAGA, S-5:00 13.9
19. Mr. District Attorney (Ziv), WAGA, W-10:30 13.0
19. Cisco Kid (Ziv), WAGA, S-6:00 13.0
21. Crunch and Des (NBC), WAGA, T-7:00 12.9
22. Ramar of the Jungle (TPA), WLW-A, S-6:00 12.2
22. The Falcon (NBC), WAGA, F-10:30 12.2
22. Count of Monte Cristo (TPA), WAGA, Th-10:00 12.2
22. Patti Page (Oldsmobile), WSB, M, W-7:15 12.2
26. Frankie Laine Show (Guild), WSB, F, W-7:00 12.0
27. Susie (TPA), WSB, S-5:30 11.9
28. Overseas Adventure (Official), WAGA, S-10:30 11.7
28. Annie Oakley (CBS), WLW-A, M-6:00 11.7

OK IN LA

KTLA Gets Raves for Warner Pix

LOS ANGELES—Probably the first station in the country to put Warner Bros. pictures on the air, KTLA here has drawn a resounding reaction from viewers of its "The Movies," Sunday, 7:30-9 p.m. After airing two Warner films, KTLA tallied a total of 956,354 telephone calls. According to a station spokesman, all the callers were shouting, "Thank God you've got the Warner's on the air." "The Movies" played "The Young Brothers" on July 8 and "Three Strangers" on July 15. "The Movies" is one of the high-rated feature film programs here. In April, for instance, its American Research Bureau rating was 14.3, which beat everything except CBS with Ed Sullivan.

AAP Delivers Warner Prints

NEW YORK — Associated Artists Productions last week started full scale shipment of prints to the 40-odd stations that have so far contracted for all or part of the library of 754 Warner Bros. pictures. At least one station, KTLA, Los Angeles, is known to have gone on the air with Warner features already (see separate story).

However, official closing of the deal by which PRM, Inc., parent of AAP, becomes owner of the Warner backlog still has not taken place. It is understood that a succession of legal details has delayed the closing ceremony over the past month. According to the latest word, AAP was expected to take possession this Monday (23).

Last week AAP chalked up a few more sales. Warner pictures were bought by KOAL-TV, Duluth, Minn.; KFSD-TV, San Diego, Calif.; KVOS-TV, Bellingham, Wash., and WCHS-TV, Portland, Me.

MRW, TCF-TV Set Deal on 'Arrow'

HOLLYWOOD — MRW Associates of New York last week signed a merchandising agreement with TCF-TV on the company's new television series, "Broken Arrow," which will debut on the ABC network.

Plans are to merchandise toys, novelties, wearing apparel and comic books on the Indian Western, starring John Lupton. Michel Kraike, of TCF-TV, and Robert Whiteman, of MRW, set the deal.

Synd. Scoreboard

Continued from page 8
tried the national level for a month.

The prospect for any other important new syndicated shows in 1956 are at this point remote. ABC Film Syndication, now in mop-up sales on "Code 3," is now reported to be dickering for another property that could possibly land up in syndication next winter.

CBS-TV Film Sales, which is loaded with some fresh network reissues, is pitching "Assignment Foreign Legion" for national sales, but could possibly decide to put it into syndication instead.

NBC Television Films has nothing new for syndication right now but may come up with something

before the end of the year. Screen Gems, after a nice whirl with "Jungle Jim," seems to have gone back to its policy of ignoring first-run syndication entirely.

Ziv-TV will probably put still another show into syndication before the spring of 1957. It has just started filming "Martin Kane, Private Eye" in England.

Along Same Line

Continued from page 7
was also sliced into eight parts and sold for \$4,175 per segment per week. Last season WOR added a ninth segment and raised the price on the first 13 weeks of sponsorship to \$4,450 per week. Next season WOR is expected to follow the same sales plan as last.

5 Film Shows

Continued from page 7
has purchased "Douglas Fairbanks Presents" for the Thursday night 10 to 10:30 slot for a 52-week period thru Wherry, Baker & Tilden.

The Carnation Company, thru Erwin Wasey & Company, has purchased alternate Sundays, 9:30 to 10 p.m., for "Passport to Danger" for a 26-week period. The Chicago Plastering Institute, thru J. R. Pershall-Company, has purchased a Sunday night time period (to be determined) for a 60-minute film of "Notre Dame Football Games" for a 13-week period effective September 23.

STAR PERFORMANCE

Advertisement for Charles Boyer featuring a portrait of him and text: "King of Hearts, eh, Pip!" "What a way to attract the feminine audience in the Award Winning series, Old Boy!" OFFICIAL FILMS, INC. 25 West 45th St. New York 36, N. Y. PLaza 7-0100

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 ultimately see Dot and London records jointly distributed in a majority of the major disk markets of the country, the two companies this week consummated agreements calling for such distribution in Los Angeles, Boston, Chicago and Minneapolis, and renewed its contract for foreign distribution in Europe and the Near East.

Neither Dot nor London will have a financial interest in any of the distributorships, nor are company-owned branches planned. Independent distributors will continue 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 distributor. The unique arrangements have the blessings and were worked out in co-operation with London Records President Ted Lewis and Vice-President Harry Kruse.

Bennett to Hart Firm

The first such moves to implement the new policy were made last week, with Dot to be distributed in Los Angeles and Boston by the present distributors of London Records, Hart Distributors and Mutual Distributors, respectively. Both firms are owned and operated by the Hartstone family which recently purchased the company-owned branches of London Records here and in San Francisco. Al

Bennett, vice-president and western sales manager of Dot Records, 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 not have any future interest in Dot policy. Hart Distributors will also move from its present West Hollywood address to a more centrally located site in the heart of coinrow here.

The existing Dot-London arrangement with James H. Martin, Inc., in Chicago, and with Lieberman Music Company in Minneapolis, will continue in force under the new policy. The joint agreement will give Dot and London parallel distribution in approximately 20 per cent of the domestic record market, with neither party enjoying any rights involving artists and repertoire.

While no plans presently are firmed for similar moves in other markets, Dot and London can be expected to join hands shortly in San Francisco and New York. The

Hartstone family handles London in Frisco, while London runs a company-owned branch in New York.

Dot, London Renew

Coincident with the change in American distribution, Dot Records renewed a three-year agreement with London calling for the latter firm to distribute the Dot line in Britain, Holland, Germany, Italy, Spain, Switzerland and parts of the Near East. Other distribution arrangements have been made for Dot in Belgium, Finland and Japan.

George Hartstone, representing the distributing firm, and Dot Proxy Randy Wood both expressed confidence that the new distribution agreements would result in increased business for both firms. "Business during May and June was 200 per cent better than the previous year," said Wood.

Dot Records officially moved into its new Hollywood home last week, the former site of Capitol Records at Sunset and Vine here. [\(Continued on page 72\)](#)

Leeds Music Gets Bob Miller Catalog

NEW YORK — Lou Levy, Leeds Music chief, has acquired the catalog of the late Bob Miller for \$135,000. A noted catalog in the country and western field, it comprises some 4,000 copyrights in two firms—Bob Miller Music, affiliated with the American Society of Composers, Authors and Publishers, and Main Street Music, affiliated with Broadcast Music, Inc. Julian Abeles, Leeds' attorney, closed the deal after months of negotiation with Miller's relatives. It's known that a half-dozen publishers had been bidding for the copyrights. Price for Bob Miller Music was \$125,000, with Main Street bringing \$10,000.

Acquisition of the material by Leeds presages entry by that firm into the country field. Levy feels the country field — while it may have its ups and downs—will always be a substantial part of the music business.

Tunes in the purchase include "There's a Star-Spangled Banner Waving Somewhere," "Tennessee Blues," "When the White Azaleas Start to Bloom," etc.

The deal made by Levy calls for the reversion—in the renewal period—of tunes written by Miller and which are now in other firms. In a year or so, for instance, "Seven Years with the Wrong Woman" will revert to Leeds. Ditto "Twenty-One Years." Others that will revert when the original copyright term is over are "Some Day" [\(Continued on page 81\)](#)

ALBUM COVER CONTEST

Dealers to Win Prizes By Matching Experts

NEW YORK—Record dealers visiting the National Association of Music Merchants convention, here this week, will have an opportunity to "second guess" the winning selections chosen by five leading industrial designers in The Billboard's first annual Album Cover Contest. All entries are being displayed at The Billboard's booth where record dealers may enter their phase of the contest. Dealer entrants whose selections match those of the contest judges will win a variety of useful and valuable prizes.

A first-place winner and runner-up were selected in each category from 58 popular and 23 classical 12-inch, long-playing album cover entries by Judges Freda Diamond, Will Burtin, Walter Dorwin Teague, Walter Margulies and George Nelson. All are recognized authorities in the industrial design and graphic arts fields.

With package records now representing more than half the total volume of record sales being made in record stores and departments, more and more attention is being given to the design of the covers in an effort to increase their sales by increasing their self-service merchandising appeal. [\(Continued on page 72\)](#)

'WHERE THERE'S A WILL ...'

HOLLYWOOD — Sammy Ricklin, owner-operator of one-stop service California Music Company, has a reputation of being a difficult man to tie down in any one place. Salesmen, distributors and promotion men have been known to tear their hair trying to demonstrate a new release for him.

This was the case last week when Abe Diamond, Diamond Record Distributors, started playing new releases for Ricklin only to have the one-stop king literally disappear from under his nose. "I know where he is," shouted Diamond, and with that grabbed a portable player from Ricklin's racks, and madly rushed into the neighborhood barbershop.

Sure enough, there was Ricklin. With lather on his face and a razor at his throat, the elusive Mr. Ricklin had a serving of three new ABC-Paramount releases.

Coral Records Preps Heaviest Album Drive

NEW YORK — Coral Records will issue 35 new 12-inch pop LP's this fall in the heaviest drive in its history. The release, almost three times as large as last fall's new album selection, brings the firm's total LP catalog to 90. At the same time, 13 new EP's will be released.

A special promotion on the entire fall package will be launched August 13 to extend thru September 30. On this deal, retailers get discounts of 5, 7 and 10 per cent on orders from \$200 to \$499, \$500 to \$999 and \$1,000 and up respectively. [\(Continued on page 81\)](#)

Decca to Push 52 Albums of New Material

NEW YORK — New material and conversions in Decca's fall package of LP merchandise total up to 52 albums. The line is the company's most extensive in history and will be promoted via the theme, "A New World in Sound." The total includes 3 pop, 5 jazz, 7 country and western and 9 classical albums.

Selections include a two-LP package titled, "Ethel Merman, A Musical Biography," a new Bing Crosby set and a series of five individual LP's with the collective title, "The Jolson Story."

Five regional sales meetings in Decca's country-wide division headquarters were concluded Monday (23) here. Plans were unveiled to distributors by sales veepee Syd Goldberg and Claude Brennan, national sales manager.

In addition to generous point of sale material, dealers will get the benefit of a dating and discount plan similar to the one in effect for last year's fall drive.

The diskery has also set a handsome sampler package for deejay promotion. The kit contains four LP's, each in a different category, vocal instrumental, jazz and souvenir, the latter being pick-ups of slicings by such vets as Sophie Tucker, Ted Lewis, Al Jolson, Ethel Merman, etc. Another sampler, separate from the package, contains selections from the new country releases.

Victor Selects Aug. Couponers

NEW YORK—RCA Victor has set its August selections for holders of the company's Save-On-Records Coupon books. The \$2.98 special in the Red Seal class will be selections from "Show Boat," with a stellar cast including Rise Stevens, Robert Merrill and Patrice Munzell.

The pop selection will be "We Just Couldn't Say Goodbye," a pop-slanted package with jazz pianist Barbara Carroll.

Meanwhile, Victor has shipped the largest single issue of an LP or album in the company's history—the July free bonus in the S-O-R deal—Morton Gould's "World's Best Loved Waltzes." It is estimated that about 250,000 disks were pressed, and heavy shipments necessitated extra packaging for each disk.

The same disk, with fully-printed cover, will be issued as a regular \$3.98 retail release early in 1957.

EP's Holding Their Own, Says RIAA Report

NEW YORK — First quarter figures, released to member diskeries last week by the Record Industry Association of America, confirmed the findings of The Billboard's Dealer Survey (published elsewhere in this issue), that Extended Play disks are more than holding their own in the current market.

The RIAA reported that, while [\(Continued on page 81\)](#)

Seeco-Dawn Discount Plan

NEW YORK—A special summer-fall purchasing plan will be kicked off this week by Sidney Siegel's Seeco and Dawn diskeries. On all goods purchased now from the outfit's current catalogs, retailers will be entitled to an extra 10 per cent discount, with bills payable on October 10.

Meanwhile, Siegel plans rapid expansion of his Latin, Personality and Jazz catalogs. On August 15, the Dawn jazz line will issue three new titles, and Seeco will put out 11 new sets on September 1. On September 15, the diskery will issue its second "sampler" disk. This will include one selection each from albums in the label's "Una Noche In . . ." series. Sampler will sell for \$1.49, and will be entitled "Round the World in One Night."

Cap Tells of Discount Plan At Sales Meet

NEW YORK—A 10 per cent discount plan for dealers on LP's and a 15 per cent discount allowance on the Cetra line was introduced by Capitol Records last week at a series of distributor sales meetings held here, in New Orleans and on the West Coast.

The Cetra discount, set forth as "10 per cent plus 5 per cent," is applicable to all current and special packages in the LP opera series. Dealers must order a minimum of \$250 worth of Capitol package merchandise to become eligible for the new discount plan.

NO FUNDS FOR JAZZ MISSION

Capitol Cats Bare Claws As Senators Go Longhair

By MILDRED HALL

WASHINGTON — Washington's cool cats are up in arms over a Senate Appropriations Committee report criticizing the effectiveness of American jazz in winning friends abroad. Congressmen and newspaper editorials have also lambasted the group for cutting \$1 million out of President Eisenhower's requested \$2.5 million for America's overseas cultural program.

The committee report said: "With respect to the sum recommended for expenditure by the State Department, the committee disapproves the use of funds for jazz bands, ballet and dance groups and similar activities, and strongly urges that greater emphasis be placed in sponsoring choral groups and miscellaneous sports projects. The effectiveness of some of the musical groups here— [\(Continued on page 81\)](#)

Outlets in Europe for 'Mickey' Kidisk Wax?

HOLLYWOOD — Recent talks with Electric & Musical Industries, Ltd., Philips, British Decca and other distributors in England and the Continent are expected to shortly determine the foreign distribution of the Walt Disney "Mickey Mouse Club" kidisk series, handled by ABC-Paramount in the United States and Canada.

With the Disney "Mickey Mouse Club" and "Disneyland" television shows due to make their debut in Europe this fall, rights to the "Mickey Mouse Club" line and Disney's own Disneyland record label appear to be lucrative. The Disney studio agreement with ABC-Paramount calls for ownership of all foreign disk rights, other than Canada, of the Mickey Mouse Club record series. The start of the TV series in Europe is also expected to swell the Disney music publishing firm coffers via performance money. Walt Disney Music Company clears thru Chappell in England, and has similar arrangements with other publishers thru-out Europe.

Pub Pressure On Mills Cues Disk Biz Exit

HOLLYWOOD — Mills Music bowed out of the record business last week, deciding to drop its American Records label (formerly known as Marquee) and simultaneously selling a series of masters to both Decca and M-G-M Records.

The decision to drop the label was largely influenced by the press of publishing business activity, according to Paul Mills, general manager of the diskery. Decca Records acquired masters by singer Kay Cee Jones and the Sunnysiders, and also signed the artists to recording contracts. Miss Jones' recording, "Wait for Me, Darling," is being rushed into release, with Mills to continue recording the singer as well as acting as her personal manager.

M-G-M acquired albums by Phil Moody and Murray Arnold, while negotiations for a third album, "Three Roads to Jazz," are currently in progress with another firm. The Mills firm intends to dispose of as many masters as possible, selling its wax to interested record companies. In all, approximately 100 unreleased sides are held by Mills.

Company will revert to its former policy of recording new tunes and artists and then selling these masters to other labels. Latter

Changes Made In Columbia's Chi. ET Dept.

CHICAGO — Columbia Records' transcription department has expanded its Midwestern facilities and has added new personnel, it was stated last week by Albert E. Shulman, head of the department.

Michael Coolidge has been named Chicago manager of Columbia Transcription Sales, with responsibilities encompassing the Midwest. He reports to Calvin Roberts. Helen Sullivan has been appointed Coolidge's administrative assistant, responsible for the coordination of production at three factories. Walter B. Orwall has become account executive for the Chicago office.

Jimmy Johnson, vice-president of Walt Disney and director of the company's music publishing and disk operations, recently returned from a tour of Europe where he held discussions with leading distributors. No decision has as yet been made, said Johnson, altho the matter should be cleared up sometime next month.

Johnson disclosed an ambitious music program involving the studio's Disneyland label, publishing firm, the Mickey Mouse Club line and TV and theatrical film projects. All future Mickey Mouse Club releases, distributed by ABC-Paramount, will henceforth be recorded at the Disney studio. Musical director Tootie Camarata is expected to play an important role in these plans, in addition to recording a substantial amount of material for the Disneyland label.

26 New Disneys

Twenty-six new hour-length "Disneyland" teleshows, in addition to another round of 100 hours of "Mickey Mouse Club" telefilms are presently in the stages of preparation. Approximately 50 new songs, in addition to standard material from the Disney catalog, i.e., "Would I Love You," "Shrimp Boats," etc., will be used prominently in both shows. A corps of songwriters are presently at work penning material for the TV shows.

In addition, the studio plans for the release of five theatrical films for the balance of 1956. These include "Man in Space," "The Great Locomotive Chase," "Davy Crockett and the River Pirates," "Secrets of Life" and "Westward Ho the Wagons." Background scores and new song material are in all films, some of which are to be recorded for the Disneyland label.

Tentative plans for 1957 call for the release of five theatrical films, "Perri," "Sleeping Beauty," "Old Yeller," "Arizona in the '50's" and "Arctic Wilderness" with a similar slate of music called for in all features.

The Disneyland label expects to have a total of 12 12-inch LP's in its catalog by year's end. New releases set include music from the soundtrack of the Walt Disney "People and Places" motion picture series, and Walt Disney narrating "A Tour of Disneyland."

Abe Olman With G. Schirmer to Push Standards

NEW YORK — Abe Olman has become associated with G. Schirmer, Inc., great standard firm. He will spearhead extensive current revival campaigns in the fields of records, TV, films and radio of the many standards in the Schirmer catalog.

Olman has already earmarked for immediate disk activity such great Schirmer copyrights as "Allah's Holiday," "Sympathy," "Auf Weidersehn," "Sylvia," "Perfect Day," and many others. Included in the catalog are the compositions of such noted ASCAP greats as Sigmund Romberg, Rudolf Friml, Victor Herbert, Oley Spears and Carrie Jacobs Bond.

The Schirmer project is separate and apart from Abe Olman Music, Inc., which is going ahead full steam at present and includes the Four Aces Decca disk of "Dreamer."

Wing Label to Stay Strictly On R&B Line

NEW YORK — Mercury Records' subsidiary label Wing, which has been concentrating on rock and roll and rhythm and blues for the last few months, will henceforth be strictly an r.&b. line.

The Wing artist roster will remain the same, but whenever a Wing artist records a tune which is deemed to have possibilities for the pop rock and roll market, the disk will be released under the Mercury label, according to Mercury's a.&r. chief Art Talmadge.

The move will necessarily cut down on the number of sides put out by Wing and increase the amount of Mercury releases accordingly. Talmadge has been coordinating recording sessions for Wing and Mercury talent for some time now, cutting down on production costs by slicing sides for both labels at one session.

Predicts \$300 Mil Disk Gross in 1956

Victor Veep Kanaga Bases Opinion on Teen-Age Group, Hi-Fi, Sales Methods

HOLLYWOOD — Larry Kanaga, vice-president and general manager of RCA Victor Records, last week predicted a disk industry gross of \$300 million in 1956, largely as a result of "the growing teen-age population, high-fidelity sound and modern merchandising of records."

Kanaga, here last week with pop sales manager Bill Bullock, declared that figures for the first half of the year indicate that the industry will hit the \$300 million mark, which, if achieved, will be an all-time industry high.

Two-Speed Biz

At a press conference here, Kanaga opined that the business appears to be settling down to a two-speed industry. Queried about the possibility of a 10-inch 45 r.p.m. record being introduced, Kanaga acknowledged that RCA Victor had experimented with such a platter, tho all such plans have long since been forgotten. "The business will largely be restricted to 45's and LP's, with 78's definitely on their way out."

Queried about the status of record discounters, Kanaga said, "The most effective phase of discounters in the record business was several years ago. At one time discounters looked like a bigger factor than they are."

Future growth of the industry lies in greater dealer acceptance of modern merchandising methods, specifically self-service, said Kanaga. "Dealers have to develop individual departments for records of all types to meet the demands of all customers, just like the modern supermarket."

The quantity discounts are much more apparent in the various sales plans of many companies, they're good for the industry in that they stimulate competition, Kanaga said. He pointed to the RCA Victor save-on-coupon bonus plan, Columbia Records' "Buy of the Month," and Mercury's one-cent sale as merchandising means that have increased dealer traffic and helped all dealers and manufacturers to sell more records.

"Television," said Kanaga, "has played a big part in the over-all music interest of the public. People now spend more time at home and have become more aware of music, especially background scores, and mood music albums." Asked if repetitive mood music albums might eventually limit sales and see the use of more original music in albums, Henri Rene, RCA Victor Coast repertoire chief answered, "We're aware of it, and are trying to meet that possibility by encouraging new writers to turn out more original material for album use."

RCA Victor will release its fall program during the latter part of August, with the most ambitious series of single records and albums ever before offered, according to Kanaga.

120 Albums in August Victor Release Sked

NEW YORK — RCA Victor's August package release may be setting a record with almost 50 12-inch LP's. In addition, the diskery will put out some 70 EP sets of various sizes.

Actually, 32 of the LP sets to be offered dealers are 12-inch conversions of older 10-inch pop and country packages by top name talent. These include three sets each by Artie Shaw and Eddy Arnold, four by Frankie Carle, two by the Three Suns, and others by Hank Snow, Tommy Dorsey, Ames Brothers and many more.

In the pop category, Victor has three new sets listed for August, tho these actually were shipped early as "specials." These are "The Magic Horn," the original cast album of "New Faces," and the "Moby Dick" music sound track. There also are three EP specials, including "My Fair Lady" selections, and Perry Como's "Somebody Up There Likes Me."

The list of new Red Seal sets numbers 10 issues headed by Morton Gould's "American in Paris" and "Porgy and Bess" excerpted from last year's "Serious Gershwin" set, "Bjoerling Sings at Carnegie Hall," "Rubenstein Plays Liszt" and Cherubini's Requiem conducted by Toscanini.

Brisk Action For Leeds on Movie Scores

NEW YORK — Leeds Music is currently enjoying strong activity on three film scores. These are the scores for "La Strada," Italian film recently released here to critical acclaim; the smash "Moby Dick," and "Foreign Intrigue."

Twelve disks have already been set on music from "La Strada," including the Three Suns on Victor and Michel LeGrand on Columbia. A Victor album on Philip Sauton's "Moby Dick" score has been cut, with Gregory Peck narrating, and Sauton is also doing a symphonic suite for publication by Leeds. The "Foreign Intrigue" background has disks by Les Baxter and June Christy on Capitol, the original sound track is on M-G-M; Caterina Valente has recorded it in French.

'BIGGEST SAMPLER YET'

'Flying Saucer' Takes Off; Pubbers, Diskers Do a Flip

NEW YORK — The atomic-powered "Flying Saucer" cut a wide swath thru the music business last week as publishers, diskeries and artists plotted to bring it to earth. Cut by Bill Buchanan and Dick Goodman on the Luniverse label and containing excerpts from some 15 smash disks, it quickly jumped into a commanding sales position in various territories, with some dealers—as in Cleveland—retailing the disk for as much as \$1.75.

Attorney Julian Abeles, acting on behalf of various publishers and in co-operation with the office of Harry Fox, is filing an infringement suit in U. S. District Court here and in New Jersey, asking for a preliminary injunction. Abeles stated his first targets would be distributors and pressing plants, and then the principals. He indicated he, the Fox office, and the publishers would go after anybody who touched the record—as contributory infringers. Abeles stated the disk contained 15 compositions

and 19 uses, and estimated that treble damages would total \$1.60 per disk on whatever quantity was sold.

Meanwhile, there was considerable trade speculation as to who was behind the Luniverse label. George Goldner, Tico-Rama and Gee exec, is understood to have disclaimed any connection with it.

Diskeries and publishers have issued scathing denunciations of Buchanan and Goodman, claiming nothing like this has happened since Baby's Gonzalez's "Cool Wailin'" was released some years ago. In regard to the theory that a diskery could string together a series or excerpts containing only a couple of bars from each tune, the Fox office stated: "That is an old wife's tale!"

One diskery exec stated, "If this is allowed to pass—then anything goes!" Another said: "Those boys (Buchanan and Goodman) were misinformed." Another said: "If we can't stop this nothing is safe in our business."

Meanwhile, a comical element crept into the picture. One record exec professed to be perturbed that nothing had been dubbed from his catalog. Another muttered: "If you're not on the 'Flying Saucer,' you're nowhere!"

Chief reaction of pubs and diskeries, however, was one of anger, and at presstime diskeries, in addition to publishers, were contemplating legal action. Mercury said it has placed the matter in the hands of attorney Paul Keim. Herman Lubinsky, Savoy chief, stated he was filing a suit. The Newark disk mahoff said that stations, jockeys, etc., who performed the disk could be charged with contributory infringement.

Tradesters noted that whereas publishers could sue on infringement charges, diskeries were not thus protected. Latter, it was said, they could base legal action only on theory of unfair competition.

At the end of the week, a cry arose: "Where's Buchanan?" An

(Continued on page 81)

Magnetic Corp. Eyes Disk Field

NEW YORK—Magnetic Corporation 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 Wexler, former Columbia vice-president and sales chief, recently joined the outfit as executive vicepres 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.

NEWS REVIEW

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 current stint at the Starlight Roof of the Hotel Waldorf-Astoria.

Held over until August 11, Lewis is the whole show as he breaks up the customers with such nostalgic tunes as "Sunny Side of the Street," "I'm Stepping Out With a Memory Tonight" and "Just Around the Corner." High point as always is the "Me and My Shadow" bit, done in polished style with his fourth shadow, Elroy Pease. Following this, the pair swing out with a shadow routine or a rock 'n' roll kick with "Shake, Rattle and Roll." The show is rounded out in sharp style by three handsome femmes who sing and dance, and a two-boy, one-girl terp trio.

Lewis is observing his 45th anniversary in the business with this stint and the attendant build-up should generate plenty of counter activity on his new RKO Unique LP of the best of the old tunes. Lewis plugs this during the show. Decca has reissued a much older 10-inch LP in 12-inch form, also tying in with the anniversary.

Ren Grevatt.

Exchange Deal For Musicians Of 3 Nations

LONDON—An all-around international shuffle masterminded by impresario Harold Davison will bring Sidney Bechet to this country and take British player Tommy Whittle to France and to the States. Bechet will be accompanied on 15 dates in Great Britain, commencing September 2, by French ork leader Andre Reweliotty and his group.

In the States Whittle will join Lionel Hampton for 15 days, commencing August 15, as guest soloist. In September Whittle takes his full orchestra for a 15-day engagement at the Cameleon, Paris, as a reciprocal exchange for the Reweliotty group's British swing.

LONDON — Continuing the talent swap between this country and the States, British ork leader Vic Lewis will tour America on a reciprocal exchange with the Lionel Hampton ork due to open here September 30. But first Lewis stands by to front for Frankie Laine, should that singer's projected British tour be set within a reasonable time.

When Laine's position is clarified, agent Joe Glazer has agreed to come up with 30 specific American dates for the Lewis ensemble. Arrangements for Hampton's British season have been set by impresario Harold Davison.

Montilla Has New Sampler

NEW YORK — Montilla Records, producer of Spanish disks, will join the expanding list of "sampler" vendors with its own "Sampler in Hi-Fidelity" within three weeks. Advance copy of the projected \$1.98 seller will be shown by the company at the NAMM show.

According to Montilla's general manager, Harry Sultan, the material has been gleaned from 10 LP's, all featuring instrumentals in the mood category, with large orks. Material was cut in Spain. Retailer cost is \$1.50.

FREBERG CUTS PRESLEY RATE

NEW YORK—Altho Elvis Presley has yet to reply to deejay Art Ford's offer to pay him \$1 per minute for an on-the-air interview, the WNEW spinner last week received a substitute acceptance from Stan Freberg. In a wire from Hollywood, Capitol's novelty star informed Ford: "Am available for nickel per minute; three cents after 6 p.m." Ford is taking him up on the offer, and the "collect" chatter seg will be aired over the indie station here this week.

Reports Rack Jobbing Probe

NEW YORK—The U. S. Department of Justice is currently conducting an investigation of dealer charges that rack jobbers are given extra discount privileges by disk manufacturers, according to retailer Leon Ferguson, Memphis, Tenn.

Ferguson wrote to the Federal Trade Commission recently requesting an inquiry into the rack jobber field and possible unfair price discrimination practices. In a reply to Ferguson, this week, the FTC said the matter is already under investigation by the Justice Department.

Ferguson will report on the FTC's letter as chairman of the phonograph records committee during the National Association of Music Merchants' convention here this week. His report will be made Wednesday (25) at 7 p.m. as a highlight of the NAMM's phonograph records panel.

Also on the agenda for discussion Wednesday by the panel (Ferguson, M. R. Judkins, Garden Grove, Calif., and Fred Werner, Kimbro Music, Greeley, Colo.) will be the following subjects: 1) need for stronger merchandising by dealers to bring the customer into the store, sell him after he enters, and bring him back again; 2) how to increase the gross profit (e.g. the problem of inventory losses); 3) how to reduce mark-downs thru selective buying and stock control; 4) how to reduce losses on records damaged in the store; 5) shoplifting; 6) how to increase net profit by reducing operating expenses; 7) how self-service can help cut costs; 8) the need for dealers to keep accurate and detailed sales records.

As with past NAMM panel meetings, the floor will be opened for a question and answer session between the audience and the panel, and Ferguson said more time will be allotted for the session this year.

Crystalette Reactivated

HOLLYWOOD — Crystalette Records, at one time one of the larger indie record companies here, has been reactivated by its original founder, Carl Burns. Firm has been authorized to sell 300,000 shares of stock at a current price of 50 cents a share, with Burns offering stock to disk jockeys, dealers and allied disk industry personnel.

First artists signed to the label are singers Bunny Bishop and Darlene Powell. Burns revealed that foreign distribution pacts have been inked with London Records. First releases are expected to be in the hands of distributors next month.

More Expansion For Big Three

NEW YORK—The Big Three Music Corporation has announced further expansion of its activities in the standard and educational fields. The firm—comprising the Robbins, Feist and Miller catalogs—will soon introduce modern concert arrangements of popular standard American compositions, such as Louis Alter's "Manhattan Serenade," Nacio Herb Brown's "American Bolero," Peter De Rose's "Autumn Serenade," etc. The compositions are all arranged for full and symphonic orchestra and have been prepared under the supervision of Ferde Grofe.

For the first time, the Big Three will publish a full symphonic arrangement of Grofe's noted "Grand Canyon Suite"—heretofore available only on a rental basis.

It is also planned to give heavy exploitation to outstanding publications from foreign catalogs. A deal just concluded names the Big Three exclusive rep in North America of noted publications of Edizioni Curci, of Milan, Italy.

Ed McCauley, Big Three educational director, will introduce the firm's new material at fall educational conventions, with trade relations handled by Bernie Prager, sales manager.

Sacred Songs In Pop Field

Continued from page 1

several entries, including Joni James' "Give Us This Day," Roger Coleman's "Only the One," Danny Knight's "Beachcomber," Beachcomber and Kay Armen's "Tenderly He Watches." Coral's choir-styled entries are Don Cornell's "Crazie," Lawrence Welk's "Faith Unlocks the Door," and Tom Glazer's "The Fourth R—Religion."

Kapp disks in step with the sacred trend are "One God" by Russ Miller, Denny Vaughan's "Walk Hand in Hand" and Lucille Watkins' "His Hand in Mine." Other current records carrying a religious theme in one degree or another include Frankie Laine's "Make Me a Child Again," on Columbia; Russell Arms' Era waxing, "Is There a Heaven?" Gordon MacRae's Capitol disk, "I Asked the Lord"; the Platters' "My Prayer" on Mercury; Wing's "God's Green Earth," by Oscar McLollie; the Ravens' Argo platter, "Kneel and Pray," and Andy Williams' Cadence disk, "Walk Hand in Hand."

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	4	—	—
ARCADE	—	1	—
ATCO	—	—	1
ATLANTIC	—	—	2
CAPITOL	6	1	—
CLEF	1	—	—
COLUMBIA	2	2	—
CORAL	2	—	—
DAFFAN	—	1	—
DECCA	4	1	1
DELUXE	1	—	—
EPIC	1	—	—
DOGTONE	1	—	—
ERA	1	—	—
EXCELLENT	—	1	—
FEDERAL	—	—	1
FLAMINGO	1	—	—
HULL	—	—	1
INTRO	1	—	—
KAPP	1	—	—
KING	—	2	1
MERCURY	4	—	—
M-G-M	6	1	—
PILGRIM	1	—	—
RAINBOW	1	—	—
RAM	—	1	—
REG	—	—	1
STARDAY	—	3	—
SUNSET	1	—	—
UNIQUE	1	—	—
VICTOR	3	5	—
VIK	2	—	—
WEB	1	—	—
TOTAL	45	19	8

New Label in NAMM Debut

NEW YORK—GMS Gold Label Records, an elaborately packaged line of low-priced disks, makes its debut this week at the NAMM show. Line is produced by Paramount Enterprises, Inc., whose execs formerly were with Synthetic Plastics.

The GMS product will by-pass name talent in favor of full-color Kodachrome cover art and gift-box packaging. Packages will retail at \$2.98. Four sets will be on the initial release: "Selections from The Most Happy Fella" on one LP or two EP's; "Teen Party," with 24 current hit tunes on one LP or four EP's; "Children's Selections" (32), and a "Rock Teen Party." A second release will follow on August 27.

Paramount president is Ben Loewy, former national sales manager for Synthetic's Peter Pan kidisks and Prom pops. Jack Oxman, one-time assistant sales chief for Peter Pan, is secretary. Maury Lawes, former artists and repertoire head for the Synthetic lines, has been contracted for similar chores with GMS.

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RCA VICTOR

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THE BILLBOARD 1956 music merchants' special issue

Published in conjunction
with the annual convention
of the
**NATIONAL ASSOCIATION
of
MUSIC MERCHANTS**
July 23-26, 1956
New York City

See New Highs for Album Sales in Booming Market

- Public Absorbing All Disk Industry Can Put Out. No Slackening in Sight
- Upward Spiral Connotes Few Changes in Basic Price Structures in Near Future

By JOEL FRIEDMAN

The basic precept of modern business relies on the age-old theory of manufacturing and marketing a commodity, with the sole proviso that the sale must return a profit. How much of a profit is realized is largely dictated by laws of supply and demand, and an ability of all within an industry to keep pace with its changes, to be inventive, and to merchandise the product to the fullest extent.

While the foregoing is essentially fundamental, applied to the music-record industry, the theory is as true for the recording artist, the record manufacturer, the distributor and the record dealer, with the ultimate consumer receiving satisfaction in return for his money.

With industry volume at an all-time peak in 1955, almost wholly as a result of the growth of the packaged record market, the indications are that new highs will be achieved during the current year.

Kidisk Marketing In State of Flux

- Indies 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.

On one hand, the major record companies have generally slackened their efforts to push kiddie material at the record retailer level, and some have indicated a desire to move in on the lucrative toy department disk market.

On the other hand, the leading indie kidisk firms — heretofore mainly interested in the toy market — are making 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 78 disks, but 45's are slowly gaining in popularity and LP's are proving surprisingly strong sales-

Similarly, this means a continued growing volume of album sales, additional competition at every level, and profit, despite the ill wishes of premature crepe hangers.

The figures differ for each of the major recording companies, it's estimated that package goods may account for as much as 65 per cent of a company's volume. The figure fluctuates and depends to some extent on whether or not a given firm has a number of hit pop singles. In face of the huge album volume, and the tremendous amount of packaged goods being turned out by the disk industry, the dealer poses the inevitable question: "How much can the public absorb?"

No Sign of Slack

The answer apparently lies in the fact that the public is absorbing all the disk industry can put out and more, with absolutely no signs pointing to any slackening of interest in phonograph records. As a result of the great amount of

album material available, however, competition at the manufacturer and distributor level has become increasingly sharp.

By introducing new merchandising methods, the industry has managed to maintain a high level of expectancy and anticipation about its product. RCA Victor's "Save-On Records" coupon bonus plan, Columbia Records' "Buy of the Month" program, and Mercury Records' one-cent sale all have stimulated interest in records and resulted in increased sales for the dealer. It's become necessary tho, for the manufacturer and, in a great many cases, for the dealer, too, to sacrifice a margin of his profit to build volume.

Dealers query the necessity to cut prices and accept anything less than the normal 38 per cent markup, yet those who have done so and offered a particular album at less than the usual \$3.98 or \$4.98 list price have found an increase in volume with little sacrifice. Virtually every major company and a good many of the independents now offer their complete line at a 100 per cent exchange policy; quantity discounts are becoming more familiar; return privileges less stringent in some cases; all designed to get records into the stores and afford a measure of safety for the dealer. In case after case, the end result has been more volume, new customers and more profit for the aggressive, alert record dealer.

With the disk market in an upward spiral, it's highly doubtful that the basic price structure between manufacturer, distributor and dealer will change in the immediate future. It seems likely that dealer markups will remain at the present 38 per cent level

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wise. Altho the 25-cent record is still a dominant sales item, a trend has been evident towards grouping these disks in higher-priced package units, thereby giving the 25-cent platter more dealer appeal. Colorful packaging and TV exposure are generally credited this year with carrying the most weight sales-wise in the kiddie field.

Special Pitches

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

Simon & Schuster, which produced 15,000,000 of that 35,000,000 last year, is slanting its full drive on Little Golden Records toward national distribution in record shops, according to Golden's co-general manager, Bob Bernstein. The company intends to

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EDITORIAL

Just a Beginning

Nearly three-quarters of a century have passed since the first crudely constructed phonograph cylinder was played. Yet even today the vast market for recorded entertainment and the equipment on which to play it has barely been tapped.

This might well be the keynote for the new year of sales about to start, as those whose livelihood is the music business assemble for the annual Convention of the National Association of Music Merchants.

That the great expanded market-to-come exists, is pointed up by many fair weather signs. Last week in *The Billboard*, for example, a round-up of major phonograph manufacturers showed that almost without exception, sales this year were from 25 to 200 per cent over last year. Most companies have bigger lines, with a wider price spread than ever before. And record-breaking advertising budgets for the coming season are quite the rule.

In the tape field, there have been a number of significant new developments. Two major record companies have added tape recorders to their lines this year. The first popular-priced binaural tape player has also been unveiled, and plans are now in the works for a popular-priced binaural tape recorder. Others, too, are entering the field and more and more high quality, pre-recorded tape is being made available at retail.

Records Still on Rise

In the record field, the pattern is equally clear. The industry is on its way to another year of unequalled volume. Packaged records appear in greater quantities in more elaborate dress than ever. And the buying public is absorbing all the merchandise the industry pumps out. Traffic-building record specials, inaugurated this year by several major record companies, have had a substantial effect in building not only traffic but sales of all disks as well as the specially priced items.

Record rack jobbing and mail-order record clubs, controversial as they may be, are viewed by many segments of the trade as opening the doors to a hitherto untapped market of buyers who were never before exposed to records in any form.

Still another virtually untouched army of future buyers is the ever-increasing teen-age population. To serve this field and to condition its members to records and to develop them as future collectors, a number of companies are putting special emphasis on 45 r.p.m.-only players with more models at better prices than ever.

The market is indeed there to be exploited, for records, phonos, tape and tape players. Manufacturers can be expected to expend their greatest efforts and budgets to move more of the merchandise to the everlasting benefit of the dealer.

The Golden Age of sales indeed is still to come!

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 base of the record and phonograph business keeps expanding, accessories can mean a great deal more than that. It's up to the dealer whether or not he is willing to go into "full-line" merchandising to service the full needs and interests of his music-record customers.

Over the years, record dealers have been offered a wide variety of gadgets which would require selling. Today, however, the dealer would simply, in effect, be chasing customers away if he did not carry a full line of cartridges, needles, carving cases, racks, clearing agents, albums and even books.

The record buying public today is "sound" conscious. With all of the emphasis on hi-fi equipment and recordings, the con-

sumer is constantly concerned with the efficiency of his needle, the static on his disks and dust elimination. He reads voraciously to be certain that the version he buys of any particular work is the best version available. There are a number of books to help him make up his mind, and the alert dealer will have these on hand.

Needles at Peak

The biggest "side" business today for the record dealer is the

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RECORD CLUBS—PRO AND CON

PACKAGING PARLAYS PAY

They're Here to Stay, But Average Dealer Still Wary

• Mail Order Broadens Market, Say Club Ops, But Dealers Applaud Only Traffic Builders

• Numerous Retailers on Local Club Kick to Attract Buyers of Singles, Albums Alike

By JUNE BUNDY

Altho record clubs have apparently settled down to stay in the music business, the average dealer still has reservations—some of them serious—about their ultimate benefit to the retailer.

Among those dealers who do endorse the record club idea, many are of the opinion that they can handle it better themselves on a local level. On the other hand, a Billboard survey indicates that a large percentage of dealers think highly of such club-type LP promotions as Columbia's "Buy of the Month" plan and Victor's "Save-on-Records" coupon program.

For instance, only 6.4 per cent of dealers polled said Columbia's LP mail-order plan had increased business, while almost 50 per cent said the label's "Buy of the Month" promotion had increased their sales, and 54 per cent said Victor's "Save-on-Records" had benefited business.

However, it must be pointed out that this survey was made before Columbia introduced its "Operation Net" revision plan, (See The Billboard, July 7), whereby more club sales are now channeled directly to retailers. A spot check of several key dealers indicates that under the new set-up (designed to bring more traffic into their stores), record shop owners are inclined to take a less negative view of the Columbia club operation.

For instance, Paul Kyser, who runs the Record Bar, Durham, N. C., describes Columbia's "Operation Net" as a "smart move." Kyser is particularly enthusiastic over Columbia's "Buy of the Month" plan and Victor's "Save-on-Records" promotion, and reports that he has done very well sales-wise on both programs.

The sales success (on a national basis) of the two plans, as well as Mercury's new one-cent-bonus-LP promotion, was clearly pointed up last month on The Billboard's best-selling classical album chart, which listed three \$2.98 bargain-albums along with several new (to-the-chart) Mercury LPs. Interestingly, every Columbia "Buy of the Month" package has made the best-seller chart to date.

Meanwhile record club operators continue to maintain that clubs not only don't take business away from dealers, but—they contend—in many cases actually bring the retailer new business.

Columbia, for instance, reports "Intensive market research has shown that over a third of the people who joined the (Columbia) club had not bought a record of any kind for at least six months; the majority have bought so few records that their buying value to the industry was negligible. The Columbia Club re-awakened interest, and helped develop the record-buying habits of these members. The members then came into dealers' stores to supplement their club buying, as shown by increased sales on club selections in dealers' stores."

Club execs of all companies are exceedingly cagey about revealing membership figures, but reliable trade sources report that the

figures as yet, are not astronomical, with 200,000 pegged as a top membership estimate for any of the operations, over-all, and around 55,000 for the more successful jazz and kiddie clubs.

Dealers should also be heartened by reports that jazz and classical disks sell best thru the mails, while pop LP orders to date have been somewhat disappointing. One club exec's explanation for this is that the public is inclined to let the "experts" guide it in the choice of jazz and long-hair material, while it feels qualified to make its own pop selections.

Altho dealers polled were divided in opinion on the major labels' club or club-type LP activities, they were practically unanimously against the Sam Goody Record Club (See The Billboard, May 12), whereby the cut-rate disk tycoon offered to pay dealers a flat commission of \$5 for every new club member signed up by the retailers.

Some dealers queried were positively violent on the subject. Typical of the replies were: "Who's kidding who?"—"My customers are worth more than \$5." . . . "It's simply a request for turning our customers over to a

discount house competitor. Any dealer who does so is cutting his own throat."—"We feel record clubs are a menace. They cut profits without contributing to sales."—"I have no intention of feeding the hand that bites me."

Meanwhile, Goody, who is mapping out plans for a more extensive national ad budget to push his club this season, reports he is satisfied with the club's progress to date, and guardedly adds, "I have hopes of it being very successful in the future."

The Goody club offers two separate plans, carrying annual membership service charges of \$12 and \$25 respectively. Payment of the service fee, under either of the two plans brings an immediate free record and entitles the buyer to purchase any or all of the LP selections of the month at an average discount of 38 per cent.

Many enterprising dealers (more than 23 per cent of retailers polled), are making out well with club-type plans of their own. One of the most popular type is a baker's dozen gimmick, whereby customers receive one free LP after they have purchased 12 albums. A Southern dealer, located in a large department store, writes, "Rather than fool with Mr. Goody, we plan to start a record club of our own, utilizing the department store's charge account privilege."

One of the best organized local (Continued on page 40)

Fancy Facades Help Rocket LP Sales

• Colorful Art, Design Capture Display Space

• Evolution of Albums Big Boost to Artists

By REN GRAVATT

The LP bomb which burst on the record industry scene in 1948 was the explosion that brought about a continuing revolution in the way record companies handle the merchandise. Earliest change and the biggest contributor to the ever-increasing market for disks was the "packaging consciousness" which followed fast on the heels of the debut of the LP. And the proven money-making aspects of good packaging have paved the way for equally important changes in the spotlighting of material and artists on the space-saving disks.

Within six months of the debut of LP's, diskery execs showed their preoccupation with packaging when albums began to appear with eye as well as ear-appeal. Standard formula was a one-color jacket with notes. But after several years' experience repackaging standard inventory items in attractive cover dress and watching sales increase as much as 200 per cent, the race was on.

It was a race for dealers' best display space and the merchandising sweepstakes gave birth to elegant and elaborate cover art and design undreamed of in the pre-LP era. Today lush color

photos and drawing are quite the rule, and the black and white cover is a relative rarity among practically all labels. An extreme example of costly cover work is Capitol's Jackie Gleason "Lonesome Echo" album. The Dali original painting employed for this, reportedly cost about \$3,000.

Since their inception, long-playing disks have absorbed a steadily increasing share of the total disk market. Dollar volume on LP's in 1955 was about 100 per cent over the business in 1954. As in foods, where much buying is done on the basis of the customer's reaction to a colorful package, so it has become with records. Customers are buying the lush covers as well as the music that's inside.

Cover of the Week

The Billboard's recognition of the fact, sparked its start several weeks ago of a chart feature known as the "album cover of the week." The week's most appealing album cover, in the opinion of The Billboard's reviewing staff, will be illustrated on the album chart page.

The Billboard also is stimulating dealer interest in salable covers, via its album cover contest, open to all dealers at The Billboard NAMM Convention display at Booth 24.

Emergence of albums, thru intelligent merchandising, as the dominant factor in the industry, has kicked off significant changes in the role being played by albums themselves. In the first place, because of their color, dealers give albums much display and push them hard. Albums catch the eye, build traffic and have a healthy effect on the entire sales curve. Not only that, customers have come to realize they can save about one-third per song or selection on the average album over the average single.

Tradition in the disk business dictates that a new artist starts a career on single records. If he clicks with a few of these, he may reach the point of making an LP. That's a thing of the past. Artists are now being kicked off right and left on LP's and later on, if demand shapes up from dealers or operators, singles may be pulled out of the album. The phenomenon has created what is thought of in the trade as the "album" artist. Harry Belafonte is the prime example of the artist who has had tremendous success with albums and yet can't make a dent with a single.

Album Artists

Capitol has a substantial stable of artists, who were started and kept on the album track. These include the various Jackie Gleason ork groups, Joe Bushkin, Marian McPartland and others. Earlier this year, RCA Victor, kicked off a whole group of new girl names, Lurlean Hunter, Teddi King, Barbara Carroll and Gwen Verdon among them, strictly on LP's. Same is true at the diskery of singer-tunesmith Matt Dennis.

At Decca, Sylvia Syms turned out several LP's before she made any headway at the single record level. Recently she cut the hefty seller, "I Could Have Danced All Night," as a single. Other recent exclusively album entrants at Decca include Joe Lilly, Conley Graves and Vicki Benet.

Fine example of an album click is Julie London. The Liberty thrush cut her "Cry Me a River" as part of an album session and the disk was released as a single to help hype album sales. That it did, and altho the single made (Continued on page 40)

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 American make-up. Whether the song be "Sweet Rosie O'Grady," "Remember Pearl Harbor," or "Heartbreak Hotel," the tune presented a common bond among people that made it easier to reminisce, to inspire, to be romantic.

Therein lies the basic reason pop single records will long remain the backbone of the disk industry. For popular music, despite the steady growth of packaged merchandise, continues to dominate the over-all music-record picture as the sole means of excitement in the industry. Pop records are the means with which to spark consumer interest in phonograph records, and bring the consumer into the store.

As the glamour facet of the record industry, the single pop recording represents the vital link between dealer and consumer. Just as movie fans become enthralled with their celluloid idols, so do record fans worship at the shrine of an Eddie Fisher, Rosemary Clooney or Patti Page for example. Dimitri Mitropoulos might stand virtually unnoticed in New York's Grand Central Station, yet squads of police couldn't hold back the crowds were Frank Sinatra there in his place. Recent surveys of the disk industry show that young people buy the lion's

share of all records, single or albums, and accordingly, the youngsters look to today's pop recording stars for 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 the one factor 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 year than previously. At one point during 1955, the number one song on The Billboard's music popularity charts had sold less than 500,000 copies. Compare this to the high water mark reached by Capitol with "Sixteen Tons," "Lisbon Antigua" and "Memories Are Made of This," RCA Victor's more than a million copies of "Rock and Roll Waltz" and its current hit, "Heartbreak Hotel," or Columbia's "Yellow Rose of Texas." Record companies report substantially heavier sales of songs currently found in The Billboard's Top Ten than for a like period last year.

The current frenzy for RCA Victor's Elvis Presley has sparked more interest in records since

Frank Sinatra first stood before a microphone. The attendant publicity concerning Presley, bad as it may be in some cases, has cued national tongue-wagging beyond all imagination, and fortunately for record dealers, produced solid sales. When there are a number of big hits to which the public has taken a fancy, all records sell better. The increased store traffic results in sales of not only singles, but of packaged merchandise in the pop, jazz and classical categories.

More important, the low unit cost of pop singles makes it easier for a dealer to produce quick sales at relatively little investment. Single disks represent a reasonably stable-priced commodity in today's fiercely competitive record market, with few dealers encountering price-cutting competition.

Altho packaged merchandise has been receiving a larger share or radio exposure in recent months, it nevertheless is the hit single recording that disk jockeys program time and again. The constant repetition of single pop disks pave the way for a hit tune and a potential record buyer.

The record dealer who turns his inventory of pop singles eight or more times during the year, invariably turns out to be a dealer with a sizable return for his investment. With pop singles creating the initial stimulus, the entire line of albums, phonograph equipment and accessories moves as well.

Sell the hits and everything else will sell, too.

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!

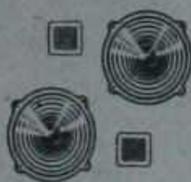


THE 4-SPEAKER CHOPIN

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

Zenith Custom-Matic Record Changer plays four speeds—33 $\frac{1}{3}$, 45, 78, and the new 16 $\frac{2}{3}$ RPM "Talking Book" speed. Automatic shut off. Automatic intermix of same speed records. Dual needle cartridge. High fidelity amplifier with essentially flat response of 20 to 20,000 cps. Four high fidelity speakers: two giant 12" woofers with heavy 6.8 oz. Alnico-5 magnet and two extra-sensitive 2 $\frac{1}{2}$ " square "tweeters." Automatic bass compensator circuit. Presence Control. 5-knob control panel. On-off indicator. Grained blond oak color (HFZ-19E), 34 $\frac{3}{4}$ " high, 26" wide, 17 $\frac{1}{2}$ " deep. Grained mahogany color (HFZ-18R), 34" high, 26" wide, 17 $\frac{3}{4}$ " deep.

UP TO 4 SPEAKERS!



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

FOUR SPEED

CUSTOM-MATIC CHANGER



Plays 33 $\frac{1}{3}$, 45, 78 and new 16 $\frac{2}{3}$ RPM "Talking Book" speed. Automatic record changer and tone arm regulator. Automatically plays intermix of 10" and 12" records of same speed.

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 finest reproduction!

NEW "PRESENCE" CONTROL!



Permits fullest transmission of music in the vital "presence" range, imparting the same exciting aural adventure that is experienced in the Concert Hall.

ZENITH "BASS WITHOUT BLAST" CIRCUITRY!



New Zenith circuit assures the full over-all range of High Fidelity even at LOW volume! 4-Position record compensator is an additional quality feature on many sets!

DUAL NEEDLE CARTRIDGE



Barium titanate cartridge with 1-mil and 3-mil manufactured sapphire tips. Push-pull selector located on side of lightweight tone arm for quick, easy selection of correct needle.

SEE ALL THE NEW MODELS IN ZENITH'S COMPLETE LINE OF QUALITY HIGH FIDELITY AND PHONOGRAPHS starting as low as \$19⁹⁵



High Fidelity with Famous Cobra-Matic[®] Record Changer

Built-in stroboscope and fully variable speed regulator. Plays all speeds from 10 to 85 RPM. Three speakers. High fidelity amplifier. "Bass without blast" circuit. In Mahogany veneer, HFZ-15R. In Blond Oak Veneer, HFZ-15E. The Debussy.



Portable Radio Phonograph

Powerful Zenith radio plus new Zenith Custom-Matic Record Changer with automatic shut off. 4 speeds. Front mounted speaker. Two-tone color combination: Wedgwood Blue and Nickel Gray, Z550G. The Serenade.

Portable High Fidelity

4 speeds. Three speakers. Automatic Custom-Matic Record Changer. High Fidelity Amplifier. "Bass without Blast" circuit. Black and mottled White, HFZ-10Y. Mahogany color and Ivory, HFZ-10L. The Grieg.



2-Speaker Phonograph

Two big front firing speakers. 4 speeds. "Twist-Action" 45 and 16 $\frac{2}{3}$ RPM spindle built into turntable. Dual needle cartridge. British Tan and Driftwood Beige, ZP-7L. The Pied Piper.



THE QUALITY GOES IN BEFORE THE NAME GOES ON

The Royalty of RADIO, TELEVISION and PHONOGRAPHS Backed by 37 years of leadership in radionics exclusively ALSO MAKERS OF FINE HEARING AIDS Zenith Radio Corporation, Chicago 39, Illinois

*Manufacturer's suggested retail price. Slightly higher in Far West and South. Prices and specifications subject to change without notice.

MAKE THE MOST...of your trip to the N. A. M. M. 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.

	Total Stores	Over \$50,000	Under \$50,000
Single Records—78's... up	4.0%	3.5%	4.0%
down	87.7%	90.0%	87.0%
same	8.3%	6.2%	9.0%
Single Records—45's... up	82.3%	85.7%	81.4%
down	6.9%	5.7%	6.1%
same	11.7%	8.6%	12.5%
LP Records... up	88.2%	91.4%	87.5%
down	2.5%	2.0%	2.6%
same	9.3%	6.6%	9.9%
EP Records... up	25.7%	18.3%	27.5%
down	42.3%	44.2%	41.8%
same	32.0%	37.5%	30.7%

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 almost 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 enjoyed outstanding success in the past months. 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.

	Total Stores	Over \$50,000	Under \$50,000
78—Single Record Sales	10.9%	9.7%	11.2%
45—Single Record Sales	32.6%	26.7%	33.9%
LP Pop Record Sales	27.7%	29.7%	27.2%
LP Classical Record Sales	17.1%	22.9%	15.8%
EP Record Sales	11.7%	11.0%	11.9%

COMMENT:

As reported some months ago in an exclusive Billboard story, over-all 45 r.p.m. single sales now outweigh 78 r.p.m. single sales by about three to one. Put 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 in the large stores, the figure goes to slightly more than half of all disk merchandise sold. Classical albums have made notable gains in share of the market, particularly in the heavy sales stores, where they are now chalking up nearly one-quarter of 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?

	Total Stores	Over \$50,000	Under \$50,000
LP inventory is greater	87.0%	87.5%	86.8%
smaller	3.7%	1.9%	4.2%
same	9.3%	10.6%	9.0%
EP inventory is greater	33.2%	23.3%	35.1%
smaller	32.8%	43.7%	30.7%
same	34.0%	33.0%	34.2%

COMMENT:

Long playing disks—at all levels—are being carried in greater amounts than ever. Total of stores having less LP inventory than last year is negligible. Apparently, the bigger the store, the more LP and the less EP inventory kept in stock. Interestingly, in the small store bracket, those carrying more EP's than last year outweigh those carrying less, a reflection possibly of the fact that the more youthful buyers, who are known to be a substantial part of the EP market, tend to patronize smaller stores. Only among the large stores does there appear to be a definite swing away from EP's.

THE BILLBOARD DEALER SURVEY

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

	Total Stores	Over \$50,000	Under \$50,000
One-pocket EP... up	45.9%	43.8%	50.1%
down	23.6%	28.1%	22.6%
same	27.5%	28.1%	27.3%
Two-pocket EP... up	20.6%	16.9%	21.6%
down	43.0%	45.5%	42.3%
same	36.4%	37.6%	36.1%
Three-pocket EP... up	9.0%	6.9%	9.4%
down	58.0%	62.7%	56.9%
same	33.0%	30.4%	33.7%

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 upgrade, while two and three-pocket EP's show just as definite a downtrend. Budget conscious shoppers may well buy a one-pocket EP if it is available, when 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?

	Total Stores	Over \$50,000	Under \$50,000
Pop singles... 78rpm	22.0%	21.6%	22.2%
45rpm	78.0%	78.4%	77.8%
C&W singles... 78rpm	34.8%	32.9%	35.3%
45rpm	65.2%	67.1%	64.7%
R&B singles... 78rpm	24.7%	21.7%	25.5%
45rpm	75.3%	78.3%	74.5%

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 doubt 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 as against 25 per cent.

A detailed analysis of the music-record-phono business during the first five months of 1956

This survey was carefully designed to reveal the important current directions and trends of the music, record and equipment industry at the retail level.

Questionnaires were mailed to 5,024 record dealers whose sales represent over 85 per cent of the total retail record sales in the United States. In all, 559 replies were tabulated—representing a near-record response. To further pinpoint trends in the field, responses have been broken down by two separate categories: First by dealers doing \$50,000 or more annual record volume, and second, dealers doing less than \$50,000 annual record sales. Editorial comments on each question interpret the importance of the results from the dealer standpoint.

(Continued on page 26)

SOUNDS TERRIFIC!

#522—four-speed super-deluxe, high-fidelity portable



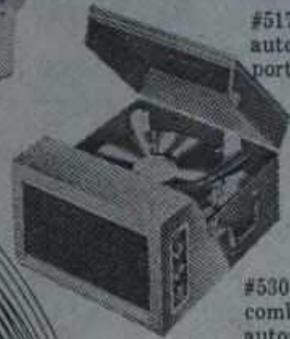
#512—four-speed, manual, portable



#516—four-speed, automatic portable



#517—four-speed, automatic, high-fidelity portable



#514—four-speed, super-deluxe manual, portable



#530—ultra high-fidelity, combination AM, FM and automatic phonograph—"360" K2 series



#528—ultra high-fidelity, automatic console phonograph—"360" K2 series



1957 COLUMBIA PHONOGRAPHS

#526—ultra high-fidelity automatic portable—"360" K2 series



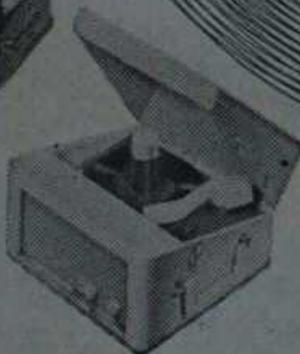
#518—four-speed, high-fidelity, automatic portable



#560—two-speed, dual track, deluxe high-fidelity portable tape recorder



#540—45 rpm automatic, portable



#524—high-fidelity, automatic table model—"360" K2 series



#527—magnificent high-fidelity, automatic console phonograph—"360" K2 series



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



(A) The Mark I. Twin-console 3-speed phonograph-AM-FM radio-tape recorder. Natural walnut or mahogany finish (MHP1) \$1600. (B) The Mark II. 4-speed phonograph-AM-FM radio-console. Provincial styling in cherry finish. Also Modern styling in light rift oak finish or natural walnut. Traditional styling in mahogany finish (DHP2) \$750. (C) The Mark III. 4-speed phonograph-AM-FM radio. Maple lacquer, mahogany or light rift oak finishes (DHP3) \$225. (D) The Mark IIIA. 4-speed phonograph-AM-FM radio-tape recorder.

RCA Victor—now selling more High Fidelity instruments than any other manufacturer—brings you 3 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."TM

If they're looking for fine furniture—show your prospects the rich new cabinet designs—Traditionals, Moderns, a luxurious Provincial. They've never seen such exciting finishes, either. They can choose from cherry, walnut, light rift oak, maple, mahogany new black mink!

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 photograph 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!

Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher in far West and South.

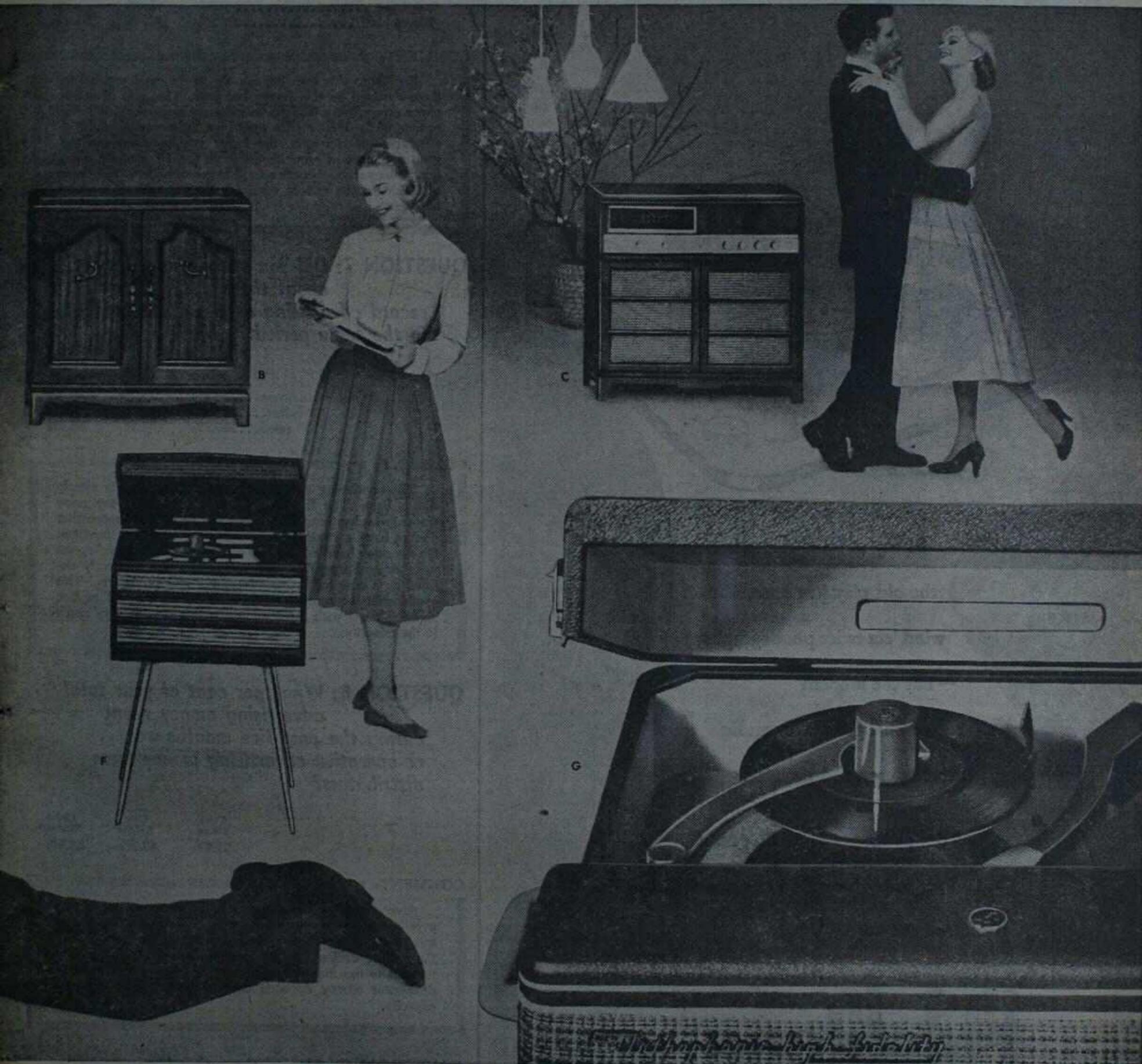


RCA VICTOR
RADIO CORPORATION OF AMERICA

© RCA Trademark for record players. CAMDEN 8, NEW JERSEY

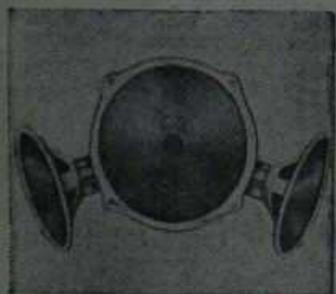
Copyrighted material

RCA Victor! Announcing the most Fidelity "Victrolas" in history—and finishes—more sell-up than ever before.



Mahogany (shown) or light rift oak finishes (7HF4) \$195. (B) The Mark IV, 4-speed phonograph. Maple (shown). Also Mahogany or light rift oak finishes (7HF4) \$179.95. (C) The Mark VI, 4-speed phonograph console. Black (shown). Also mahogany, light rift oak or maple finishes. Complete with striking brass legs (7HF3) \$139.95. (D) The Mark VII, Portable 4-speed phonograph. Tan simulated leather (8HF1) \$129.95. All prices quoted are for mahogany finish only. Other finishes slightly higher except for the Mark IV.

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 "Victrola"® High Fidelity record changer. Plays all record speeds for greater convenience . . . greater Hi-Fi pleasure.



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



New High Fidelity Tape Recorder in Mark III D. Push-button controls. "Magic Eye": visual tuning for selection of proper tape recording level.



High Fidelity for \$79.95. The Mark VIII. New "Victrola"® 45. Mahogany, maple or light rift oak finishes. Multiple speakers. Model 7HF45.

A Fidelity 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 . . .

Fidelity

PHONOGRAPH NEEDLES

DIAMOND, JEWEL OR PRECIOUS METAL TIPS

PERMO, INC. CHICAGO 26

Continued from page 22

QUESTION 6: During the first five months of 1956 did you use any of the following consumer advertising media to promote record sales? (please check)

	Total Stores	Over \$50,000	Under \$50,000
Radio Time	49.0%	58.5%	46.6%
Newspaper ads	66.4%	74.5%	64.5%
TV Time	3.5%	5.6%	2.7%
Direct Mail	36.0%	42.4%	34.4%

COMMENT:

Replies to this question are almost an exact parallel to those received on this survey last year. The ratio of newspaper expenditures to those in radio are approximately three to two, while direct mail is used by a little over one-third of all stores. Significantly, the larger volume stores use the greater amount of promotion, though the TV medium, even for the largest, appears to rate little consideration. The order of finish for the various media, is the same in all cases as last year.

QUESTION 7: Did you spend more, less or about the same in over-all record advertising as the amount spent in the same period in 1955?

	Total Stores	Over \$50,000	Under \$50,000
more	30.0%	33.7%	29.3%
less	14.4%	11.2%	15.0%
same	55.6%	55.1%	55.7%

COMMENT:

The continuing strength of retail advertising is clearly shown here. The fact that a majority reported the same amount of advertising as last year can be taken to mean that dealers have a continuing faith in this marketing function. On the other hand adding this category to that which reports more expenditures this year, makes the picture clearly defined as a case for active advertising and promotion. This combination accounts for 85 to 89 per cent of all replies, showing those with smaller budgets this year as very much in the minority.

QUESTION 8: What per cent of your total advertising money spent during the past five months was co-operative advertising money from distributors?

	Total Stores	Over \$50,000	Under \$50,000
	37.9%	43.2%	36.6%

COMMENT:

Over-all, there was an increase of five per cent this year over last in co-op money available. This increase seems to result particularly from more co-op money in the hands of the smaller dealers. Bigger dealers, however, still are in a position to use more co-op advertising, since the amount of distributor money depends on the dealer's own financial capacity.

QUESTION 9: Name the record company whose distributor gives you—
a.) Quickest service (one point for each mention)

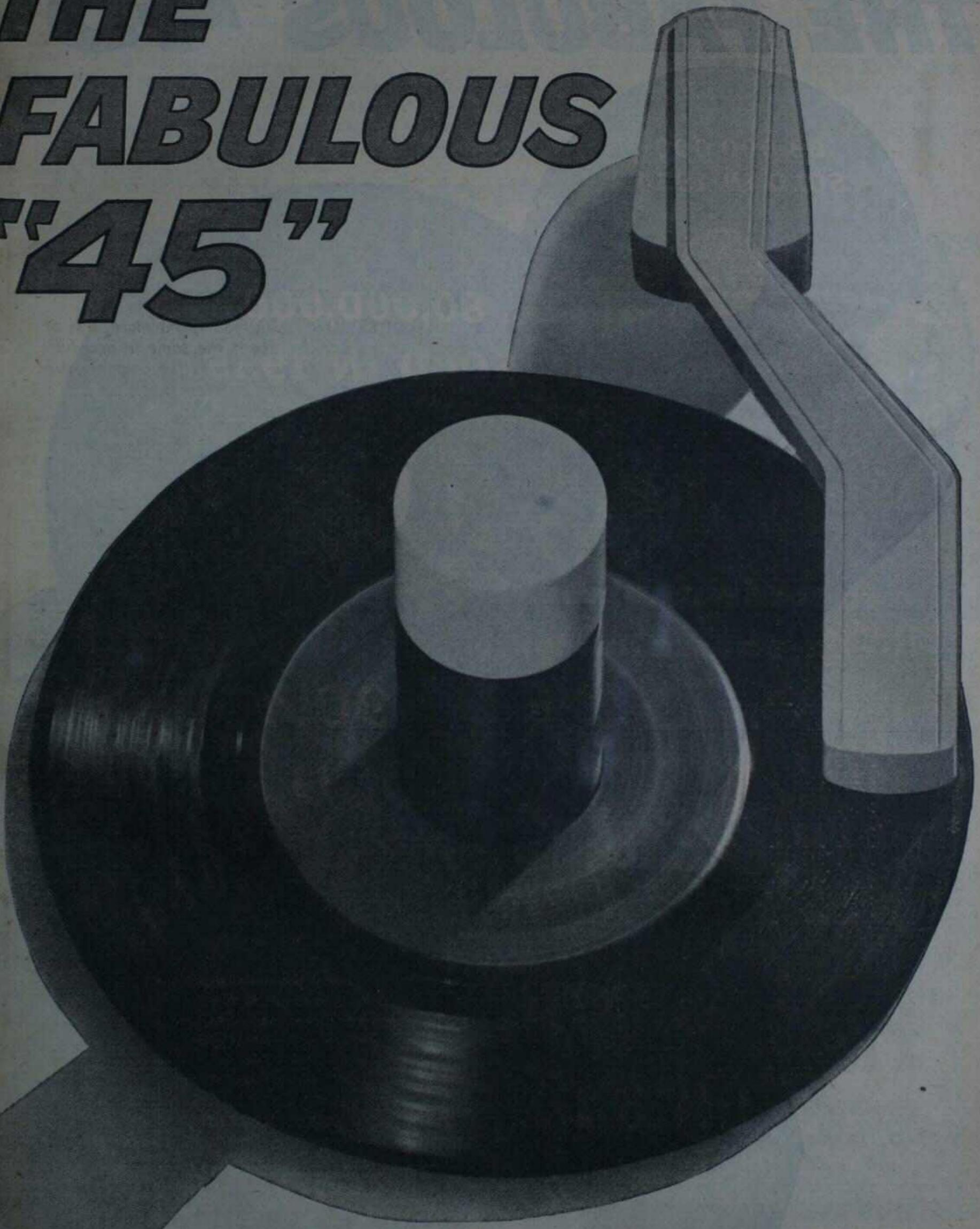
	Total Stores	Over \$50,000	Under \$50,000
RCA Victor	185	147	38
Capitol	123	94	29
Columbia	67	55	12
Decca	55	43	12
Mercury	20	17	3

b.) Best merchandising aids (one point for each mention)

	Total Stores	Over \$50,000	Under \$50,000
RCA Victor	182	148	34
Capitol	150	113	37
Columbia	100	81	19
Decca	34	29	5

(Continued on page 32)

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

-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

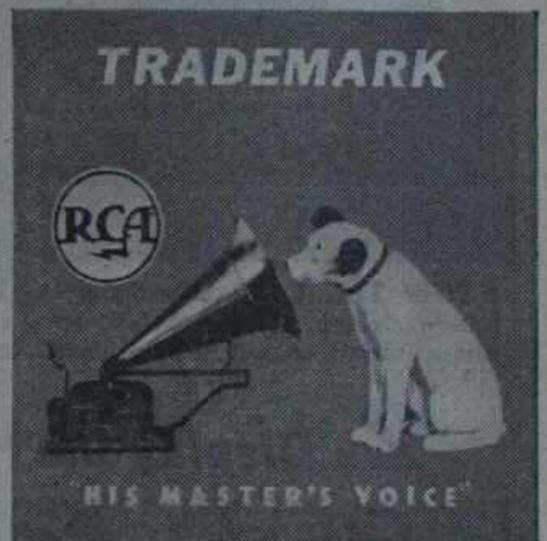
THE BIG THREE



"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!



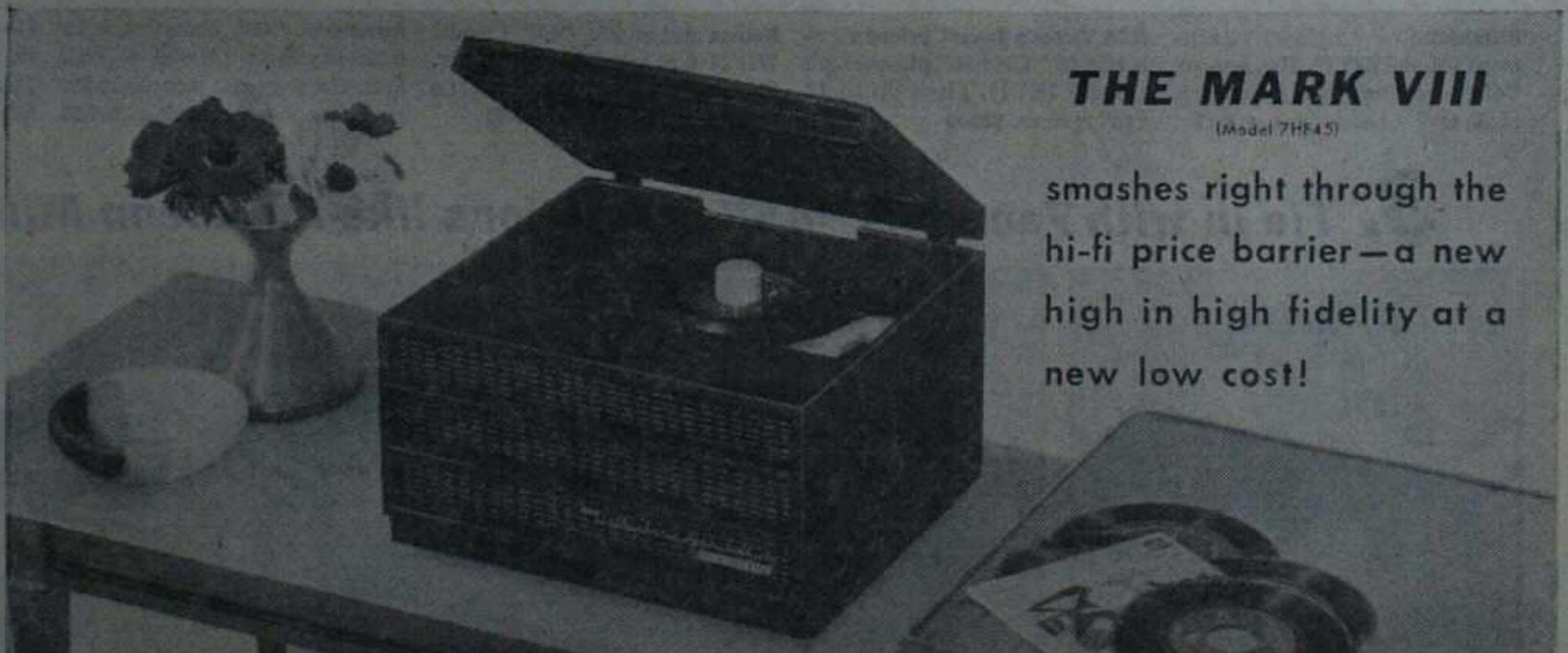
SOUND
Famous RCA Victor "Golden Throat" tone brings concert-hall realism to recorded music. Your customers are *sound-conscious*—give 'em what they want to hear!



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" PHONOGRAPHS



THE MARK VIII

(Model 7HF45)

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
TRADE MARK 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. \$19.95



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. \$36.95



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 sensational new *Mark VIII* (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 #1—a sellout at \$24.95—you offer the same selections for only \$5.00 with the purchase of any of these "Victrola" 45's: Models 7EY1, 7EY2, 6EY3, 7HF45. How's that for a deal! Your cus-



tomers will love it—and buy it. Album is packed with 60 all-time hits: "Moonlight Serenade," "String of Pearls" and "Little Brown Jug." Ph— 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"

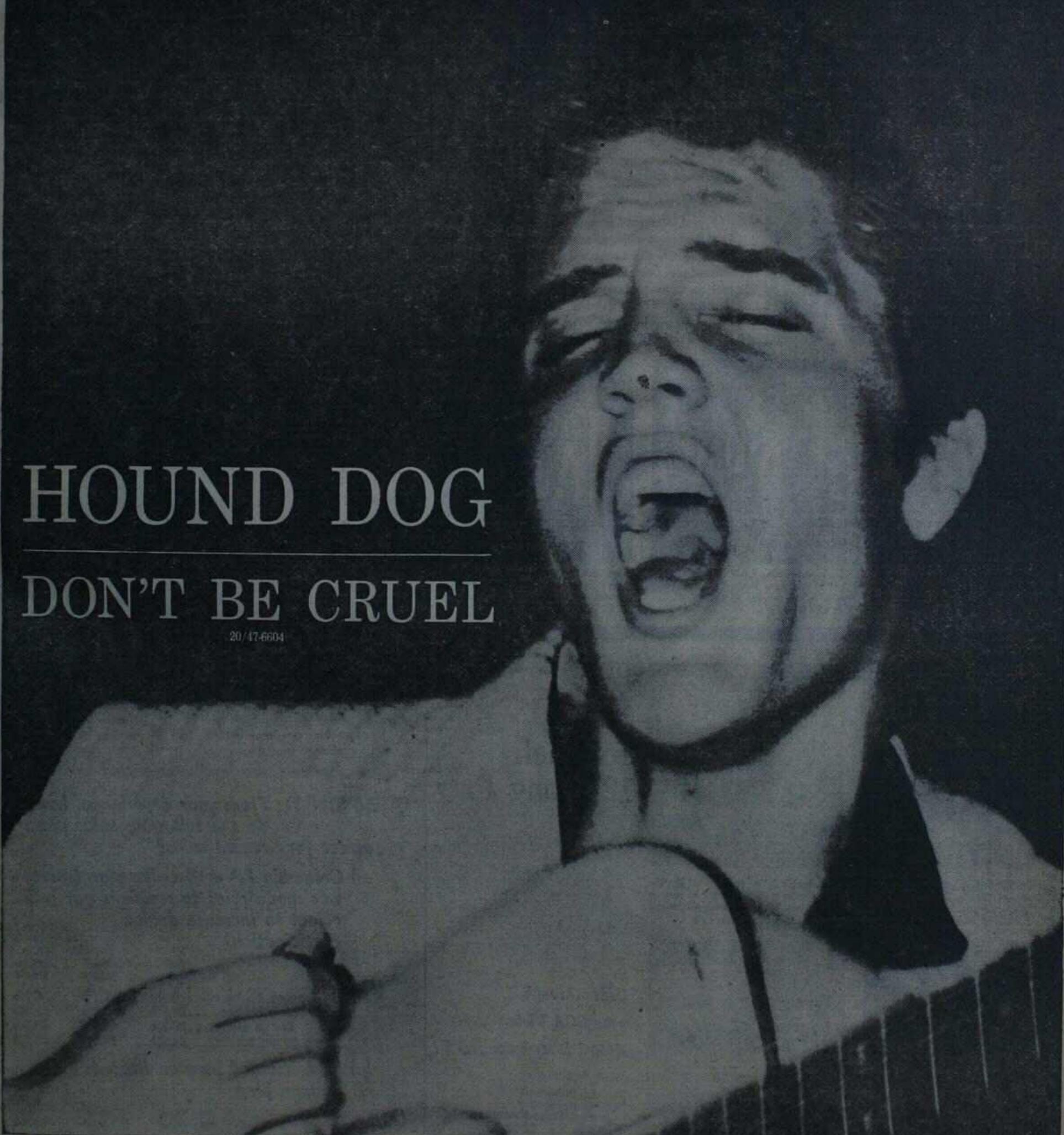
RCA VICTOR 
RADIO CORPORATION OF AMERICA

Manufacturer's nationally advertised list prices shown, subject to change. Shipping charges in far West and South.

HERE HE IS!...The most talked-about singer in show business with the song he exploded on TV!

HOUND DOG
DON'T BE CRUEL

20/47-6604



"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



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
79¢ for
each 45 EP

**SMASH FOLLOW-UP TO
RCA CAMDEN'S "MY FAIR LADY"**

4 great hits from 1 great show, at 1/2 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

79¢ TODAY'S HITS

YOU DON'T KNOW ME
ALLEGHENY MOON
BORN TO BE WITH YOU
TREASURE OF LOVE



KYLE KIMBRO

You Don't Know Me; Allegheny Moon; Born to Be with You; Treasure of Love. New face Kyle Kimbro, a singing star to be. 45 EP (CAE-333) **79c**

RUMBA

XAVIER CUGAT
AND HIS ORCHESTRA

Four toe-tempting rumbas by the "king" of the rumbas - Xavier Cugat! Terrific sales appeal for any age group. 45 EP (CAE-344) **79c**

XAVIER CUGAT
AND HIS ORCHESTRA

THAT LATIN BEAT

First time on Camden - first time at this price! Exciting Latin rhythms designed for dancing by Xavier Cugat and orch. 45 EP (CAE-345) **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-307) **\$1.98**

DOMENICO SAVINO
and his orchestra

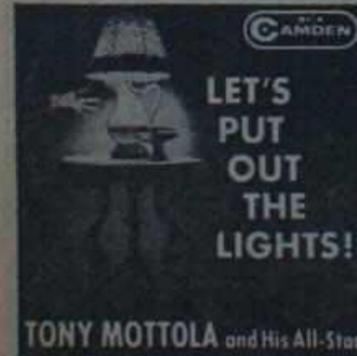
ALL I DO IS DREAM OF YOU



Domenico Savino conducts his 30-piece orchestra in a brilliant array of summer mood music. The whole family will love it! 12" Long Play (CAL-306) **\$1.98

only
\$1.98
for each
12" Long Play

LET'S PUT OUT THE LIGHTS!



TONY MOTTOLA and His All-Stars

Fabulous guitarist Tony Mottola and a group of outstanding instrumentalists play 12 all-time great hits. 12" Long Play (CAL-305) **\$1.98

THE GOLDEN GATE QUARTET
sings
FAVORITE SPIRITUALS



This 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-308) **\$1.98**

Order through
your RCA Victor
Record Distributor NOW!

**A "New Orthophonic" High Fidelity recording



Nationally Advertised Prices - Optional

Continued from page 26

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

	Total Stores	Over \$50,000	Under \$50,000
RCA Victor...	178	151	27
Capitol...	133	103	30
Columbia...	72	55	17
Decca...	43	30	13
Mercury...	23	19	4

COMMENT:

Several distributors figured to a minor degree in the voting on the three separate parts to this question. On section A, 24 different names received at least one mention, while on sections B and C, 13 and 18 firms were named at least once. However, other than those listed, none received as many as 10 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.

	Total Stores	Over \$50,000	Under \$50,000
Number of albums in stock			
all 10	68.3%	82.8%	64.8%
9	18.2%	7.6%	20.8%
8	6.1%	5.7%	6.2%
7	3.9%	2.8%	4.1%
6	1.6%	1.1%	1.9%
5 or less	1.9%	—	2.2%

	Total Stores	Over \$50,000	Under \$50,000
Number of singles in stock			
all 10	53.6%	84.0%	46.4%
9	18.9%	13.3%	20.3%
8	8.8%	.9%	10.7%
7	7.2%	.9%	8.7%
6	4.5%	—	5.6%
5 or less	7.0%	.9%	8.3%

COMMENT:

Reports from the field continue to indicate that distribution operations can 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 85 per cent showing at least nine of the top ten in stock. Only 67 per cent of the small 11 stores, 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 Stores	Over \$50,000	Under \$50,000
increase business...	6.4%	7.7%	6.2%
decreases business...	29.7%	33.0%	28.9%
has no effect...	39.5%	40.6%	39.3%
we do not handle...	24.4%	18.7%	25.6%

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

	Total Stores	Over \$50,000	Under \$50,000
increase business...	54.0%	65.7%	51.1%
decreases business...	2.6%	2.9%	2.6%
has no effect...	35.1%	29.4%	36.5%
we do not handle...	8.3%	2.0%	9.8%

(Continued on page 38)

AMERICA'S HOTTEST RECORD SALESMEN
SOARING WITH 20 STRAIGHT HITS!

BILL HALEY AND HIS COMETS

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" Spec-
tacular—August 12

PRESS AND RADIO

Pina Associates ..New York
Steve Schickel ..Chicago
Nick Therry Hollywood

PERSONAL DIRECTOR

JAMES H. FERGUSON
801 Barclay St.
Chester, Pa. Chester 2-3004

PROMOTION

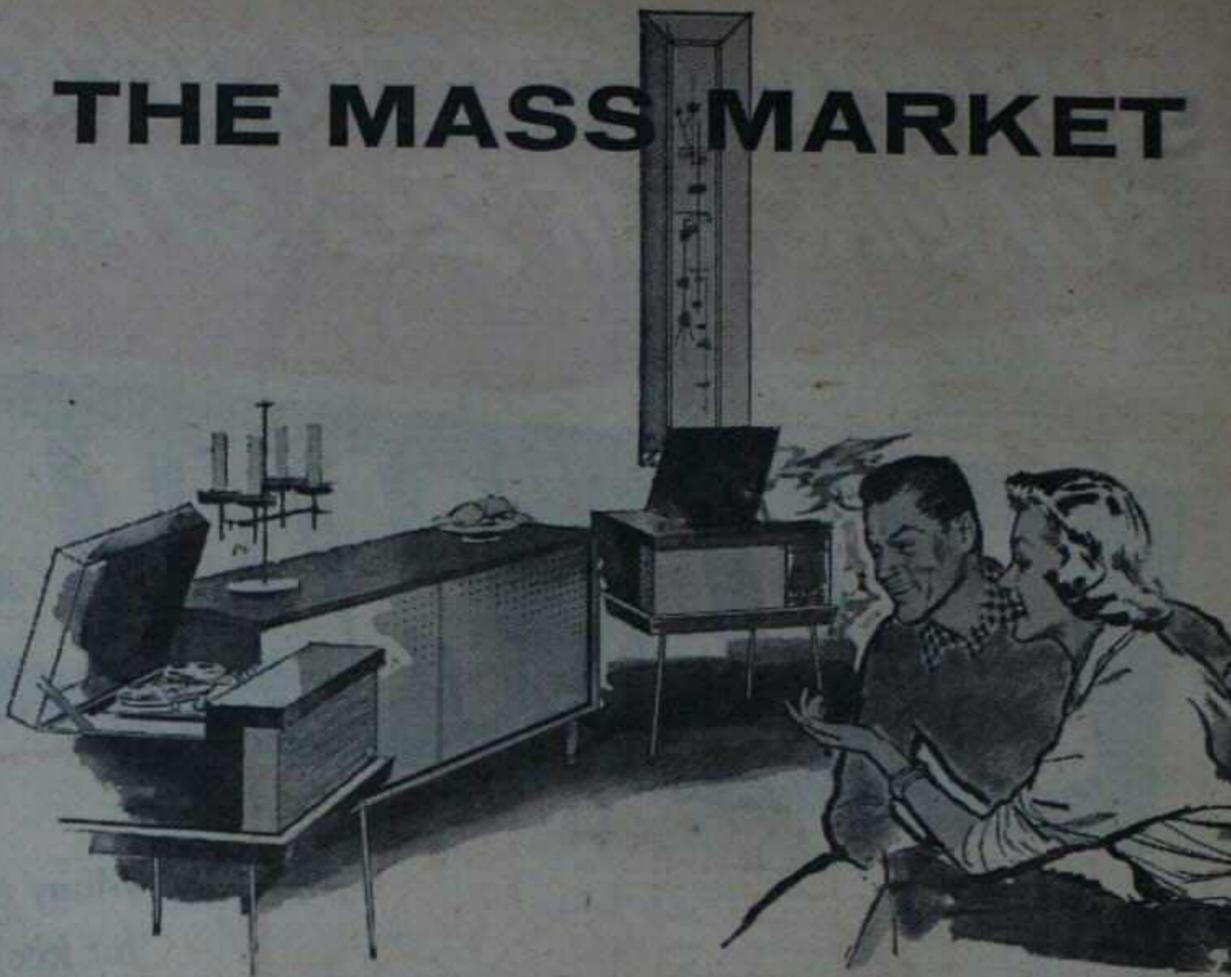
Bob Hayes
Chicago
Jack Howard
Philadelphia

**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



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!

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!



V-M 'FIDELIS' CONSOLE PHONOGRAPH, Model 565. Authentic high fidelity. 'Super-Fidelis' 4-speed changer with Siesta-Matic. Blonde or Mahogany, \$199.95 List*. Walnut, \$204.95 List*. Provincial-styled fruitwood . . . \$219.95 List*.

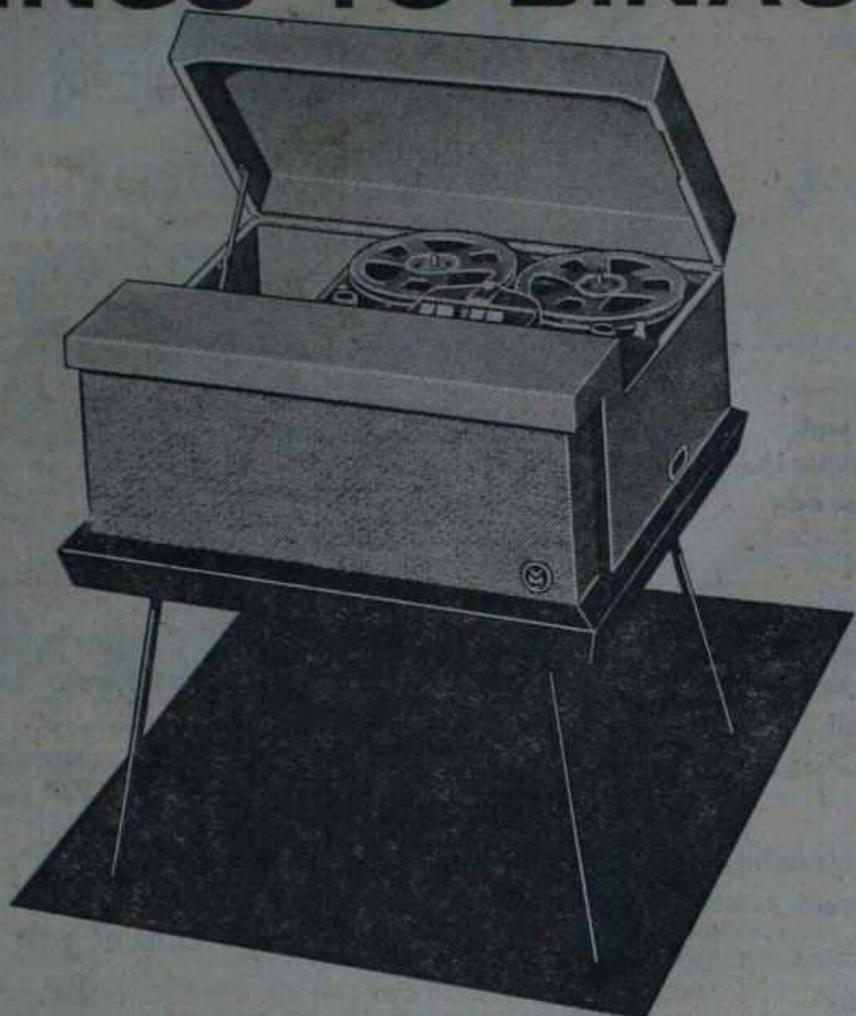


V-M 'TEENTIME' 45 RPM AUTOMATIC PORTABLE, Model 625. Front-opening speaker, separate tone and volume controls. Green and white, reddish-buff and white, red and gray . . . \$39.95 List*.

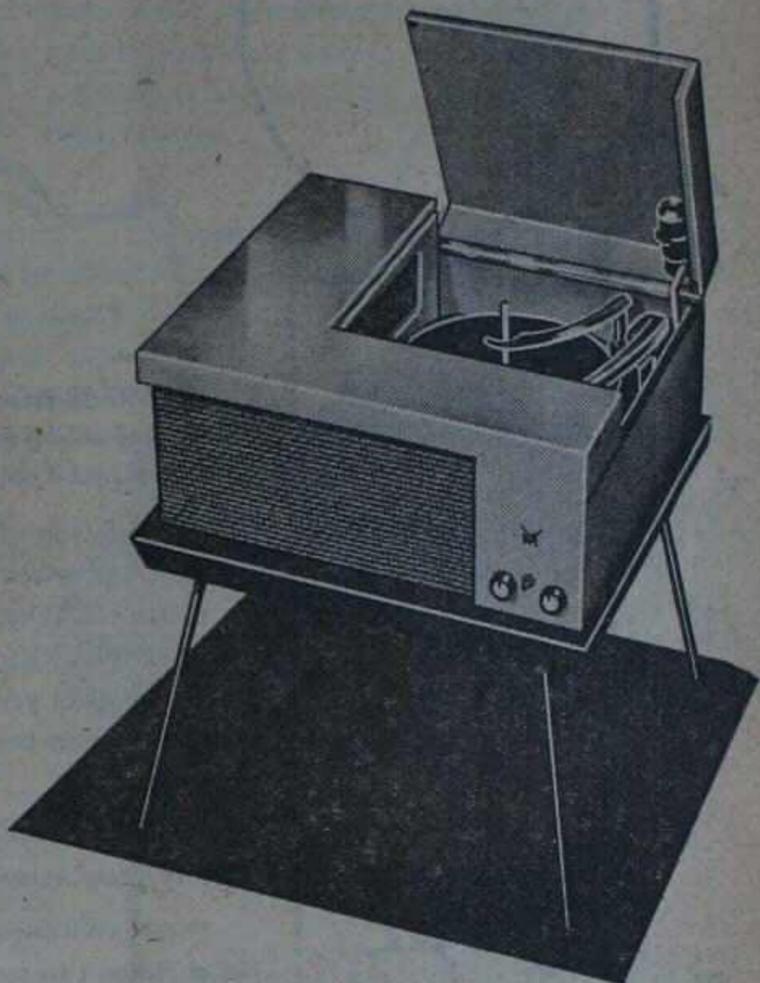


V-M 'PLAYTIME' 4-SPEED PORTABLE, Model 210. Front-opening speaker, separate tone and volume controls. Choice of three striking color combinations . . . \$29.95 List*.

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.

the **Voice**  of **Music**®

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS



V-M MODEL 556 HIGH FIDELITY PORTABLE. 'Super-Fidelis' changer with Siesta-Matic, all top features. 45 spindle included. Two-tone gray.....\$119.95 List*.



V-M MODEL 1280 POPULAR-PRICED HI-FI PORTABLE. Two speakers, push-pull amplifier with Lazy-Lite®, other top features. 45 spindle included. Two-tone brown.....\$94.95 List*.



V-M MODEL 1275 AUTOMATIC 4-SPEED PORTABLE. 'Super-Fidelis' changer with Siesta-Matic. 45 spindle included. Two-tone gray or brown.....\$79.95 List*.



V-M MODEL 1260 POPULAR-PRICED AUTOMATIC PORTABLE. 4-speed changer with Siesta-Matic. Reddish-buff and white.....\$54.95 List*.



V-M MODEL 156 4-SPEED PORTABLE. Excellent new school model, has two speakers in detachable lid, microphone input with mixer control, dual output jacks. Two-tone gray.....\$99.95 List*.



V-M MODEL 1250 AUTOMATIC TABLE MODEL. 'Super-Fidelis' 4-speed changer with Siesta-Matic. Appliance outlet. All-natal, two-tone gray.....\$59.95 List*.



V-M MODEL 990. All the midit wanted features in the smallest, lightest, automatic 3-speed portable in the world! Has V-M Siesta Switch®. Two-tone gray leatherette.....\$59.95 List*.



NEW V-M TAPE-O-MATIC RECORDERS. Models 710-711. Model 710 is monaural only. Both have top-ten selling features. \$189.95 List*. Model 711 has binaural playback.....\$209.95 List*.

*Slightly higher in the West.



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

155 East 24th Street, New York 10, New York—MUrry Hill 3-1200 • 445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3213 • 2017 N. Sydmore Avenue, Hollywood 38, Calif.—HOLlywood 4-3171 • 1325 McGowen Street, Nashville 3, Tenn.—NASHville 5-6891 • 522 Forsyth Building, Atlanta 3, Georgia—JACKSON 4-1702 • In Canada, call Record Department, RCA Victor Company, Ltd., 1001 Lester Street, Montreal, Quebec. For information concerning other foreign countries, write or phone RCA International Division, 20 Rockefeller Plaza, New York 20, N. Y.—JUlicon 4-2609.



Continued from page 32

c.) Columbia "Buy of the Month" Plan

	Total Stores	Over \$50,000	Under \$50,000
increases business . . .	44.8%	65.6%	40.0%
decreases business . . .	1.9%	—	2.4%
has no effect . . .	42.3%	33.3%	44.3%
we do not handle . . .	11.0%	1.1%	13.3%

COMMENT:

Results of this question serve only to confirm that Columbia's "Buy of the Month" and RCA Victor's "Save on Records" coupon plan are excellent store traffic builders. With large stores, the two pulled almost identical responses as contributing to increased business. The Columbia plan, however, received a 10 per cent smaller response among the small dealers, which may point up the fact that this category has not been as strongly sold on the profit potential of the plan for the dealer. Since this questionnaire was mailed, Columbia has revised the dealer participation angles of its mail order operation, a fact which in future surveys, may well result in a different pattern of response. The questionnaire was also mailed prior to the start of Mercury Records' one-cent traffic stimulator plan.

QUESTION 12: a.) Do you operate a club plan of your own at the local level?

	Total Stores	Over \$50,000	Under \$50,000
Yes . . .	23.5%	18.1%	24.4%
No . . .	76.5%	81.9%	75.6%

b.) If your answer is "no," do you plan to start a club of your own?

	Total Stores	Over \$50,000	Under \$50,000
Yes . . .	9.8%	8.7%	10.1%
No . . .	90.2%	91.3%	89.9%

COMMENT:

Significantly, nearly one-quarter of all dealers now operate a local club plan of their own. It can be assumed that these are not mail order clubs, but rather are store traffic builders. In many cases the basis of the local club is that a record is kept of a member's purchases. When a total of 10 LP's are bought, the member is entitled to a free LP. The same idea is worked with single record purchases. Also significantly, the smaller dealer is the one using the club system most frequently. This follows, since larger dealers necessarily have heavier traffic and have less reason to resort to traffic building techniques. Of those who do not have a club now, almost 10 per cent indicate an intention to start one shortly.

QUESTION 13: Are you competing with out-of-town discounters by cut-price merchandising yourself?

	Total Stores	Over \$50,000	Under \$50,000
Yes . . .	11.3%	18.3%	9.6%
No . . .	88.7%	81.7%	90.4%

COMMENT:

Despite considerable anguish displayed reportedly, by many dealers in the field, few apparently choose to fight the discounter with his own weapons. More likely, they stake their local reputations on good service and a willingness to get hard-to-find items for their customers, rather than on price appeal. Of those who do discount merchandise, as might be expected, it's the larger dealer who employs the practice most—about two to one over the small dealer—because he can afford to take a lower profit easier and he is often in a position to capitalize on quantity discounts as well.

QUESTION 14: a.) Are you feeling sales competition from record rack operations?

	Total Stores	Over \$50,000	Under \$50,000
Yes . . .	34.0%	32.0%	34.6%
No . . .	66.0%	68.0%	65.4%

b.) Do you plan to open rack operations of your own?

Yes . . .	7.7%	9.4%	7.3%
No . . .	92.3%	90.6%	92.7%

(Continued on page 38)

MAGNIFY

YOUR NEEDLE SALES

with **Walco's** new

Needle Inspection Microscope

Sales-Tested, Profit-Proved
by R. H. Macy, Sam Goody,
J. L. Hudson and Dozens of
Other Dealers!

Microscope comes complete
with permanent wood display
stand, lighted front
panel, lucite needle tips
and plastic dome.



Get your share of the booming replacement needle business by making your shop into a complete needle clinic with the sensational new Walco Needle Inspection Microscope!

You may have seen microscopes before — but never anything like this! Precision-made by famous West German mastercraftsmen, this high-powered (50-100x) microscope sells for \$100. — contains all the important features of valuable laboratory instru-

ments, plus a special patented optical system that provides steady, crystal-clear illuminated images at the twist of the wrist.

Test market results prove the Walco Needle Inspection Microscope is the sure way to sell needles . . . the best way to sell money-making sapphires . . . the only way to sell high-profit diamonds. Put the Walco Needle Inspection Microscope up on your counter and watch it work for you!

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.

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 identify and sell needles • Easy to understand • Packed with how to do it pictures.

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 8 1/2" of counter space into a single, self-service record accessory headquarters — puts 5 sales-sizzling record-care "musts" up on the counter where they can be seen and sold!

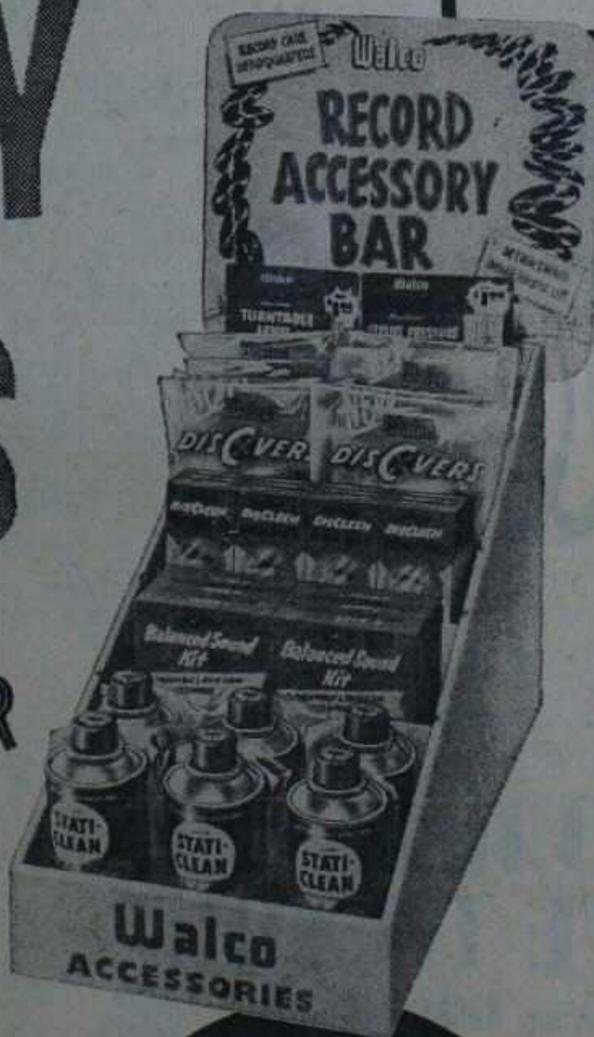
Cash-in with this powerful profit-producer — start stocking fast-moving Walco accessories today!

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 spiffs on the complete line of Walco accessories,
plus GIANT DIVIDENDS on the spiffs themselves!



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



AND INTRODUCING
Walco
DISCLOTH
ANTI-STATIC
RECORD CLOTH



Walco
PRODUCTS, INC.

60 FRANKLIN ST., EAST ORANGE, N. J.

FIRST RELEASE!



Jane Powell

... singing Cole Porter's two top tunes from MGM's "High Society" ...

"TRUE LOVE"

B/W

"MIND IF I MAKE LOVE TO YOU"

ORCHESTRAL ACCOMPANIMENT BY **BUDDY BREGMAN**

V-2018 V-2018X45

Miss Powell is soon to be seen starring in RKO Radio Pictures' "The Girl Most Likely"



451 NORTH CANON DRIVE,
BEVERLY HILLS, CALIF.

Continued from page 36

COMMENT:

Almost one-third of all dealers feel they are losing money to rack jobbers. Actually, this is extremely difficult to determine, since there are others who feel that rack operators are actually widening the market for records by making buyers out of people who never before have bought records. The replies are, however, a reflection of the continued increase of rack jobbing as a method of getting records into the hands of the consumer. Although fully one-third of the dealers feel they are being hurt by racks, less than 10 per cent indicate any intention of opening rack locations themselves.

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

	Percent of Total
Under \$15,000	19.2%
\$ 15,000 to \$24,999	27.7%
25,000 to 49,999	26.9%
50,000 to 74,999	13.6%
75,000 to 99,999	5.3%
100,000 to 200,000	5.5%
Over \$200,000	1.8%

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 ratios among all dealers. By far the heaviest concentration lies in the \$15,000 to \$50,000 bracket, altho the importance of the larger volume stores cannot be overlooked since, tho smaller in number, they do a heavy share of the total business.

QUESTION 16: Does your store sell any of the following products? (please check)

	Total Stores	Over \$50,000	Under \$50,000
Phono under \$100	93.4%	92.4%	93.6%
Phono \$100 to \$200	84.3%	88.7%	83.2%
Phono over \$200	49.4%	56.6%	47.7%
Hi-Fi component parts	27.7%	33.0%	26.5%
Sheet Music	52.6%	56.6%	51.6%
Tape Recorders	66.4%	67.0%	66.2%
TV Sets	38.6%	37.7%	39.0%
Radios	66.3%	70.7%	65.1%
Home Appliances	24.1%	14.1%	26.5%
Pre-Recorded Tape	27.7%	44.3%	24.1%

COMMENT:

Altho the over-all 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 dip 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?

	Total Stores	Over \$50,000	Under \$50,000
Phono Sales			
greater	40.4%	31.4%	42.4%
smaller	22.3%	24.8%	21.7%
same	37.3%	43.8%	35.9%
Radio Sales			
greater	22.9%	23.0%	22.8%
smaller	24.5%	24.7%	24.9%
same	52.3%	52.3%	52.3%

(Continued on page 40)

40 Minutes of Music for \$1⁶⁹*

AUDIO BOOK PUTS MUSIC ON 16²/₃ rpm RECORDS ANYONE CAN PLAY AT HOME!

VIRTUALLY ALL PHONOS NOW BEING PRODUCED HAVE THE 16²/₃ RPM SPEED!

FOR THE FIRST TIME, music on compatible 16²/₃ rpm records that can be played on all existing 4-speed phonos! This is the newest achievement of Audio Book, pace-setter in the 16²/₃ 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 16²/₃ rpm records!

AUDIO BOOK ALONE

- offers you this newest record development.
- offers living literature on records.
- offers you 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.



TALK ABOUT PROFITS

16²/₃ rpm Audio Book Records Make Plus Sales For You

Widely accepted, much in demand. Audio Books now offer 20 selections—a complete library you can stock, display and sell! Hundreds of thousands of phonographs have been sold with the 16²/₃ rpm speed originated by Audio Book.

Yours is a double opportunity: Sell Audio Books to these thousands of potential customers; sell 4-speed phonographs to customers interested in books in record form.

Two New Albums: "The Wizard of Oz" and "A Child's Garden of Verses."

Here's the list of Audio Book albums. Clip it, paste it near your cash register for ready reference. Talk about the books that talk and you'll be talking about plus profits! Audio Books offer extra-generous discounts.

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NEW YORK

AUDIO BOOK COMPANY

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THE AUDIO BOOK LIBRARY

TITLE	RECORDS IN ALBUM	LIST PRICE	TITLE	RECORDS IN ALBUM	LIST PRICE
New Testament	26	\$ 23.95	Tales of Poe	4	\$ 4.95
Old Testament (9 books)	26	29.95	Famous Poems	4	4.95
Catholic New Testament	30	34.95	Mark Twain	4	4.95
Psalms	6	6.95	Benjamin Franklin	8	8.95
Genesis	6	6.95	Trial of Socrates	3	3.95
Proverbs, Eccles., Solomon	4	4.95	Alice in Wonderland	3	3.95
Judges and Ruth	3	3.95	Storytime Favorites	2	2.95
Stories From The New Testament	2	2.95	Robin Hood	3	3.95
Stories From The Old Testament	2	2.95	A Child's Garden of Verses	1	1.49
33 1/3 rpm Adaptor: \$1.95			The Wizard of Oz	5	5.95

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, enstamped in gold.



GREAT LITERATURE

Here is fiction, poetry, autobiography and more, for you to enjoy more than ever before... through Audio Books. Many of these selections have been popular for hundreds of years, the real test of truly great literature.



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

• Continued from page 20

LP clubs is run by Leon Ferguson, Ferguson's Record Shop, Memphis, Tenn. Ferguson, chairman of 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 exec (based on analysis by a research organization), that "in 10 years half the record volume would be done thru 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 audition 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 serviced 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 Crowell-Collier—the newest club firm—scheduled to start test runs in August. C-C is still gathering items for its catalog, and an important segment reportedly will be culled from RCA Victor "vault" material (e.g. platters by artists no longer with the label, some non-exclusive pacts, etc.). C-C is also drawing material from several other companies.

Other important LP disk club operations include the Josefowitz Brothers—probably the most successful to date—which has Jazz-tone (recently raised from \$2.75 to \$2.98); Opera Music Society; Chamber Music Society (a new club), and Musical Masterpieces (the only 10-inch LP club in the field), which was recently raised from \$1.65 to \$1.89.

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 Granz 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 conducting 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 one of six two-pocket 78 albums valued up to \$3.66, with the subscribers allowed to keep the album selected even if they cancel their membership. Members receive one 10-inch 78 album (45s optional) each month for \$1. Much 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 35 and 50 per cent of all classical sales are made by the clubs. (See The Billboard, May 26.)

• Continued from page 38

COMMENT:

In the radio field, approximately half of the dealers indicated a similar sales pattern to 1955. Of the balance, a little more than half showed smaller dollar volume in radio sets this year. On the phono front, the upsurge in sales is clear for all to see. Over-all, nearly twice as many stores reported greater volume as those reporting less volume. Significantly, the smaller stores showed the greatest increase in phono dollar volume, indicating not so much that more stores are selling the units, but that those who are, are selling more phonos than ever.

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

	Total Stores	Over \$50,000	Under \$50,000
Phonos (including radio).....	21.4%	20.5%	21.7%
Radios only.....	6.7%	5.2%	7.0%
Records (all types).....	71.9%	74.3%	71.3%

COMMENT:

The stores answering The Billboard survey indicate a top-heavy weighting toward record sales as the major factor of their business. Records account for better than seven out of every ten sales dollars. It's interesting to note too, that phono and phono-radio combination unit sales now outweigh the sale of radios 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.

	Total Stores	Over \$50,000	Under \$50,000
Diamond needles.....	63.9%	89.6%	57.8%
Sapphire needles.....	96.1%	100.0%	95.1%
Cartridges.....	68.5%	74.5%	67.1%
Disk cleaning agents.....	93.0%	99.6%	91.6%
Anti-static preparations.....	79.8%	94.6%	76.4%
Plastic or other protective sleeves for records.....	75.7%	88.7%	72.6%
Record brushes.....	86.0%	92.4%	84.5%

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 question. With an increasingly 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. Same 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 charts, the album was by far the 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 coterie of album performers. Helen Merrill, Tom Corley, Shay Torrent, Jackie Paris and Mal Fitch all were started on LP's, and M-G-M Records has recently introduced the Notre Dame Glee Club, Peter Todd and his ork and the Bill McCuffie trio on long-playing disks. At the same label, the Ray Charles Singers, tho exposed on singles, are considered album artists.

Less 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. Diskeries can then 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 Hibler, of "After the Lights Go Down Low," which got the biggest jockey and distributor response from his newest Decca package. This may well become a more pronounced trend than ever as better and better cover displays keep the pendulum swinging in favor of albums over singles, in terms of dollars at least, if not in quantity. Dealers, accordingly, can do themselves much good, by keeping in close touch at all times, with what's happening at the album level of all package-producing diskeries.

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*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



Direction
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

New Highs for Album Sales

Continued from page 19

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

If anything at all, the indications are that the price structure as it affects dealers and distributors will be lowered. An example is Columbia Records' action of

last January in which the distributor margin on LP's was lowered to 18 per cent. To further bolster the theory that the margin might be lowered, the indications are that many of the majors prefer to open company-owned branches in specific areas they feel cannot produce sufficient 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. Royale, Varsity, Plymouth and Continental are also composed mainly of music recorded at costs not compatible with that of other majors. These, therefore, have a lower overhead to contend with, enabling them to release LP's at prices ranging 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, manufacturer point of sale materials are more extensive, and promotion and the cost of disk jockey samples, and buyer samples continue to grow. On the face of the evidence, the consensus among major diskery executives indicates that a cut of list prices might be tantamount to committing economic suicide.

Some dealers point to the Columbia "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 future price drop. Both plans were specifically designed 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 dealer's profit, will continue to grow during the current 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 industry.

NEW CRESCENT 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!



SEE FOR YOURSELF! HEAR FOR YOURSELF!

We simply ask that since you're taking the time to attend the Music Show in New York, don't cheat yourself—see it ALL, and ESPECIALLY the eyefull and earfull for the coming selling season—Crescent tape recorders and phonographs! Here is hard-hitting merchandise that sparks up customer interest on sight . . . sells it on sound!

CRESCENT INDUSTRIES INC.,
5900 W. TOWHY AVE., CHICAGO 45, ILLINOIS
WORLD'S LEADING MANUFACTURER OF
HIGH FIDELITY TAPE RECORDERS AND PHONOGRAPHS

NEW CRESCENT PHONOGRAPHS

The record-playing business is spinning to 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!



Columbia Records' new 1957 phono line, biggest in the firm's history, features the de luxe model 528 ultra hi-fi console player. Available in mahogany, blonde mahogany and fruitwood, the unit's basic list price is \$199.95.



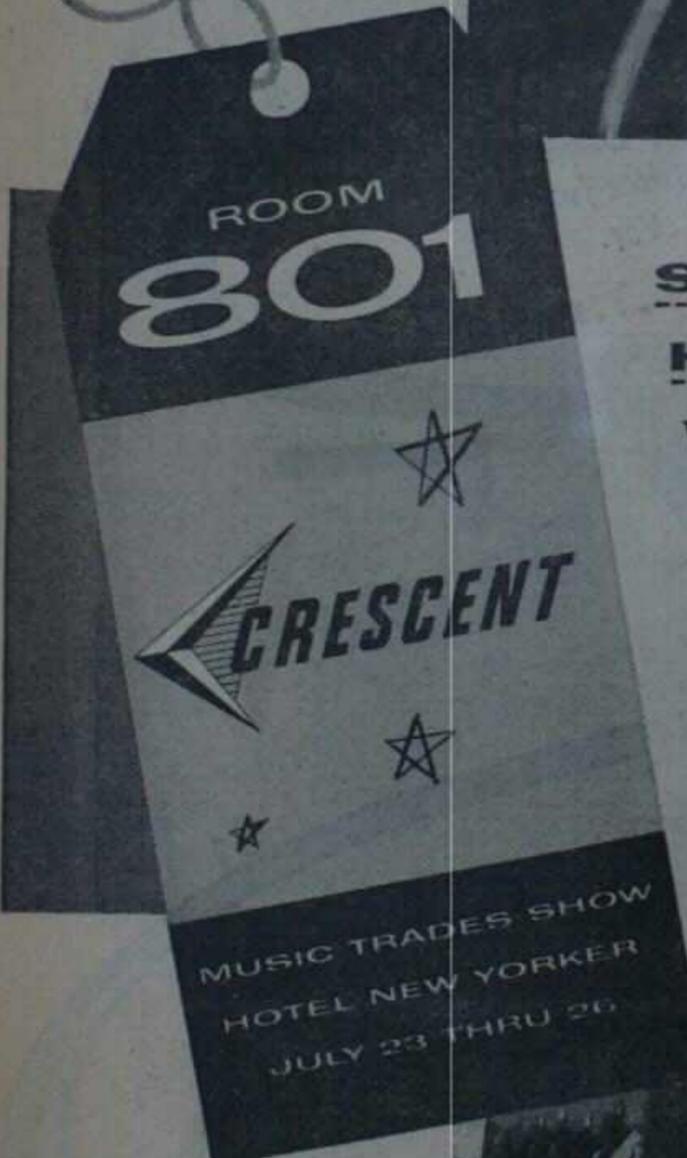
Crescent Industries' new line of hi-fi phono and tape recorders, being unveiled at the Music Merchants' show, features the Chancellor model (TR774) professional tape recorder. The unit is at the high end of the new line and retails at \$239.95.



This new portable, battery-operated tape recorder, known as the Butoba, and a German import, is being merchandised here by Audio-Master Corporation. Jacks make possible the recording of phone calls and radio programs. Another jack can be used for an additional speaker.



B. & R. Electronics Company has introduced this all-transistor phonograph, said to be the lightest self-amplified and self-contained unit ever made. Four flashlight batteries furnish power for the player which sells for \$44.50.





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



YOUR PROFIT: @ \$64.00

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.

Yes, I'm ready to go to work now and help you capture your share of a terrific untapped, profitable market that exists right now with your own record customers. All you have to do is to push a button . . . it doesn't cost you a nickel.

Here are 2 models of Dictograph Hi-Fi that everyone wants . . . you actually save your customers at least \$100 over what it would cost to "do it themselves" and you make big profits too!

Drop in at the NAMM Convention, Room 811. Listen to them . . . you'll be amazed!



YOUR PROFIT: @ \$54.00

MODEL 100-A—\$179.50*

In leather-grained Fabricoid 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.

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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 true high fidelity ceramic cartridge that brilliantly fulfills its great promise. Dictograph's dual ceramic cartridge is more costly to produce than magnetic cartridges, with 10 to 20 times greater output and complete freedom from magnetic hum pickup.
- Brilliantly Designed Amplifier
This great, new 25-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 \$250.
- 4-Speed Intermix Changer-Player

*Prices slightly higher for West Coast, South and Canada.

EXTRA PROFITS FROM EXTRA SPEAKERS



MODEL D

Corner Speaker System— one 8" and two 3" speakers in mahogany or wheat.

PRICE . . . \$69.50



MODEL E

Floor Speaker System— one 10" and two 3" speakers in mahogany or wheat.

PRICE . . . \$99.50



MODEL C

Shelf Speaker System— one 8" and two 3" speakers in mahogany or wheat.

PRICE . . . \$84.50

- Record Merchandising Co. LOS ANGELES, CALIF.
- Melody Sales Co. SAN FRANCISCO, CALIF.
- Boyd Distributing Co., Inc. DENVER 19, COLO.
- Pan-American Dist. Corp. MIAMI, FLA.
- Southland Dist. Co. ATLANTA, GA.
- M & S Dist. Co. CHICAGO, ILL.
- J & F Dist. Co., Inc. BALTIMORE 17, MD.



YOUR PROFIT: @ \$122.00

\$349.50*

CALL THE NEAREST DISTRIBUTOR TODAY

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- Cosnat Dist. Corp. DETROIT, MICH.
- Harold N. Lieberman Co. MINNEAPOLIS, MINN.
- Commercial Music Co. ST. LOUIS, MO.
- Cosnat Dist. Corp. NEWARK, N. J.
- C & C Dist. Co. SEATTLE, WASH.
- Seaboard Dist. ALBANY, N. Y.
- M & N Dist. Co. BUFFALO 3, N. Y.
- Cosnat Dist. Corp. NEW YORK, N. Y.
- Hit Record Dist. Co. CINCINNATI, OHIO
- Cosnat Dist. Corp. CLEVELAND, OHIO
- A-1 Record Dist., Inc. OKLAHOMA CITY, OKLA.
- Cosnat Dist. Corp. PHILADELPHIA, PA.
- Record Distributors PITTSBURGH, PA.
- Music Sales Co. MEMPHIS, TENN.
- Willmat Dist. Co. EL PASO, TEXAS
- Ward Record Dist. WACO, TEXAS
- Allen Dist. Co., Inc. RICHMOND, VIRGINIA
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If you're not attending the NAMM Convention . . . write . . . wire or phone . . . he'll be glad to meet you anywhere . . . anytime.

Kidisks in State of Flux

• Continued from page 19

enroll a flock of disk jobbers and will make available large quantities of its new 10-page catalog (the firm's first) for dealer distribution. Altho Bernstein opines that the low-priced kidisk has become the foundation of the business, he thinks that S. & S. can help the dealer get back in the kidisk money by making available colorful packages at all price levels.

In line with this, Golden is readying four new lines for the fall, plus an extension of old lines. New ones include: 1) A book-disk combination consisting of a Little Golden Book, plus either a long-playing 78 or a 45 EP that will carry the same story as the book. This will list at 79-cents. 2) A line of 49-cent EP's, with each of the 12 initial releases containing the equivalent of three complete Little Golden 25-cent disks; 3) a series of four-record albums selling at \$1. Album will actually be an eight-page full-color picture book with pockets for six-inch Golden platters.

The fourth and most recent addition to the fall line are six 12-inch LP's, which were added

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

Cricket Label

Cricket Records, which is also making its first complete catalog available to record shops thru their regular distributors, is pushing its 49-cent line especially for dealers. It will be based increasingly on TV-promoted characters and toys (Lassie, etc.). Cricket is also readying the Cricket Record Library, consisting of six "albums" retailing at \$1, and including four seven-inch 78's plus a long-life needle in a gift package. The label intends to bolster its push on the above items by



Califone Corporation, celebrating its tenth anniversary in the phonograph business, has just introduced its 1957 line. A feature of the line is the deluxe "Cosmopolitan," model 14V7, pictured above.

signing up more regular record distributors in uncovered portions of the country.

Peter Pan, product of Synthetic Plastics, was the first diskery out with a 25-cent 45 r.p.m. disk and this outfit has been reaping a harvest 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 disks sell for 29 cents and 10-inch disks for 89 cents. Regular non-picture lines sell at 25 cents

and at 49 cents for 10-inch disks. The firm also has several album assortments listing at \$3.95, and containing 12 picture records each.

The best example of the sales-potency of TV exposure in the kidisk 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 disks, and ABC-Paramount signed a new contract thru 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 Am-Par assumes complete responsibility for sales.

Am-Par Strategy

Am-Par prexy Sam Clark firmly believes in the importance of TV exposure for a kidisk product, and he emphasizes the need for direct plugs for the platters on the video show. For example, he notes, when Am-Par first released the Mickey Mouse Club line last fall, sales were good but not sensational. However, when the ABC-TV show started to plug the records last January, sales picked up tremendously and have continued

to be big, says Clark, right thru the recent sales slump.

Interestingly enough, Clark reports that an attempt to peddle the disks by mail-order (kids were told to write in if their nearest dealer couldn't oblige) on the TV show wasn't a particular success, altho dealer sales on the items pitched picked up considerably.

In addition to TV exposure, Clark credits the success of the line to the fact that Disney and Am-Par spent "far in excess" of the amount generally allocated to art work and consumer advertising on children's records. Am-Par's first Mickey Mouse Club LP (retailing at \$3.98 and containing 26 selections, or the equivalent of \$6 or \$7 worth of 78 or 45 singles) was so successful that the label is readying a new Mickey Mouse LP for fall. In both cases, all the previous singles in the line are in the package. Am-Par has sold over 20,000 Mickey Mouse LP's to date, while the "Mickey Mouse March," a single, has chalked up more than 400,000 sales, 300,000 on 78.

Meanwhile, Walt Disney's Disney's Disneyland label has been extremely active in the LP field, with at least six 12-inch 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's films ("Song of the South," "Snow White," etc.) retail at \$4.98.

Major Labels

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

The package includes a record and two Viewmaster reels, retailing at \$1.98. The four-color, three-dimensional reels illustrate material used on the disks, and younger users will be alerted to flip from scene to scene by integrated chimes on the platters. Talent on the disks includes Rosemary Clooney, Art Carney and Gary Moore.

Earlier this year, Columbia launched a new variation on its \$1.98 "House Party" LP series... a series of children's disks, tagged the Playhouse Party Series, consisting of the cream of the diskery's kidisk singles. The first release included three 10-inch LP's. The line will be augmented this fall.

Mercury is readying a special premium plan and extensive promotional display material for a big pitch on its kiddie line this fall.

With the exception of its current test runs on a projected mail-order kidisk business (see story elsewhere in this issue), Capitol doesn't have any new promotional plans on children's records at this time, while Decca's kiddie artist and repertoire man, Leonard Joy, says the label is holding off on new production and promotion plans until fall.

Last March RCA Victor revised its distribution policies with regard to Bluebird children's records, and made the 49-cent sellers available direct from manufacturer to retailers of all types. The move was interpreted by the trade as a step to gain exposure in outlets which don't carry a full record line—such as toy stores, racks, etc.—and therefore are not serviced by distributors. Otherwise, however, Victor has no special plans in the children's record field at this time.

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to the Premiere Showing
of our newest achievements in*

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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 recorders and playback equipment. This significant point comes out of The Billboard's annual record-phonograph dealer survey (see complete survey elsewhere in this issue). It represents a substantial increase over a year ago and points up the fact that, though there 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 for the growing population of hi-fi enthusiasts. RCA Victor for example, which for several years has marketed 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 monaural as well as stereophonic tape and only last month announced the first popular-priced stereophonic playback units to hit the market.

Binaural Tandem

RCA has also taken the forward step of matching its hi-fi disk players with the new binaural units in such a way that the use of plug-in connecting cables and jacks, the units can be used in tandem.

Bell Sound Systems also are making plans to market a stereo player, as is the V-M Corporation. The latter is already prepared to announce production of the first popular-priced unit 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 phono line last week.

Motorola Corporation, which established itself with radios and TV and then moved into the hi-fi phono field, is also rumored to be ready with tape-playing equipment. It is understood that Pen-tron 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 its initial release this month which includes a dozen stereo-

phonic tapes, while Angel will be represented on the market in September. Meanwhile, other major diskeries are reportedly eyeing the tape field, with a view to cashing in on the obviously growing market.

Fact Gathering

Radio Electronics Television Manufacturers' Association, which only recently inaugurated a monthly factory sales census of the phonograph industry, is understood to be considering a similar fact-gathering campaign in the tape field. Discussions have taken place with the 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 disks now available, future market potential for the tape industry seems most healthy.

Full-Line Accessory Section

• Continued from page 19

needle business. This is currently at its all-time peak, and climbing rapidly. One reliable estimate indicates that this year, so far, the needle sales in America are 30 per cent ahead of last year at the retail level. The biggest increase is in diamond needles—over 50 per cent, despite the fact that the price of these, usually around \$25, has not dropped.

One factor, outside of the public's demand for the best possible sound, is the fact that dealers have learned how to sell replacement needles. With the considerable help of the manufacturers who package needles for the retail trade, they have learned how to inspect cartridges and points, and how to select the proper replacements. This is no small matter, when one considers that a major outfit, such as Recoton alone, manufactures 175 different needles. The companies have done an excellent job in supplying manuals, display cases, kits, streamers and stuffers.

The needle field, of course, has become increasingly competitive. The giants of the packaged nee-

dle field—Recoton, Jansen and Fidelitone among them—while thriving as never before, are being confronted with new competitors, and in the battle for business, many dealers have been able to make excellent buys. It's not uncommon for a deal to be offered wherein the dealer may buy diamonds listing at \$30 for \$10. In the big price-cutting areas, these will be resold at \$15. Outside of New York, most dealers get a price closer to list, if not actual list.

Taking into account the large number of non-packaged needles sold by part jobbers, along with the packaged products, the total retail needle business for 1955 was estimated at \$30,000,000. Considering that the record business itself was about \$250,000,000, that is quite impressive, to say the least.

Profit Edge Important

But the needle manufacturers urge their accounts to hold up their profit margins and try to avoid excessive price cuts. The good dealer has to work hard for his needle profit, they point out.

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 business. Larry Richmond, head of Music Dealers Service, one of the top jobbers, 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 been 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.

Inspection, selection and advice take time, energy and good will. This is not easy to get thru the mail, or in a busy, low-overhead discount house.

Many dealers have been surprised to see the storage album business survive. There are still plenty of 78's being sold, and their purchasers are more conscious than ever of a need to preserve them. These people buy albums. For 45 r.p.m. disk buyers, the most popular storage unit is a cute, sturdy little carrying case. Attractive, compact racks are selling, and the more attractive these are made, the broader their sale will become.

The static removers and demagnetizers—cloths and sprays, are bringing their buyers back for more. Customers who feel the need for such agents can usually be persuaded to try any new development in the category.

The dealer is the record "doctor." If he isn't prepared to minister to the health of his customer's library and his interest in recorded music, who should be?

In the pop field, as differentiated from the educational field, the big hits still sell considerable sheet music, altho the figures are not comparable to sales in years gone by. However, the average sheet sale of a pop hit today is about 200,000 copies, and a real big one will far exceed that figure. "Melody of Love," for instance, racked up an estimated sale of 500,000, and the smash "Davy Crockett" an estimated 800,000. In other words, the potential market still exists.

One of the chief troubles with the pop sheet music business, admittedly, is the fact that only the hits sell pop sheet copies. Tunes below the hit level scarcely make a splash. Another problem is the fact that the big hits often aren't the type of tunes which attract the marginal sheet buyers.

As against these pessimistic points of view, publishers and jobbers note that rhythm and blues 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.

Tradesters feel that the dealer who approaches the matter with some foresight can turn a profit in sheet sales. Important factors are going along with pop hits, and developing the educational market to the fullest possible capacity.

In fact, it is known that many record dealers who were in the appliance field—and were badly hurt by discount houses—have turned to educational sheet music as a market which warrants attention. This would seem a logical conclusion.



Walco Products Company has unveiled its newest record accessory, the Dis-cloth. Made of heavy fabric with chamois finish, the 112-square-inch cloth is impregnated with anti-static chemicals that last indefinitely. Illustrated above is part of the point of sale promotion material available to dealers.



Orradio Industries, of Opelika, Ala., has prepared this two-color self-selling display for its three most popular Irish brand tapes, the 7-2400 Double-Play, the 600 and 600AB Long Play and the 300 Shamrocks.

DYNAVOX

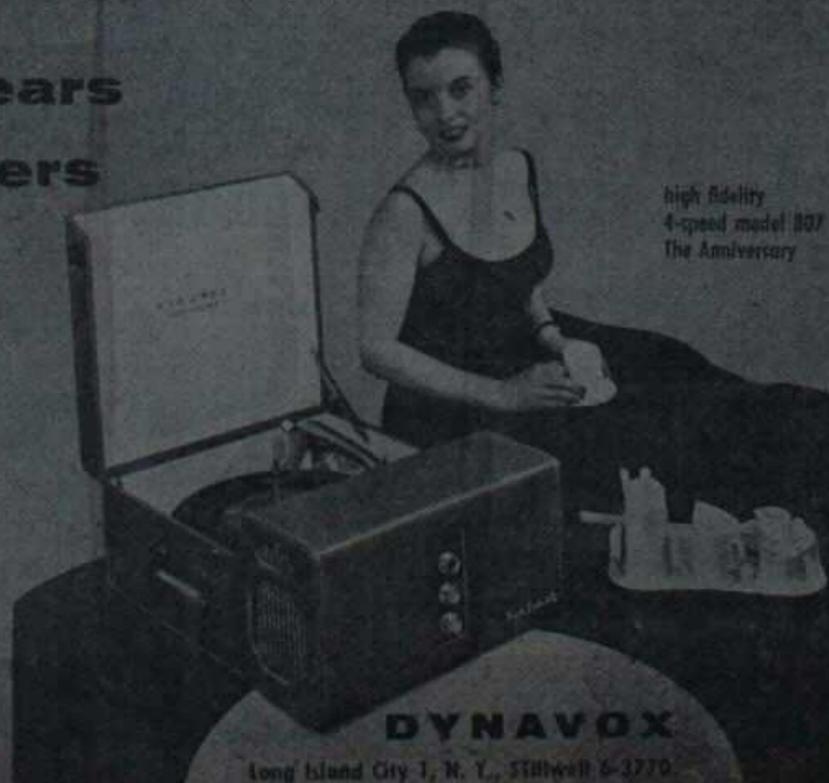
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been wonderful
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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

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

- 1. MY FAIR LADY-Original Cast... Columbia OL 5090
2. CALYPSO-Harry Belafonte... RCA Victor LPM 1284
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 SAO 595
9. BUBBLES IN THE WINE-Lawrence Welk... Coral CRL 57038
10. NIGHT WINDS-Jackie Gleason... Capitol W 717
11. THE EDDY DUCHIN STORY-Sound Track... Decca DL 8289
12. THE KING AND I-Sound Track... Capitol W 740
13. THE PLATTERS... Mercury MG 20146
14. FOUR FRESHMEN AND FIVE TROMBONES... Capitol T 683
15. ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK... Verve MGV 4001, 2

Pop Albums Coming Up Strong

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

- 1. 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 880
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 ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

- 1. SONGS FOR SWINGIN' LOVERS-Frank Sinatra... Capitol W 653
2. MY FAIR LADY-Percy Faith... Columbia CL 895
3. MY FAIR LADY-Original Cast... Columbia OL 5090
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 8289
7. ELVIS PRESLEY... RCA Victor LPM 1254
8. HIGH SOCIETY-Sound Track... Capitol W 750
8. PASSPORT TO ROMANCE-Percy Faith... Columbia CL 880
10. FOUR FRESHMAN AND FIVE TROMBONES... Capitol T 683

Review Spotlight on...

Pop Albums

MUSIC TO LIVE BY (1-12") - Demonstration Record. Mercury PJC 1
Mercury's new \$1.29 bargain demonstration LP is just about the biggest bargain on the market right now, and it should provide some brisk counter action for dealers.

Classical Albums

TCHAIKOVSKY: SYMPHONY NO. 6 (Pathetique (1-12"))-Berlio Philharmonic Orchestra; Igor Markevitch, Cond. Decca DL 9811

Even the more jaded critics will rub their eyes in amazement at what Markevitch has done to restore dignity and respect to this over-worked symphony. The mawkish sentimentality that mars so many other readings does not intrude here.

BRAHMS: SYMPHONY NO. 2; TRAGIC OVERTURE (1-12")-Boston Symphony Orchestra, Charles Munch, Cond. RCA Victor LM 1959

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 repertoire of this most-popular unit appears in the course of its annual tour.

Album Cover of the Week



BRAHMS: SYMPHONY NO. 2; TRAGIC OVERTURE, RCA Victor LM 1959. Unusual photo, of a single flower in several shades of green, is the catcher in this tasteful, fresh design.

Reviews and Ratings of New Albums

Popular

THIS IS MY SONG... 77
Patti Page (1-12")
Mercury 20102
Here are a flock of Patti Page's great performances-including "Tennessee Waltz," "Conquest," "Money, Marbles and Chalk," etc.

MUSIC FROM MOBY DICK... 76
Sound Track (1-12")
RCA Victor 1247
The new John Huston movie, "Moby Dick," is chalking up impressive box office records across the country.

ROCK 'N' ROLL... 76
Buddy Johnson and his Ork (1-12")
Wing 12005
Those who dig this genre will love this package. Buddy Johnson's ork, with its driving beat and disciplined style, performs some of Johnson's greatest instrumentals.

WALTZES: DAVE CARROLL AND HIS ORK... 75
(1-12")
Mercury 20121
Dave Carroll applies his own arrangements to 12 waltzes, many of them standards, and packages a well-paced and interesting LP which should pull sales in stores and plays on the air.

PEGGY CONNELLY... 73
(1-12")
Bethlehem BCP 53
The gorgeous thrush made the head-

Classical

BACH: BRANDENBURG CONCERTI, NOS. 1-4 (2-12")-Stuttgart Chamber Orchestra; Karl Munchinger, Cond. London LL 1457, 1458... 79
These recordings have been available previously as two 12-inch and one 10-inch LP's (LL 144, 222 and LS 227).

HINDEMITH: SYMPHONIC METAMORPHOSIS OF THEMES BY CARL MARIA VON WEBER; THEME AND FOUR VARIATIONS (THE FOUR TEMPERAMENTS) (1-12")-The Berlin Philharmonic Orchestra; Paul Hindemith, Cond. Decca DL 9829... 75
Praise has been bestowed on Hindemith's conducting of his "Mathis der Maler" and his "Harmonie der Welt."

GRANADOS: ESCENAS ROMANTICAS; ESPLA; SONATA ESPAGOLA, OP. 53; RODRIGO: DANZAS DE ESPANA (1-12")- Alicia de Larrocha, Piano. Decca DL 9831... 73
Here is another album that firmly establishes Miss De Larrocha's standing as one of the top interpreters of the Spanish keyboard repertoire.

ERICH KUNZ SINGS GERMAN UNIVERSITY SONGS (1-12")-Vanguard VRS 477... 71
The descriptive subtitle of this delightful LP is "Songs of Wenching, Wining and Other Irreverent Pastimes."

Jazz

ERROLL GARNER... 82
(1-12")
Mercury 36089
Altho some of these selections have been recorded previously by Garner, the renditions in this package are newly waxed.

HI-FIDELITY JAM SESSION... 81
Gene Ammons Septet (1-12")
Prestige LP 7039
Ammons' tenor has not been conspicuous on the jazz scene the past few years, but the warmth and facility he shows in a relaxed blowing session with Art Farmer, Jackie McLean, Duke Jordan, Addison Farmer, Art Taylor and Candido is as impressive as ever.

KAI A D JAY QUINTET; BENNIE GREEN WITH STRINGS... 80
(1-12")
Prestige LP 7030
Re-issue of Prestige 10-inch LP 195 with four Bennie Green selections from Prestige EP 1304. The Kai Winding-Jay Jay Johnson material dates from the early months of their unique two-trombone ensemble.

FONTAINEBLEAU... 78
Todd Dameron Ork (1-12")
Prestige LP 7017
Dameron, who has been hibernating out Cleveland way for some time, makes a strong comeback in this program of his original compositions and arrangements.

(Continued on page 50)

(Continued on page 50)

(Continued on page 50)

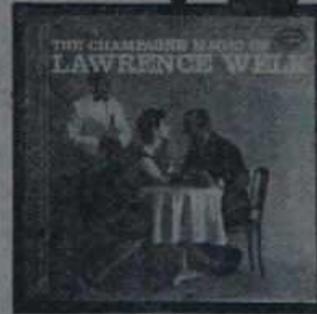
THANKS, MUSIC MERCHANTS, FOR MAKING THIS AN



YEAR WITH THESE EPIC BEST SELLERS



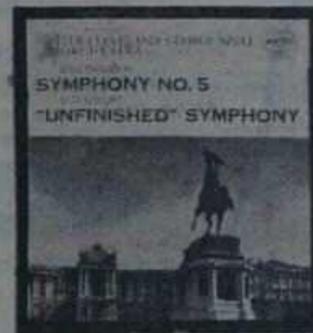
PAGANINI: CONCERTO NO. 4 in D Minor
(newly discovered!)
ORCHESTRE DES CONCERTS LA MOUREUX
Arthur Grumiaux, Violin
Epic LC 3143



THE CHAMPAGNE MAGIC OF LAWRENCE WELK
Epic LN 3247



ROY HAMILTON
Epic LN 3176



BEETHOVEN: SYMPHONY NO. 5
SCHUBERT: "UNFINISHED" SYMPHONY
THE CLEVELAND ORCHESTRA
George Szell, Conductor
Epic LC 3195



VIVALDI: THE SEASONS
"I MUSICI"
with Felix Ayo, Solo Violin
Epic LC 3216



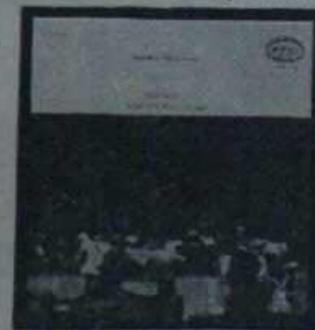
**GENTLEMEN,
BE SEATED**
Epic LN 3238



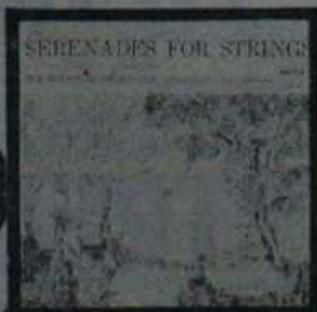
**SOMETHIN' SMITH
AND THE REDHEADS**
Epic LN 3138



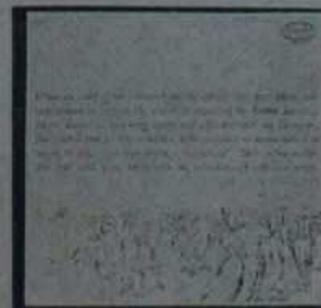
**LILLIAN ROTH—
I'LL CRY TOMORROW**
Epic LN 3206



BRUCKNER: SYMPHONY NO. 8 in C Minor
THE CONCERTGEBOUW ORCHESTRA OF
AMSTERDAM
Edward Van Beinum, Conductor. Epic SC 6011



**SERENADES
FOR
STRINGS**
THE BOYD NEEL
ORCHESTRA
Epic LC 3228



**LESTER
LANIN**
Epic LN 3242



EPIC IS EXCITED!!—and YOU WILL BE, TOO!—WHEN YOUR EPIC SALESMAN PRESENTS THE 1956 EPIC FALL MERCHANDISING PROGRAM

• Reviews and Ratings of New Jazz Albums

• Continued from page 48

hab, alto; Joe Alexander, tenor; Cecil Payne, baritone, and Henry Coker on trombone. Each is offered ample opportunity to score; particularly Dornham in "Delirium." A delightful, well-planned session that should have wide appeal.

FRIVOLOUS SAL76
Sal Salvador, Guitar (1-12")
Bethlehem BCP 59
"Frivolous Sal" is a perfectly good Bill Holman tune (one that Salvador performed often with the Kenton band)—but a little misleading as an

album title. Salvador is a relaxed, unpretentious instrumentalist, but never "frivolous." On four solo LP's of his to date (on four different labels), he has proved himself to be one of the more articulate performers on his instrument, always aiming at simplicity and direct expressiveness, and getting just that. This is perhaps his best showcase to date, with fine support from a three-man rhythm group. Sales targets should include pop customers as well as hipsters.

RAVE NOTICE75
Calvin Jackson Quartet (1-12")
Columbia CL 824

Jackson purveys an agreeable variety of middlebrow jazz, with nothing to offend the average pop buyer. Most of the time, the pianist (assisted by his alter ego, Peter Appleyard on vibes) seems to be aiming at the swank East Side cocktail set with his polite music-making, but there are moments when the foursome swings determinedly. Jackson sticks to a forthright lyric approach, which in some of the quiet ballads (like "Dream" and "Linger Awhile") has great appeal. Pop deejays will find more than one item here valuable to spruce up an evening show.

BENNIE GREEN BLOWS HIS HORN75
(1-12")
Prestige LP 7052

Green's broad, middle-of-the-road trombone is the product of his experience in a wide variety of commercial bands and jazz combos, from the bop era to the present day. He looks upon himself as an entertainer, and he purveys a brand of jazz that has a basic, swing-rooted appeal. The health rhythm impulse behind his playing is perhaps the most enjoyable thing about it. The only other horn in this set is the tenor of Charlie Rouse, who has been playing with Green this past year and mirrors his ideas. The fine rhythm section includes Paul Chambers, Osie Johnson and Candido.

MAX BRUEL QUARTET72
(1-12")
EmArcy MG 16062

During the last four or five years, Danish jazz has been dominated by the work of two young soloists: Baritone saxophonist Max Bruel and trumpeter Jorgen Rsg. American critics will have no reason to look down their noses at the efforts of these fine musicians in a program based partly on American, and partly on Danish material. Both show originality and genuine feel for the modern idiom. Of more than passing interest also is the work of the

• Reviews and Ratings of New Classical Albums

• Continued from page 48

student life from the Middle Ages to the mid-19th century, as reflected in the traditional songs of the university town taverns. Many, like "Gaudemus Igitur," have become standard with college students all over the world. Kunz, leading baritone of the Vienna State Opera, is in his element here, singing these fine old songs with obvious relish. He is ably assisted by the Male Chorus and Orchestra of the Vienna Volksoper, Franz Litschauer conducting.

POULENC: CONCERTO FOR ORGAN, STRINGS AND TYMPANI; HANSON: CONCERTO FOR ORGAN, STRINGS AND HARP (1-12")—Richard Ellsasser, Organ; The Philharmonia

Orchestra of Hamburg; Arthur Winograd, Cond. M-G-M E 336168
Two contemporary organ works for the more specialized collector. Poulenc's Concerto is an extremely tense, dramatic work, unlike his more characteristic style. The organ is pushed to achieve a big "orchestral" effect far beyond its normal means. The sound and fury are not purposeful, and become agonizingly tedious after a while. Howard Hanson has a better feel for the instrument, and in his Concerto, lyrical elements are skillfully played off against agitated rhythmic material. Whatever one may think of the music, Ellsasser's playing will command great respect; it is virtuoso organ playing of the first rank.

• Reviews and Ratings of New Popular Albums

• Continued from page 48

lines recently as a new romantic interest of Frank Sinatra, and the publicity may help sales on this package. The cover spotlights an eye-catching photo montage of the brunette. She sings with a nice sense of phrasing and a pleasant tone on a group of swingy standards—"That Old Black Magic," "Fools Rush In," etc. Fine backing job by Russ Garcia's "Wigville" band, with some ace jazz sidemen in the group.

GLOWING EMBERS72
Liane, with the Bohème Bar Trio (1-10")
Vanguard 7034

This Continental artist has been very impressive in her earlier American releases—"Orient Express" and "Night and Day." This new package of European evergreens includes "Embrasse Moi Bien," "J'Attendrai," and several instrumentals by the Bohème Bar Trio. Like her previous pack-

ages, the performances are outstanding, the vocal style being marked by taste, quality and technical excellence.

PIPE HAPPY72
Bob Kates at the Wurlitzer (1-12")
New Sound Recording Company 4601
Just what the title indicates. Kates gets some extraordinary effects with a specially equipped organ, ranging from a satirical confusion to the delightfully melodic. Use of sound is highly imaginative and inclusion of a variety of percussions is intriguing. It would likely send J. S. Bach into a prolonged tailspin, but there is no question as to the musicianship involved. Adds up to interesting deejay listening.

SCOTCH PIPINGS71
Glencoe Highlanders (1-12")
Imperial 9001

This offers a small field day to bagpipe addicts. This aggregation of pipers evidently know their pibrochs and warblers. Their appeal, however, is geared to a considerably limited audience. Excellent waxing of its kind, but hardly likely to make great sales impression.

Record Dealers of America

HERE IT IS!

The **PACIFIC JAZZ** Summer Sales Plan



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BEST SELLING POP SINGLES

Original Theme as Introduced on Westinghouse "Studio One" Summer Theatre. Song for a Summer Night (Instrumental) Song for a Summer Night (Vocal) Mitch Miller 40730 .. 4-40730

- 1. Whatever Will Be, Will Be (Que Sera, Sera)—I've Gotta Sing Away Those Blues.. Doris Day 40704 .. 4-40704
- 2. On the Street Where You Live—We All Need Love Vic Damone 40654 .. 4-40654
- 3. Standing on the Corner—My Little Angel.. The Four Lads ... 40674 .. 4-40674
- 4. You Don't Know Me—Enchanted.. Jerry Vale 40710 .. 4-40710
- 5. Ghost Town—I'll Be Around.. Don Cherry 40705 .. 4-40705
- 6. Lola's Love Theme—Mike and Lola's Love Theme Muir Mathieson 40725 .. 4-40725

BEST SELLING POP ALBUMS

Passport to Romance Percy Faith..... CL-880

- 1. My Fair Lady.. Rex Harrison, Julie Andrews, Original Cast 0L-5090 .. A-5090
- 2. Castles in Spain—Michel LeGrand CL-888 .. B-8881 .. B-8882 .. B-8883 .. B-8884
- 3. Ambassador Satch.. Louis Armstrong and His All Stars..... CL-840 .. B-840
- 4. Trapeze.. Music From the Sound Track of the Hecht and Lancaster Production CL-870
- 5. Songs of the South.. The Norman Luboff Choir CL-860 .. B-860
- 6. My Fair Lady.. Percy Faith and Orchestra... CL-895 .. B-8951 .. B-8952 .. B-8953

BEST SELLING MASTERWORKS

Beethoven: Symphony No. 5 Mozart: Symphony No. 40 Ormandy-Philadelphia Orchestra ML-5098

- 1. The Most Happy Fella.. Original Cast 03L-240 .. 0L-5118 .. A-5118
- 2. Rachmaninoff: Concerto No. 2.. Istomin, Ormandy-Philadelphia Orchestra ML-5013
- 3. Mendelssohn: Violin Concerto/Mozart: Violin Concerto No. 4 Oistrakh-Philadelphia Orchestra ML-5085
- 4. Vivaldi Double Concerto.. Oistrakh, Stern, Ormandy-Philadelphia Orchestra ML-5087
- 5. Brahms: Double Concerto.. Waller, Stern and Rose ML-5076
- 6. Noel Coward at Las Vegas ML-5063

BEST SELLING FOLK RECORDS

Crazy Arms You Done Me Wrong Roy Price..... 21510 .. 4-21510

- 1. Honky Tonk Man—I'm Ready If You're Willing.. Johnny Horton 21504 .. 4-21504
- 2. Onie's Bop—I Wanna Hold My Baby.. Onie Wheeler 21523 .. 4-21523
- 3. The Waltz of the Angels—Just Can't Live That Fast Lefty Frizzell 21530 .. 4-21530
- 4. Respectfully Miss Brooks—You Don't Owe Me a Thing Marty Robbins 40706 .. 4-40706
- 5. You Are the One—Doorstep to Heaven.. Carl Smith..... 21522 .. 4-21522

NEW POP RELEASES

From the Candy Store on the Corner to the Chapel on the Hill Happiness Street Tony Bennett 40726 .. 4-40726

- 1. Hello, Young Lovers—Peachy Peachy.. Rosemary Clooney ... 40723 .. 4-40723
- 2. While the City Sleeps—What D'Ya Know.. Les Elgart 4-40716
- 3. Theme From "The Proud and the Beautiful"—Theme From "The Proud and the Beautiful".. Henry Leca..... 4-40727
- 4. I Ask the Lord—I'm Going to Live the Life I Sing About In My Song.. Mahalia Jackson 4-40721
- 5. Love Theme From "La Strada"—Paris Canaille.. Michel LeGrand... 4-40732
- 6. Johnny's Polka—Beautiful Rose.. Frankie Yankovic 4-40722

NEW FOLK RELEASES

I'm a One Woman Man I Don't Like I Did Johnny Horton..... 21538 .. 4-21538

- 1. Strange Woman—Honey, Look What You've Done.. June Carter..... 4-21535
- 2. Sixteen Tons Rock and Roll—My Gal Dottie.. Jimmy Murphy..... 4-21534
- 3. Three Blind Mice—I'll Make Amends.. Roy Drusky 4-21537
- 4. Joy Bells—Give Mother My Crown.. Lester Flatt & Earl Scruggs..... 21536-s .. 4-21536-s

Welcome Music Dealers to the NAMM Convention

HONOR ROLL OF HITS

THE NATION'S TOP TUNES

TRADE MARK REG.

For survey week ending July 18

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Wayward Wind		1	13		
By Stan Lebusk-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Ritter, Cap 3420; J. Valentine, M-G-M 12267.					
2. I Almost Lost My Mind		2	8		
By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.					
3. I Want You, I Need You, I Love You		5	8		
By Maurice Myer & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.					
4. Moonglow and Theme From Picnic		3	16		
By Hudson, DeLange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stollf, Dec 29888; G. Carey, Coral 61618.					
5. Allegheny Moon		6	5		
By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORD AVAILABLE: B. Regis, Vic 20-6551.					
6. On the Street Where You Live		4	12		
By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: A. Fiedler, Vic 20-6569; E. Fisher, Vic 20-6529; L. Weik, Coral 61644; P. Wayne, Epic 9153.					
7. My Prayer		13	3		
By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 29991.					
8. Whatever Will Be Will Be (Que Sera Sera)		9	4		
By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.					
9. Born to Be With You		11	7		
By Don Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291. RECORD AVAILABLE: L. Dee, Mercury 70870.					
10. Ivory Tower		7	17		
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; G. Storm, Dot 15458. RECORDS AVAILABLE: Four Hots, Coral 61617; L. Guerrero, Real 1310; D. Williams, DeLuxe 4093.					
Second Ten					
11. More		12	6		
By Tom Glazer & Alex Astone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.					
12. Sweet Old-Fashioned Girl		16	6		
By Bob Merrill—Published by Valco (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61626.					
13. I'm in Love Again		10	12		
By Domino & Bartholomew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.					
14. Standing on the Corner		8	13		
By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: P. Beltran, Vic 20-6579; N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.					
15. Be-Bop-a-Lula		14	5		
By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.					
16. Picnic		14	12		
By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 61627. RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marterie, Mercury 70836.					
17. Glendora		18	6		
By Ray Stanley—Published by American (BMI) BEST SELLING RECORD: P. Como, Vic 20-6554.					
17. Stranded in the Jungle		23	3		
By Johnson & Smith—Published by Peer Int'l-Flash (BMI) BEST SELLING RECORD: Cadets, Modern 994. RECORDS AVAILABLE: Gadabouts, Mercury 70898; Jayhawks, Flash 109.					
19. Walk Hand in Hand		17	13		
By J. Cowell—Published by Republic (BMI) BEST SELLING RECORD: T. Martin, Vic 20-6493. RECORDS AVAILABLE: D. Vaughn, Kapp, 143; A. Williams, Cadence 1288.					
20. It Only Hurts for a Little While		20	9		
By Mack David & Red Spinman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.					
Third Ten					
21. Heartbreak Hotel		19	21		
By Aston, Durdan & Presley—Published by Tree (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Four Jokers, Diamond 3004; S. Freberg, Cap 3480; E. Presley, Vic 20-6420.					
22. Transfusion		21	7		
By Jimmy Drake—Published by Paul Barrett (BMI) RECORDS AVAILABLE: Four Jokers, Diamond 3004; N. Norvus, Dot 15470.					
23. Happy Whistler		21	13		
By Don Robertson—Published by Birchwood Music (ASCAP) RECORD AVAILABLE: D. Robertson, Cap 3391.					
23. Love, Love, Love			1		
By Mac Rae-Waycho-David—Published by Progressive (BMI) RECORDS AVAILABLE: Clovers, Atlantic 1094; Diamonds, Mercury 70889.					
25. Canadian Sunset		26	2		
By Eddie Heywood—Published by Meridian (BMI) RECORD AVAILABLE: H. Winterhalter, Vic 20-6537.					
26. I Could Have Danced All Night		29	10		
By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; F. Carle, Vic 20-6460; R. Clooney, Col 40676; S. Kaye, Col 40707; A. Lon-L. Weik, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.					
26. Portuguese Washerwoman		26	4		
By Popp-Lucchese—Published by Remick (ASCAP) RECORDS AVAILABLE: J. (Fingers) Carr, Cap 3418; J. F. Francois, Col 40713; J. Sherman, Kapp 149.					
26. That's All There Is to It			1		
By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3456.					
29. Treasure of Love		25	4		
By Lou Stallman & Joe Shapiro—Published by Monument-Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61647; C. McPhatter, Atlantic 1092.					
30. You Don't Know Me			1		
By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: J. Vale, Col 40710; C. MacRae, Dec 29949.					

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

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!!

• POPULAR •

I ALMOST LOST MY MIND

I'm in Love With You
PAT BOONE 15472

TRANSFUSION

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

BLIND HEART

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

I'M DRIFTING BACK TO DREAM LAND

Smilin' Through
MAC WISEMAN 1285

Best Selling

• DOT 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



MGM CONVENTION HITS!

HIT ALBUMS

Joni James

GIVE US THIS DAY

Billboard Cashbox Variety pick
Billboard Best Buy
Hitting the Charts

HOW LUCKY YOU ARE

MGM 12288
K12288

Art Mooney and his orch.

DAYDREAMS

SURE SHOT SUMMER SELLER

TRIPLE TRADE PICK

SOMEBODY STOLE MY MUCHACHA
MGM 12277 • K12277

NEW HIT!

Dick Hyman

ONE FINGER PIANO

THE BLUE WHISTLER

MGM 12294
K12294

Leroy Holmes

THEME FROM "THE PROUD ONES"

(From 20th Century-Fox film, "The Proud Ones")

MGM 12275 • K12275

WOULDN'T IT BE LOVERLY

(From Musical Prod., "My Fair Lady")

Danny Knight

NEW HIT!

BEACHCOMBER!

and MY HEART ISN'T IN IT

MGM 12300 • K12300

DAVID ROSE and His Orch.

COOL TANGO

"THE CATERED AFFAIR" THEME
(From the MGM film "The Catered Affair")

MGM 12270 • K12270

IVORY JOE HUNTER

THE ORIGINAL I ALMOST LOST MY MIND

MGM 10578 • K10578

Music from the Sound Track of the Sheldon Reynolds Motion Picture, "Foreign Intrigue."

INTRIGUE

and FOREIGN INTRIGUE CONCERTO

MGM 12281 • K12281

YOU'RE SENSATIONAL

(From the MGM picture "High Society")
and My Bonnie Lies Over the Ocean
MGM 12287 • K12287

BETTY MADIGAN

CRYING CAUSE I LOVE YOU

and A PERFECT UNDERSTANDING
MGM 12273 • K12273

LOUISE TOBIN

I THOUGHT ABOUT YOU

and GOODNIGHT, MY LOVE
MGM 12294 • K12294

A Favorite

ROGER COLEMAN

ONLY THE ONE

and HALF WAY TO HEAVEN
MGM 12298 • K12298

JONI JAMES

E3348
X1225
X1226
X1227



LET THERE BE LOVE

ART MOONEY and His Orch.



THE HAPPY MINSTRELS

E3431



Music Recorded Directly From the Sound Track of the MGM Film, "The Swan"

THE SWAN

E3399

THE MUSIC OF JOSEF MYROW



E3376
X1258
X1259
X1260

SOMEWHERE IN THE NIGHT

GREGORY-PREAGER ORCHESTRA



NIGHT MOODS

E3384 X1279
X1278 X1280

ZIGGY ELMAN and His Orch.



SENTIMENTAL TRUMPET

E3389 X1291
X1290 X1292

ART LUND



BLUE SKIES

E3411 X1318
X1314 X1316



CURRENT HIT!
GIVE US THIS DAY
and
HOW LUCKY YOU ARE
MGM 12288 • K12288

*to NAMM
Conventioners
Greetings and thanks...
Joni James*

• Best Sellers in Stores

For survey week ending July 18

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1	3	9	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley MY BABY LEFT ME (BMI)—Vic 20-6540	
2	1	13	WAYWARD WIND (BMI)—G. Grant No More Than Forever (ASCAP)—Era 1013	
3	2	7	I ALMOST LOST MY MIND (BMI)—P. Boone I'm In Love With You (BMI)—Dot 15472	
4	5	3	MY PRAYER (ASCAP)—Platters HEAVEN ON EARTH (ASCAP)—Mercury 70893	
5	4	7	MORE (ASCAP)—P. Como GLENDORA (BMI)—Vic 20-6554	
6	9	4	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704	
7	8	6	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	
8	7	13	I'M IN LOVE AGAIN (BMI)—F. Domino MY BLUE HEAVEN (ASCAP)—Imperial 5386	
9	12	4	ALLEGHENY MOON (ASCAP)—P. Page Strangest Romance (ASCAP)—Mercury 70878	
10	10	6	BORN TO BE WITH YOU (ASCAP)—Chordettes Love Never Changes (ASCAP)—Cadence 1291	
11	6	15	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888	
12	11	8	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone We All Need Love (ASCAP)—Col 40654	
13	14	6	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer Goodbye, John (BMI)—Coral 61636	
14	13	14	STANDING ON THE CORNER (ASCAP)—Four Lads MY LITTLE ANGEL (BMI)—Col 40574	
15	15	8	TRANSFUSION (BMI)—Nervous Norvus Dig (BMI)—Dot 15470	
16	21	2	STRANDED IN THE JUNGLE (BMI)—Cadets I Want You (BMI)—Modern 994	
17	17	9	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	
18	—	1	STRANDED IN THE JUNGLE (BMI)—Jayhawks My Only Darling (BMI)—Flash 109	
19	—	1	CANADIAN SUNSET (BMI)—H. Winterhalter This Is Real (ASCAP)—Vic 20-6537	
20	19	2	RIP IT UP (BMI)—Little Richard READY TEDDY (BMI)—Specialty 579	
21	16	15	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates Rio Batucada (ASCAP)—Coral 61618	
22	20	16	IVORY TOWER (ASCAP)—C. Carr Please, Please Believe Me (ASCAP)—Fraternity 734	
23	24	2	SOFT SUMMER BREEZE (BMI)—E. Heywood Heywood's Bounce (BMI)—Mercury 70863	
24	23	2	THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole My Dream Sonata (ASCAP)—Cap 3456	
25	—	1	WHEN MY DREAM BOAT COMES HOME (ASCAP)—F. Domino SO-LONG (BMI)—Imperial 5396	

• Most Played in Juke Boxes

For survey week ending July 18

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

This Week	Last Week	Weeks on Chart	Title	Label
1	2	7	I ALMOST LOST MY MIND (BMI)—P. Boone I'm In Love With You (BMI)—Dot 15472	
2	1	9	WAYWARD WIND (BMI)—G. Grant No More Than Forever (ASCAP)—Era 1013	
3	4	8	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	
4	3	11	I'M IN LOVE AGAIN (BMI)—F. Domino MY BLUE HEAVEN (ASCAP)—Imperial 5386	
5	5	11	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888	
6	9	5	BORN TO BE WITH YOU (ASCAP)—Chordettes Love Never Changes (ASCAP)—Cadence 1291	
7	9	4	MORE (ASCAP)—P. Como GLENDORA (BMI)—Vic 20-6554	
8	11	4	ALLEGHENY MOON (ASCAP)—P. Page Strangest Romance (ASCAP)—Mercury 70878	
9	14	3	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer Goodbye, John (BMI)—Coral 61636	
10	8	13	IVORY TOWER (ASCAP)—C. Carr Please Believe Me (ASCAP)—Fraternity 734	
11	6	10	STANDING ON THE CORNER (ASCAP)—Four Lads My Little Angel (BMI)—Col 40674	
12	12	12	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates Rio Batucada (ASCAP)—Coral 61618	
13	20	2	MY PRAYER (ASCAP)—Platters Heaven On Earth (ASCAP)—Mercury 70893	
14	7	18	HEARTBREAK HOTEL (BMI)—E. Presley I Was the One (BMI)—Vic 20-6420	
15	—	1	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704	
16	16	11	IVORY TOWER (ASCAP)—G. Storm I Ain't Gonna Worry (BMI)—Dot 15458	
17	17	6	IT ONLY HURTS A LITTLE WHILE (ASCAP)—Ames Brothers If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	
18	15	4	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone We All Need Love (ASCAP)—Col 40654	
19	19	2	TRANSFUSION (BMI)—Nervous Norvus Dig (BMI)—Dot 15470	
20	13	3	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1	1	9	Wayward Wind (Watman)
2	2	8	Allegheny Moon (Oxford)
3	3	3	Whatever Will Be, Will Be (Che Sex, Sex Artist)
4	4	12	On the Street Where You Live (Chappell)
5	5	11	Moonglow (Mills-Columbia Pictures)
6	6	14	Ivory Tower (E. H. Morris)
7	7	11	Picnic (Shapiro-Bernstein)
8	8	9	I Almost Lost My Mind (Hill & Range)
9	9	7	Walk Hand in Hand (Republic)
10	10	12	Sweet Old-Fashioned Girl (Valor)
11	11	4	More (Shapiro-Bernstein)
12	12	1	I Want You, I Need You, I Love You (Presley)
13	13	2	My Prayer (Shapiro-Bernstein)
14	14	11	Standing On the Corner (Frank)
15	15	1	Born to Be With You (E. H. Morris)

• Most Played by Jockeys

For survey week ending July 18

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	12	WAYWARD WIND (BMI)—G. Grant No More Than Forever (ASCAP)—Era 1013	
2	2	7	I ALMOST LOST MY MIND (BMI)—P. Boone I'm In Love With You (BMI)—Dot 15472	
3	3	15	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff Theme From "Picnic" (ASCAP)—Dec 29888	
4	6	5	ALLEGHENY MOON (ASCAP)—P. Page Strangest Romance (ASCAP)—Mercury 70878	
5	4	9	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone We All Need Love (ASCAP)—Col 40654	
6	7	7	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	
7	5	8	BORN TO BE WITH YOU (ASCAP)—Chordettes Love Never Changes (ASCAP)—Cadence 1291	
8	11	5	MORE (ASCAP)—P. Como Glendora (BMI)—Vic 20-6554	
9	16	3	MY PRAYER (ASCAP)—Platters Heaven On Earth (ASCAP)—Mercury 70893	
10	10	4	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704	
11	13	5	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	
12	8	13	STANDING ON THE CORNER (ASCAP)—Four Lads My Little Angel (BMI)—Col 40674	
13	14	10	I'M IN LOVE AGAIN (BMI)—F. Domino My Blue Heaven (ASCAP)—Imperial 5386	
14	15	4	SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer Goodbye, John (BMI)—Coral 61636	
15	9	6	GLENDORA (BMI)—P. Como More (ASCAP)—Vic 20-6554	
16	12	15	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates Rio Batucada (ASCAP)—Coral 61618	
17	—	1	CANADIAN SUNSET (BMI)—H. Winterhalter This Is Real (ASCAP)—Vic 20-6537	
18	—	1	THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole My Dream Sonata (ASCAP)—Cap 3456	
19	—	4	PORTUGUESE WASHERWOMAN (ASCAP)—J. (Fingers) Carr Lucky Pierre—Cap 3418	
20	—	1	STRANDED IN THE JUNGLE (BMI)—Cadets I Want You (BMI)—Modern 994	
21	24	2	FABULOUS CHARACTER—S. Vaughan Other Woman (ASCAP)—Mercury 70885	
22	17	7	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	
23	21	12	IVORY TOWER (ASCAP)—G. Storm I Ain't Gonna Worry (BMI)—Dot 15458	
24	18	10	WALK HAND IN HAND (BMI)—T. Martin Flamenco Love (ASCAP)—Vic 20-6493	
25	19	10	PICNIC (ASCAP)—McGuire Sisters Delilah Jones (ASCAP)—Coral 61627	

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

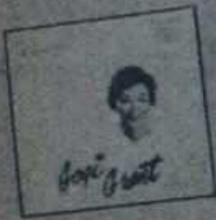
CHICAGO 1, ILLINOIS



Thanks For Making
Gogi Grant's
"The Wayward Wind"
The Tripla Crown Award Winner
#1013

Watch...
Russell Arms'
Sensational record of
"Is There A Heaven..."
... Zoom to the Top!
#1018

DEALERS—ASK YOUR DISTRIBUTOR
about ERA's FALL Package
Merchandise Plan on
the following
Albums



"SUDDENLY THERE'S GOGI GRANT"

Great vocal rendition by the fabulous Gogi
now including "Wayward Wind"

#20001

"SMOKE DREAMS"

Ronnie Deauville

Intimate mood music

Vocals

#20002



"Meet The BOB FLORENCE TRIO"

Instrumental variations by a promising new trio

featuring Bob at the piano

#20003



"DOYE"

Roy O'Dell and The Cass County Boys

Folk and country tunes admirably performed by

Doys O'Dell and The Cass County Boys

#20004



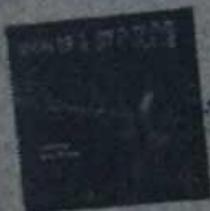
"BLOWING UP A STORM"

Jack Millman & Trio

Progressive jazz at its best — featuring

Jack Millman and his trumpet

#20005



**"SOMETHING OLD, NEW,
BORROWED and BLUE"**

The Merry Macs

A variety of standards made famous by The Merry Macs

plus some great new songs #20006



**"PAGE CAVANAUGH CARRIES
THE TORCH"**

A unique selection of torch songs highly
stylized by Page Cavanaugh

#20007



All Albums Are 12" Hi-Fi Recordings



1481 N. Vine
Hollywood 28, Calif
HO 2-6608

• Territorial Best Sellers

For survey week ending July 18

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

Atlanta

1. Wayward Wind, G. Grant, Era
2. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Whatever Will Be, Will Be Doris Day, Col.
5. I Almost Lost My Mind, P. Boone, Dot
6. On the Street Where You Live V. Damone, Col.
7. More, P. Como, Vic.
8. That's All There Is to That N. (King) Cole, Cap.

Baltimore

1. I Almost Lost My Mind, P. Boone, Dot
2. My Prayer, Platters, Mer.
3. Allegheny Moon, P. Page, Mer.
4. More, P. Como, Vic.
5. Whatever Will Be, Will Be Doris Day, Col.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. On the Street Where You Live V. Damone, Col.
8. Fever, L. W. John, Kng.
9. I'm in Love Again, F. Domino, Imp.
10. Wayward Wind, G. Grant, Era

Boston

1. More, P. Como, Vic.
2. My Prayer, Platters, Mer.
3. Wayward Wind, G. Grant, Era
4. Whatever Will Be, Will Be Doris Day, Col.
5. I Almost Lost My Mind, P. Boone, Dot
6. On the Street Where You Live V. Damone, Col.
7. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
8. You Don't Know Me, J. Vale, Col.
9. I Want You, I Need You, I Love You E. Presley, Vic.
10. Treasure of Love, C. McPhatter, Atl.

Buffalo

1. My Prayer, Platters, Mer.
2. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
3. Standing On the Corner, Four Lads, Col.
4. Allegheny Moon, P. Page, Mer.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. Wayward Wind, G. Grant, Era
7. I Almost Lost My Mind, P. Boone, Dot
8. More, P. Como, Vic.

Chicago

1. I Almost Lost My Mind, P. Boone, Dot
2. I'm in Love Again, F. Domino, Imp.
3. Stranded in the Jungle, Jayhawks, Fah.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. On the Street Where You Live V. Damone, Col.
6. Allegheny Moon, P. Page, Mer.
7. My Prayer, Platters, Mer.
8. Whatever Will Be, Will Be Doris Day, Col.
9. Transfusion, N. Norvus, Dot
10. More, P. Como, Vic.

Cincinnati

1. Wayward Wind, G. Grant, Era
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Allegheny Moon, P. Page, Mer.
4. Whatever Will Be, Will Be Doris Day, Col.
5. My Prayer, Platters, Mer.
6. I Almost Lost My Mind, P. Boone, Dot
7. More, P. Como, Vic.
8. I'm in Love Again, F. Domino, Imp.
9. Sweet Old-Fashioned Girl T. Brewer, Col.
10. Stranded in the Jungle, Cadets, Mod.

Cleveland

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be Doris Day, Col.
3. On the Street Where You Live V. Damone, Col.
4. Soft Summer Breeze, E. Heywood, Mer.
5. Sweet Old-Fashioned Girl T. Brewer, Col.
6. Canadian Sunset, H. Winterhalter, Vic.
7. Picnic, McGuire Sisters, Cor.
8. Allegheny Moon, P. Page, Mer.
9. Love, Love, Love, Clovers, All.

Dallas-Fort Worth

1. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. Born to Be With You, Chordettes, Cdc.
4. I Almost Lost My Mind, P. Boone, Dot
5. My Baby Left Me, E. Presley, Vic.
6. That's All There Is to That N. (King) Cole, Cap.
7. Allegheny Moon, P. Page, Mer.
8. Wayward Wind, G. Grant, Era
9. I Want You, I Need You, I Love You E. Presley, Vic.
10. I'm in Love Again, F. Domino, Imp.

Denver

1. My Prayer, Platters, Mer.
2. Born to Be With You, Chordettes, Cdc.
3. I Almost Lost My Mind, P. Boone, Dot
4. Whatever Will Be, Will Be Doris Day, Col.
5. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
6. More, P. Como, Vic.
7. Stranded in the Jungle, Cadets, Mod.
8. Allegheny Moon, P. Page, Mer.
9. Wayward Wind, G. Grant, Era
10. If Only Hurts for a Little While Ames Brothers, Vic.

Detroit

1. Soft Summer Breeze, E. Heywood, Mer.
2. My Prayer, Platters, Mer.
3. Canadian Sunset, H. Winterhalter, Vic.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Allegheny Moon, P. Page, Mer.

6. Whatever Will Be, Will Be Doris Day, Col.
7. I Almost Lost My Mind, P. Boone, Dot
8. Stranded in the Jungle, Cadets, Mod.
9. I Want You, I Need You, I Love You E. Presley, Vic.
10. Wayward Wind, G. Grant, Era

Kansas City

1. I Almost Lost My Mind, P. Boone, Dot
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. My Prayer, Platters, Mer.
4. Born to Be With You, Chordettes, Cdc.
5. Wayward Wind, G. Grant, Era
6. Whatever Will Be, Will Be Doris Day, Col.
7. Sweet Old-Fashioned Girl T. Brewer, Cor.
8. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
9. Canadian Sunset, H. Winterhalter, Vic.
10. I Want You, I Need You, I Love You E. Presley, Vic.

Los Angeles

1. Moon glow and Theme From "Picnic" G. Cates, Cor.
2. Wayward Wind, G. Grant, Era
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. On the Street Where You Live V. Damone, Col.
5. Allegheny Moon, P. Page, Mer.
6. I'm in Love Again, F. Domino, Imp.
7. Born to Be With You, Chordettes, Cdc.
8. Standing on the Corner, Four Lads, Col.
9. Whatever Will Be, Will Be Doris Day, Col.
10. Moon glow and Theme From "Picnic" M. Stoloff, Dec.

Milwaukee

1. I Almost Lost My Mind, P. Boone, Dot
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. Whatever Will Be, Will Be Doris Day, Col.
5. Allegheny Moon, P. Page, Mer.
6. Sweet Old-Fashioned Girl T. Brewer, Cor.
7. More, P. Como, Vic.
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. Free, T. Leonetti, Cap.
10. Ghost Town, D. Cherry, Col.

Minneapolis-St. Paul

1. I Almost Lost My Mind, P. Boone, Dot
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. Whatever Will Be, Will Be Doris Day, Col.
5. Born to Be With You, Chordettes, Cdc.
6. Be-Bop-a-Lula, G. Vincent, Cap.
7. I Want You to Be My Girl Teen-Agers, Gee
8. More, P. Como, Vic.
9. Sweet Old-Fashioned Girl T. Brewer, Cor.
10. That's All There Is to That N. (King) Cole, Cap.

New Orleans

1. Wayward Wind, G. Grant, Era
2. I Want You, I Love You, I Need You E. Presley, Vic.
3. I Almost Lost My Mind, P. Boone, Dot
4. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
5. That's All There Is to That N. (King) Cole, Cap.
6. Be-Bop-a-Lula, G. Vincent, Cap.
7. Whatever Will Be, Will Be Doris Day, Col.
8. Born to Be With You, Chordettes, Cdc.
9. If Only Hurts a Little While Ames Brothers, Vic.
10. On the Street Where You Live V. Damone, Col.

New York

1. On the Street Where You Live V. Damone, Col.
2. I Want You, I Love You, I Need You E. Presley, Vic.
3. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
4. My Prayer, Platters, Mer.
5. Wayward Wind, G. Grant, Era
6. Whatever Will Be, Will Be Doris Day, Col.
7. Standing on the Corner, Four Lads, Col.
8. Allegheny Moon, P. Page, Mer.
9. Glendora, P. Como, Vic.
10. I'm in Love Again, F. Domino, Imp.

Philadelphia

1. Moon glow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Allegheny Moon, P. Page, Mer.
5. Ivory Tower, C. Carr, Fly.
6. On the Street Where You Live V. Damone, Col.
7. My Prayer, Platters, Mer.
8. Stranded in the Jungle, Jayhawks, Fah.
9. Glendora, P. Como, Vic.
10. Standing on the Corner, Four Lads, Col.

Pittsburgh

1. My Prayer, Platters, Mer.
2. More, P. Como, Vic.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Allegheny Moon, P. Page, Mer.
5. Whatever Will Be, Will Be Doris Day, Col.
6. Canadian Sunset, H. Winterhalter, Vic.
7. Be-Bop-a-Lula, G. Vincent, Cap.
8. On the Street Where You Live V. Damone, Col.

St. Louis

1. My Prayer, Platters, Mer.
2. I Almost Lost My Mind, P. Boone, Dot

(Continued on page 66)



Buyboard

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

THEME FROM "THE PROUD ONES"
NELSON RIDDLE
No. 3472

YOU'RE SENSATIONAL
FRANK SINATRA
No. 3469

TEMPTATION
TRUDY RICHARDS
No. 3481

PORTUGUESE WASHERWOMEN
JOE "FINGERS" CARR
No. 3418

HEARTBREAK HOTEL
STAN FREBERG
No. 3480

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

Concerto and Theme from FOREIGN INTRIGUE
LES BAXTER
No. 3478

from Britain's hit charts... a sensational novelty!

EXPERIMENTS WITH MICE



JOHNNY DANKWORTH and His Orchestra

with the sounds of:
BILLY MAY
BENNY GOODMAN
GLENN MILLER
GERRY MULLIGAN
SAUTER-FINEGAN
ERIC DELANEY
STAN KENTON



c/w Applecake Record No. 3499

ANDY GRIFFITH

with a laugh-provoking version of
STANDING ON THE CORNER

and

NO TIME FOR SERGEANTS

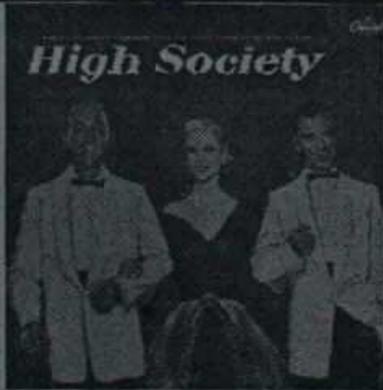
Record No. 3498



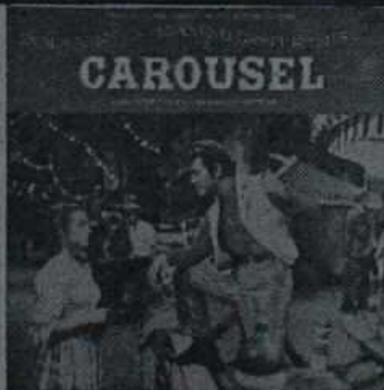
BEST SELLING CAPITOL ALBUMS



THE KING AND I
Soundtrack
W-740



HIGH SOCIETY
Soundtrack
W-750



CAROUSEL
Soundtrack
W-694



OKLAHOMA!
Soundtrack
SAO-595



SONGS FOR SWINGIN' LOVERS
Frank Sinatra
W-653



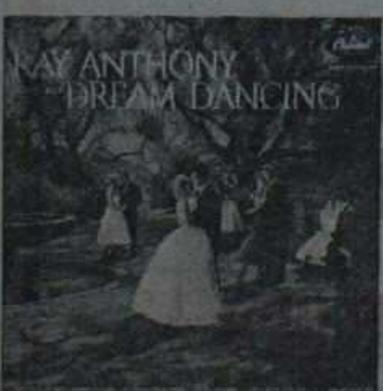
FOUR FRESHMEN AND FIVE TROMBONES
T-683



MUSIC FOR LOVERS ONLY
MUSIC TO MAKE YOU MISTY
Jackie Gleason • W-475



STAN KENTON IN HI FI
W-724



RAY ANTHONY PLAYS FOR DREAM DANCING
T-723



NIGHT WINDS
Jackie Gleason
W-717

NOW

BINAURAL (stereophonic) **TAPES**

by
Concert Hall Society

Binaural sound equipment
is coming within everyone's budget.

Here's a line of true binaural,
high fidelity pre-recorded tapes to go with it!

Concert Hall Society Binaural Tapes are available now; have sales features found in no others. All are 7 1/2 ips, 7" reels, for stacked or staggered heads (identified by reel color). All are attractively packaged, give complete works, come with full program notes and are splice free.

Fast-growing Concert Hall Catalog
already includes symphonies,
complete operas, chamber music, jazz!

GET ON THE BAND WAGON

Major advertising is in the works. promotional material will be available. Concert Hall Binaural Tapes are tops—demand for them will grow by leaps and bounds! Substantial tape sales and profits are a sure thing for alert dealers!

Get your share

—get in touch now with Mike Adrian, Sales Manager.



CONCERT HALL SOCIETY
BINAURAL
(STEREOPHONIC) TAPES

45 Columbus Ave., N.Y. 23, N.Y.

THE TOP 100

For survey week ending July 18

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

Pos.	Song	Artist	Label	Last Week
1	WAYWARD WIND	G. Grant	Ers	1
2	I ALMOST LOST MY MIND	P. Boone	Dot	2
3	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	4
4	ALLEGHENY MOON	P. Page	Mercury	8
5	MOONGLOW AND THEME FROM "PICNIC"	M. Stuloff	Decca	3
6	BORN TO BE WITH YOU	Chordettes	Cadence	5
7	MY PRAYER	Platters	Mercury	14
8	I'M IN LOVE AGAIN	F. Domino	Imperial	6
9	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	12
10	MORE	P. Como	Victor	11
11	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	15
12	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	9
13	STANDING ON THE CORNER	Four Lads	Columbia	7
14	BE-BOP-A-LULA	G. Vincent	Capitol	10
15	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	12
16	GLENDORA	P. Como	Victor	15
17	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	17
18	IVORY TOWER	G. Storm	Dot	21
19	STRANDED IN THE JUNGLE	Cadets	Modern	26
20	THAT'S ALL THERE IS TO THAT	Nat (King) Cole	Capitol	38
21	TRANSFUSION	N. Norvus	Dot	21
22	IVORY TOWER	C. Carr	Fraternity	18
23	HAPPY WHISTLER	D. Robertson	Capitol	20
24	PICNIC	McGuire Sisters	Coral	23
25	WALK HAND IN HAND	T. Martin	Victor	24
26	TREASURE OF LOVE	C. McPhatter	Atlantic	25
27	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	27
28	HEARTBREAK HOTEL	E. Presley	Victor	19
29	FEVER	L. W. John	King	34
30	LOVE, LOVE, LOVE	Clovers	Atlantic	47
31	LOVE, LOVE, LOVE	Diamonds	Mercury	53
32	YOU DON'T KNOW ME	J. Vale	Columbia	42
33	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	28
34	STRANDED IN THE JUNGLE	Jayhawks	Flash	42
35	RIP IT UP	Little Richard	Specialty	39
36	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	48
37	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	65
38	CANADIAN SUNSET	H. Winterhalter	Victor	46
39	HOW LITTLE WE KNOW	F. Sinatra	Capitol	30
40	SOFT SUMMER BREEZE	E. Heywood	Mercury	54
41	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	41
42	FABULOUS CHARACTER	S. Vaughan	Mercury	63
43	STANDING ON THE CORNER	D. Martin	Capitol	45
44	CHURCH BELLS MAY RING	Diamonds	Mercury	29
45	IVORY TOWER	O. Williams	De Luxe	40
46	STRANDED IN THE JUNGLE	Gadabouts	Mercury	72
47	THEME FROM "THE PROUD ONES"	N. Riddle	Capitol	61
48	MY LITTLE ANGEL	Four Lads	Columbia	74
49	VOICES	Fontane Sisters	Dot	—
50	MY BABY LEFT ME	E. Presley	Victor	63
51	MAGIC TOUCH	Platters	Mercury	37
52	MY BLUE HEAVEN	F. Domino	Imperial	34
53	READY TEDDY	Little Richard	Specialty	44
54	GHOST TOWN	D. Cherry	Columbia	59
55	I WANT YOU TO BE MY GIRL	Teen-Agers	Gea	36
56	BOT DIGGITY	P. Como	Victor	31
57	I'M IN LOVE AGAIN	Fontane Sisters	Dot	48
58	FOOL	S. Clark	Dot	—
59	LONG, TALL SALLY	Little Richard	Specialty	68
60	MY DREAM SONATA	Nat (King) Cole	Capitol	92
61	NEVER TURN BACK	A. Hibbler	Decca	57
62	KISS ME ANOTHER	G. Gibbs	Mercury	67
63	HEAVEN ON EARTH	Platters	Mercury	61
64	I ONLY KNOW I LOVE YOU	Four Aces	Decca	—
65	WAYWARD WIND	T. Ritter	Capitol	31
66	YOU'RE SENSATIONAL	F. Sinatra	Capitol	76
67	HEART HIDEAWAY	C. Carr	Fraternity	—
68	CASUAL LOOK	Six Teens	Flip	91
69	WEARY BLUES	McGuire Sisters	Coral	—
70	HOW LUCKY YOU ARE	J. James	M-G-M	75
71	A TEAR FELL	T. Brewer	Coral	65
72	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	75
73	SECOND FIDDLE	K. Starr	Victor	51
74	GRADUATION DAY	Rover Boys	ABC Paramount	50
75	JOHNNY CONCHO THEME	F. Sinatra	Capitol	—
76	SOMEBODY UP THERE LIKES ME	P. Como	Victor	—
77	R-O-C-K	B. Haley	Decca	—
78	FREE	T. Leonetti	Capitol	60
79	GRADUATION DAY	Four Freshmen	Capitol	31
80	APE CALL	N. Norvus	Dot	—
81	TO LOVE AGAIN	Four Aces	Decca	86
82	TELL ME WHY	G. Storm	Dot	58
83	ROLL OVER BEETHOVEN	C. Berry	Chees	71
84	MAMA TEACH ME TO DANCE	E. Gorme	ABC Paramount	—
85	BOPPIN' THE BLUES	C. Perkins	Sun	—
86	TELL ME WHY	Crew Cuts	Mercury	81
87	I'M IN LOVE WITH YOU	P. Boone	Dot	83
88	ROCKIN' THROUGH THE RYE	B. Haley	Decca	78
89	BEAUTIFUL FRIENDSHIP	E. Fitzgerald	Decca	—
90	MARIMBA CHARLESTON	M. Chipman	Capitol	92
91	PRESIDENT ON THE DOLLAR	M. Miller	Columbia	88
92	PIVE	S. Davis Jr.	Decca	—
93	SWEET HEARTACHES	E. Fisher	Victor	51
94	I PROMISE TO REMEMBER	Teen-Agers	Gea	—
95	WHEN MY DREAMBOAT COMES HOME	F. Domino	Imperial	—
96	SO-LONG	F. Domino	Imperial	—
97	KA DING DONG	G-Clefs	Pilgrim	—
98	DREAM ALONG WITH ME	P. Como	Victor	—
99	MAIN TITLE (MAN WITH THE GOLDEN ARM)	E. Bernstein	Decca	—
99	WITH A LITTLE BIT OF LUCK	P. Falth	Columbia	84

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.



LITTLE WILLIE JOHN
FEVER

b/w
LETTER FROM MY DARLING
King 4935

JAMES BROWN WITH THE
FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
Federal 12258

BILL DOGGETT
HONKY TONK
Part 1 and Part 2
King 4950

EARL BOSTIC
ROSES OF PICARDY
b/w
WHERE OR WHEN
King 4943

JERRY DORN
WISHING WELL
SENTIMENTAL HEAVEN
4932

OTIS WILLIAMS AND HIS
CHARMS
ONE NIGHT ONLY
b/w
IT'S ALL OVER
De Luxe 6095

THE MIDNIGHTERS
TORE UP OVER YOU
b/w
EARLY ONE MORNING
Federal 12270

BONNIE LOU
NO ROCK'N ROLL TONIGHT
b/w
ONE TRACK LOVE
King 4948

BILLY GAYLES
I'M TORE UP
IF I HAD NEVER KNOWN YOU
Federal 12265

JACK DUPREE
MAIL ORDER WOMAN
BIG LEG EMMA'S
King 4938



CLARION RECORD

MANUFACTURING COMPANY

1021-27 Ridge Ave. Phila., Pa.
STevenson 7-5252

10th ANNIVERSARY

celebrating in our new
expansive air-conditioned plant

PRESSING ALL SPEEDS

OUR SPECIALTY —10 inch LP's
OUR CAPACITY —12 inch LP's
—100,000 Records per week

CLARION RECORD MFG. CO.

1021-27 Ridge Ave., Phila., Pa.
STevenson 7-5252

A TRIPLE CROWN WINNER . . .



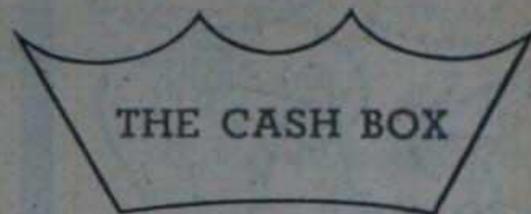
The Billboard

REVIEW SPOTLIGHT



VARIETY

BEST BETS



THE CASH BOX

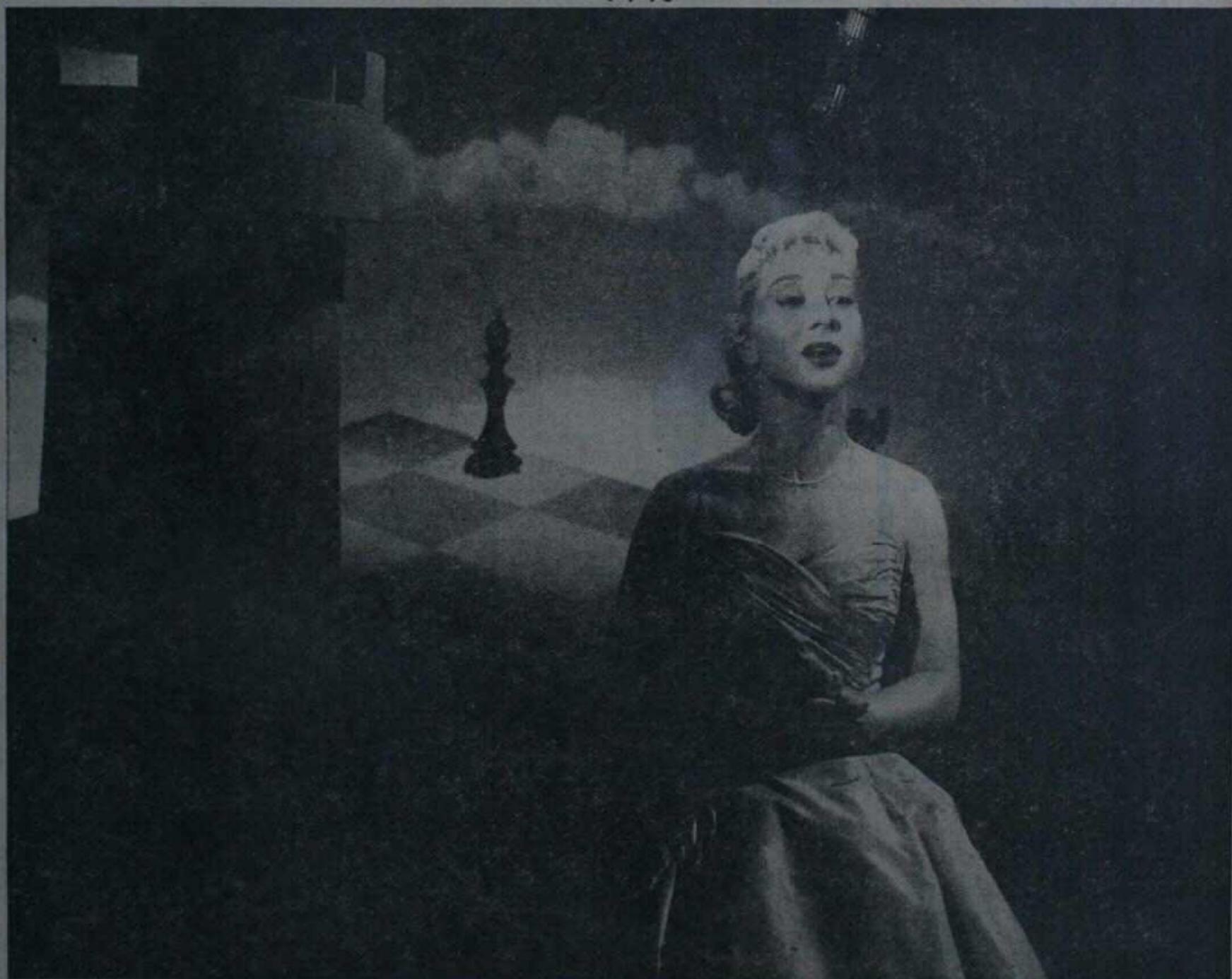
DISK OF THE WEEK

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 #188
"Trouble Blues"
John Lee Hooker
- Vee Jay #175
"Don't Start Me to Lying"
Billy "The Kid" Emerson
- Vee Jay #192
"You Got Me Wrong"
Billy Boy
- Vee Jay #186
"I Can't Stand to See You Go"
Jimmy Reed

CURRENT SPIRITUALS

- Vee Jay #182
"JESUS REMEMBERS"
The Swann Silvertones
- Vee Jay #194
"I NEVER HEARD A MAN"
The Original 5 Blind Boys
- Vee Jay #193
"SIGNS OF THE JUDGMENT"
The Maceo Woods Singers
- Vee Jay #195
"HE LIFTED MY BURDENS"
The Highway Q'Cs



CONVENTION PREVIEWS



- Vee Jay #199
"Flamingo"
b/w "Edie in the Woods"
Sarah McLemore featuring Richard Otte
- Vee Jay #202
"Since I Fell for You"
b/w "Baby, Come Along With Me"
The Sparrows
- Vee Jay #200
"My First Kiss"
b/w "I Love You, Baby"
Jimmy Reed
- Vee Jay #200
"He's My Everything"
The Echoes of Eden
- Vee Jay #201
"Near the Cross"
The Argo Singers
- Vee Jay #187
"Rainy Morning Blues"
b/w "Skillet's Conna Fry"
Edith Mackay

MOVING UP FAST



Vee Jay #194
"I Just Got Lucky"
b/w
"Happy Till the Letter"

THE ORIOLES FEATURING SONNY TILL

Breaking Big Across the Country

POP & R & B

Vee Jay #183

"UP ON THE MOUNTAIN"

THE MAGNIFICENTS



VEE-JAY RECORDS, Inc.

2129 So. Michigan Ave.
Chicago, Ill.
All Phones: CAmet 5-6141

• COMING UP STRONG

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

1. Hound Dog.....**Elvis Presley**
(BMI) RCA Victor 6604
2. Fever.....**Little Willie John**
(BMI) King 4935
3. You Don't Know Me.....**Jerry Vale**
(BMI) Columbia 40710
4. Love, Love, Love.....**The Clovers**
(BMI) Atlantic 1094
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.....**Fontane Sisters**
(BMI); (ASCAP) Dot 15480
10. Give Us This Day.....**Joni James**
(ASCAP) M-G-M 12288

• THIS WEEK'S BEST BUYS

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

- HOUND DOG** (Presley & Lion, 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 grossers. Sales in pop, c.&w. and r.&b. markets have exceeded the impressive starting figures of previous Presley hits—and that is going some. 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** (Cronwell, ASCAP)—Don Cherry—Columbia 40705—This has been a good seller thruout 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, Atlanta and other cities. It clearly has the makings of big things. Flip is "I'll Be Around" (Regent, BMI). A previous Billboard "Spotlight" pick.
- THE FOOL** (Debra, BMI)—Sanford Clark—Dot 15481—Early volume on this disk has been of a kind to cause dealers and operators to sit 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 canvassed that indicated an exceptionally good take-off. Flip is "Lonesome for a Letter" (Desert Palms, BMI).
- SONG FOR A SUMMER NIGHT** (April, ASCAP)—Mitch Miller Chorus and Ork—Columbia 40730—The heavy promotion on "Song for a Summer Night" is paying off handsomely. Since its airing on the "Studio One" program, decays have been pushing it 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.



... 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. Flirtation Waltz
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. Moritat
5. Rustic Dance
6. The Poor People of Paris

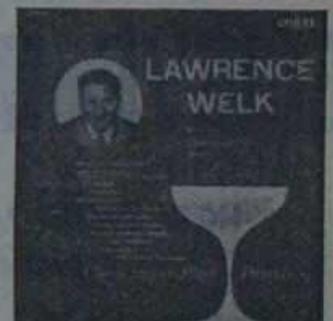


Coral 57023

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
I've Grown Accustomed to Her Face
Rock 'N' Roll Baby
Graduation Day
What a Heavenly Night for Love



Coral 57078

SAY IT WITH MUSIC

(Side One)

1. Say It With Music—Tea for Two—Thou Swell
2. I Found a Million-Dollar Baby (In a Five and Ten-Cent Store)—Pretty Baby—Yes, Sir, That's My Baby
3. Rain—Singing in the Rain
4. Oh, Lady, Be Good—Somebody Loves Me—Wonderful
5. Sleepy Time Gal—My Blue Heaven—Doodle Doo Doo
6. The Gypsy in My Soul—Exactly Like You—Anything Goes

(Side Two)

1. Was That the Human Thing to Do—Cezilia—I Don't Believe It's True
2. (I'm in Heaven When I See You Smile) Diane—Marcheta—Charmaine
3. Yearning (Just for You)—Third Man Theme—Please
4. Blue Skies—Beyond the Blue Horizon—The Blue Room
5. Wash Blues—September Song—Mood Indigo
6. Sympathy—L'Amour Toujours—L'Amour (Love Everlasting)—Giannina Mia



CH 57041 • EC 82027

LAWRENCE WELK—FAIR LADY ALBUM

1. I Could Have Danced All Night
Vocal by Alice Lon and the Sparklers
2. I've Grown 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



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wonderful . . .

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• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Beautiful Friendship (R)—Kahn—ASCAP	A Beautiful Friendship (R)—Kahn—ASCAP
Alleghany Moon (R)—Oxford—ASCAP	Born to Be With You (R)—Mayfair—ASCAP
Big D (R) (M)—Frank—ASCAP	Cha Cha Cho Cho Sun (R)—Planetary—ASCAP
Canadian Sunset (R)—Meridian—BMI	Faith Unlocks the Door (R)—Duchess—BMI
English Muffins and Irish Stew (R)—Shapiro-Bernstein—ASCAP	Girl in the Gray Flannel Suit (R)—Rosemeadow—ASCAP
Glendora (R)—American—BMI	Happiness Street (R)—Planetary—ASCAP
Happy Whistler (R)—Birchwood—ASCAP	How Little We Know (R)—E. H. Morris—ASCAP
How Little We Know (R)—E. H. Morris—ASCAP	I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP	I Hear You Master (R)—Jerico—ASCAP
I Only Know I Love You (R)—Leeds—ASCAP	I Only Know I Love You (R)—Leeds—ASCAP
It Only Hurts for a Little While (R)—Advanced—ASCAP	I'm Simply Starved (R)—Jerico—ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP	Impossible (R)—Rosemeadow—ASCAP
Love of Genevieve (R)—Bourne—ASCAP	It Only Hurts for a Little While (R)—Advanced—ASCAP
Make Me a Child Again (R)—Remick—ASCAP	I've Got Love (R)—Cragmoor—BMI
Me 'n' You 'n' the Moon (R) (F)—Paramount—ASCAP	Kiss and Run (R)—Reis—BMI
Moonglow (R) (F)—Mills—ASCAP	Kiss Me Another (R)—E. B. Marks—BMI
Moonglow-Picnic Theme (R) (F)—Mills—Columbia Pic—ASCAP	Little Leaguers (R)—Kassel Airs—ASCAP
Ninety-Eight Cents (R)—Summit—ASCAP	Moonglow-Picnic Theme (R) (F)—Mills—Columbia Pic—ASCAP
No One Home (R)—Southern—ASCAP	Natives Are Restless Tonight (R)—Jerico—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP	Now You Has Jazz (R) (F)—Buxton Hill—ASCAP
Portuguese Washerwoman (R)—Remick—ASCAP	On the Street Where You Live (R) (M)—Chappell—ASCAP
Proud Ones (R) (F)—Weiss & Barry—BMI—ASCAP	One Man Woman (R)—Rosemeadow—ASCAP
Somebody Somewhere (R) (M)—Frank—ASCAP	Poor People of Paris (R)—Connelly—ASCAP
Somebody Up There Likes Me (R) (F)—Feist—ASCAP	Port-Au-Prince (R)—E. B. Marks—BMI
Standing on the Corner (R) (M)—Frank—ASCAP	Slave Girl (R)—Jerico—ASCAP
Te Amo (R)—Southern—ASCAP	Show Me (R) (M)—Chappell—ASCAP
True Love (R)—Buxton Hill—ASCAP	Standing on the Corner (R) (M)—Frank—ASCAP
Wayward Wind (R)—Warman—BMI	This Could Be the Start of Something (R)—Rosemeadow—ASCAP
Whatever Will Be Will Be (R) (F)—Artista—ASCAP	Three Cheers to a Tiger (R)—Rosemeadow—ASCAP
With a Little Bit of Luck (R)—Chappell—ASCAP	Wayward Wind (R)—Warman—BMI
You're Sensational (R)—Buxton Hill—ASCAP	Well Did You Evah? (R) (F)—Buxton Hill—ASCAP

• Best Selling Sheet Music in Britain

(For Week Ending July 7)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

My September Love—Bron	Mister Cuckoo—Macmelodies (Peter Maurice, Ltd)
Who Are We?—Bourne (Thunderbird)	A Tear Fell—Robbins (Progressive)
Walk Hand in Hand—Duchess (Republic)	It's Almost Tomorrow—Macmelodies (Northern)
Out of Town—Kassner (Kassner)	The Poor People of Paris—Berry (Comet)
No Other Love—Chappell (Williams)	Ivory Tower—E. H. Morris (E. H. Morris)
You Can't Be True to Two—Dash (Joy)	Why Do Fools Fall in Love?—Chappell (Patricia)
Too Young to Go Steady—Robbins (Robbins)	Rock and Roll Waltz—Maddox (Sheldon)
The Wayward Wind—Lafleur (Artista)	The Birds and the Bees—Maddox (Famous)
Whatever Will Be, Will Be—Meischer-Toff (Warman)	Serenade—Blossom (Harms)
I'll Be Home—Box & Cox (Asc)	

• Best Selling Pop Records in Britain

(For Week Ending July 7)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia).....	13
2. I'LL BE HOME—Pat Boone (London).....	1
3. ALL STAR HIT PARADE—Winifred Atwell, Dickie Valentine, David Whitfield, Dave King, Joan Regan, Lita Roza (Decca).....	4
4. HEARTBREAK HOTEL—Elvis Presley (HMV).....	3
5. HOT DIGGITY—Perry Como (HMV).....	7
6. I'M WALKING BACKWARDS FOR CHRISTMAS/BUEBOTTLE BLUES—The Goons (Decca).....	6
7. EXPERIMENTS WITH MICE—Johnny Dankworth Orchestra (Parlophone).....	10
8. WAYWARD WIND—Tex Ritter (Capitol).....	15
9. WHO ARE WE?—Ronnie Hilton (HMV).....	—
10. WALK HAND IN HAND—Tony Martin (HMV).....	—
11. WAYWARD WIND—Gogi Grant (London).....	26
12. WHATEVER WILL BE, WILL BE—Doris Day (Phillips).....	13
13. LOST JOHN—Lonnie Donegan (Pye-Nixa).....	2
14. MY SEPTEMBER LOVE—David Whitfield (Decca).....	9
15. MOONGLOW AND THEME FROM "PICNIC"—Morris Stuloff (Brunswick).....	11
16. SONGS FOR SWINGIN' LOVERS (LP)—Frank Sinatra (Capitol).....	12
17. TOO YOUNG TO GO STEADY—Nat (Kings) Cole (Capitol).....	14
18. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick).....	—
19. A TEAR FELL—Teresa Brewer (Vogue/Coral).....	17
20. BAD PENNY BLUES—Humphrey Lyttelton Band (Parlophone).....	—

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Vienna Life	BF 202
Johnny Peter	
Edelweiss Waltz	BF 203
Tales of the Vienna Woods	
Fransel Polka	BF 204
Lindenau Polka	
Cuckoo Waltz	BF 205
In a Train Polka	
Du Du Liegst Mir in Herzen	BF 206
Hoch Heidelberg Marsch	
Hof Brauhaus-Laendler	BF 207
Mus. Ich Denn Zum Stadler Hinaus	
Old Comrades	BF 208
San Diego Polka	
Heavenly Polka	209
Fifth Avenue Waltz	
Torrey Pines Polka	210
The Way to My Heart	

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LRP #3007 V.I.P. . . . Conley Graves Trio

LRP #3010 TI AMO . . . Carl Coccomo

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VOX JOX

By JUNE BUNDY

DEEJAYS KING AT WESTINGHOUSE: Westinghouse recently dropped NBC during the daytime hours and decided to program locally on WBZ, Boston; KYW, Cleveland; WOWO, Fort Wayne, Ind., and KDKA, Pittsburgh. In recognition of its new emphasis on the deejay, the company brought a group of its key jockeys to Manhattan last week to meet the press and record company artists and execs. Spinners in attendance included: Norm Prescott, Jack Loring, Carl de Suze, Leo Egan and Alan Dary, WBZ; Rege Cordic, Bob Michel, Art Pallan, KDKA; Bill Mayer, (Big) Wilson, Specs Howard and Wes Hopkins, KYW; Cal Stewart and Bob Chase, WOWO. Westinghouse programming veepee Dick Pack met with the jocks to discuss details of the new amplified schedule of local originations.

THIS 'N' THAT: Vacationing jocks visiting Manhattan this month included Norm Wain, W D O K, Cleveland, and Barry Kaye, WJAS, Pittsburgh. . . . Ollie McLaughlin, who now spins four and a half hours of jazz wax daily over WHRV, Ann Arbor, Mich., has returned to the station after sitting in at the Newport Jazz Festival . . . Ralph R. Smith, program director of WMN, St. Paul, Minn., reports fine audience response to the station's new policy of not playing any rock and roll or rhythm and blues platters. . . . Don Bell, KRNT, Des Moines, Ia., interviewed Brother Mathew of the Servite Order recently and played his new album with Eddie Condon. Brother Mathew was Boyce Brown, famous alto sax man of the twenties.

YESTERYEAR'S TOPS—

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

JULY 27, 1946:

1. The Gypsy
2. They Say It's Wonderful
3. Doin' What Comes Natur'lly
4. Surrender
5. Prisoner of Love
6. To Each His Own
7. I Don't Know Enough About You
8. Sioux City Sue
9. Laughing on the Outside (Crying on the Inside)
10. I Got the Sun in the Morning
11. I Don't Know Why
12. In Love in Vain
13. All Thru the Day
14. Come Rain or Come Shine
15. One More Tomorrow

JULY 28, 1951:

1. Too Young
2. Come On-a My House
3. My Truly, Truly Fair
4. Jezebel
5. On Top of Old Smoky
6. Loveliest Night of the Year
7. Mister and Mississippi
8. Sweet Violets
9. How High the Moon
10. Because of You

CHANGE OF THEME: Wes Hobby has joined Connecticut's newest radio station WADS, Ansonia. . . . Bob Garrity has moved his jazz show over to WOR from WINS, New York. . . . Meanwhile, Lennie Sulik, WGBB, Freeport, N. Y., points out that his Saturday night jazz show (9 p.m. to midnight) is sponsored by two Long Island jazz bistros, the Cork 'n' Bib and the Moulin Rouge. . . . Chuck Dunaway, has moved from W M I L, Milwaukee, Wis., to KENT, Shreveport, La. He does a morning show from 9 to 11:30.

After three years at WBTN, Bennington, Vt., Guy Andrews has joined WEIM, Fitchburg, Mass. . . . Chuck Renwick, ex-WSAM, Saginaw, Mich., has joined WKNX, same city, as program director and pilot of "Hall of Records" every afternoon. He replaces Paul Carey, who moved to WJR, Detroit. . . . Fifteen-year-old Dean Cal Cagno, who writes and produces his own deejay show, "Dean's Teen Time," celebrated his first anniversary on the air at WGBB, Freeport, L. I., this month. The young jock has appeared on NBC's "Monitor" and NBC-TV.

Territorial Best Sellers

• Continued from page 58

3. On the Street Where You Live V. Damone, Col.
4. Wayward Wind, G. Grant, Era
5. Whatever Will Be, Will Be Doris Day, Col.
6. Glendora, P. Como, Vic.
7. Sweet Old-Fashioned Girl T. Brewer, Cor.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Born to Be With You, Chordettes, Cdc.
10. More, P. Como, Vic.

San Francisco

1. Wayward Wind, G. Grant, Era
2. Moon Glow and Theme From "Picnic" M. Stuloff, Dec.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. I Almost Lost My Mind F. Boone, Dot
5. Standing on the Corner, Four Lads, Col.
6. Ivory Tower, C. Carr, Fly.
7. I'm in Love Again, F. Domino, Imp.
8. My Prayer, Platters, Mcr.
9. On the Street Where You Live V. Damone, Col.
10. Transfusion, N. Norvus, Dot

Seattle

1. I Want You, I Need You, I Love You E. Presley, Vic.
2. Wayward Wind, G. Grant, Era
3. I'm in Love Again, F. Domino, Imp.
4. Born to Be With You, Chordettes, Cdc.
5. On the Street Where You Live V. Damone, Col.
6. Treasure of Love, C. McPhatter, Atl.
7. Glendora, P. Como, Vic.
8. More, P. Como, Vic.
9. I Almost Lost My Mind, F. Boone, Dot

Toronto

1. Wayward Wind, G. Grant, Era
2. Moon Glow and Theme From "Picnic" M. Stuloff, Dec.
3. On the Street Where You Live V. Damone, Col.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. My Blue Heaven, F. Domino, Imp.
6. I Almost Lost My Mind, F. Boone, Dot
7. Be-Bop-a-Lula, G. Vincent, Cap.
8. Born to Be With You, Chordettes, Cdc.
9. Sweet Old-Fashioned Girl, T. Brewer, Cor.

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JUNGLE'

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The Cliques

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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

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'GROOVIN' HIGH'
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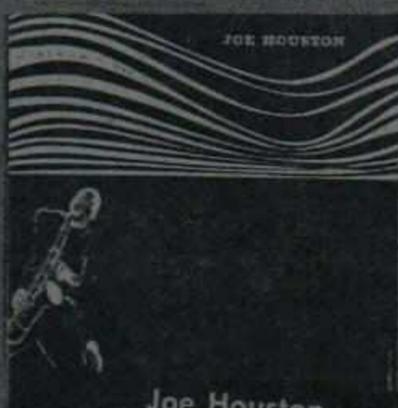
'Singin' Kay Starr
'Swingin' Erroll Garner'
LMP 1203



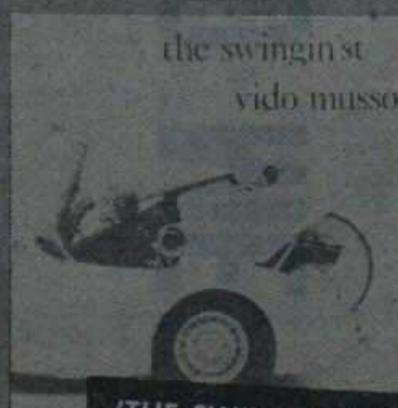
'WAY OUT WARDELL'
WARDELL GRAY
LMP 1204



'SPRING FEVER'
DON, DICK 'N' JIMMY
LMP 1205



Joe Houston
'Blows All Nite Long'
LMP 1206



'THE SWINGIN' ST'
VIDO MUSSO
LMP 1207

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• Review Spotlight on . . .

RECORDS

BILL HALEY . . . Decca 30028 . . . **RIP IT UP**
(Venice, BMI)
TEENAGER'S MOTHER . . . (Danby, 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 condemn rock and roll, Ma, when you used to do the Charleston). Both sides are bound to pull down plenty of play.

GEORGIA GIBBS . . . Mercury 70920 . . . **HAPPINESS STREET**
(Planetary, ASCAP)
Her nibs, Miss Gibbs, wraps up the bright rhythm tune with her usual superior showmanship and extroverted 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." (Feist, ASCAP).

BETTY JOHNSON . . . Bally 1013 . . . **CLAY IDOL**
(Monitor, ASCAP)
Bally has its most promising disk to date in Betty Johnson's warmly expressive vocal rendition of an appealing ballad with effective lyrics. The tune is similar in feeling and pace to "Ivory Tower," and this disk could step out with a comparable sales splash. Flip spotlights personable thrushing on an attractive r.&b.-styled ballad, "Why Do You Cry?" (Trinity, 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. Excellent programming material for jockeys, particularly those with fun-type formats. Flip, 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**
(Mills, ASCAP)
Recorded abroad by EMI, this disk is currently a top seller in England. Jockeys should find it unusual programming material and a sure-fire take-off point for mike chatter. Dankworth, one of Great Britain's leading batoners, serves up a set of excellent instrumental impersonations in a satirical vein on the various ways Billy May, Sauter-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

RATINGS—COMMERCIAL POTENTIAL

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

- 80-100, Tops
- 60-80, Excellent
- 70-78, Good
- 60-68, Satisfactory
- 50-59, Limited
- 0-49, Poor

TONY BENNETT
From the Candy Store on the Corner to the Chapel on the Hill . . . 86
COLUMBIA 40726—Here's a rather saccharine tale of what happened with a pair of 17-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) . . . 84
Bennett continues to sing well, and in this case he swings with a solid ork beat driving things all the way. Contest shapes on 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 12296—This has a most persistent quality with a very definitive beat. Novel idea and the Naturals vocal group and the fast and sudden Dixieland break add interest. This will get lots of attention. Watch it. (Marks, BMI)

The Blue Whistler . . . 81
The whistler gives the side a picturesque and echoey, dark-street sound and Dick Hyman shows himself in great form with a slow, rhythmic eight-to-the-bar rhythm on the harpsichord piano. This will share the plays with the flip. (Cromwell, ASCAP)

ROSEMARY CLOONEY
Hello, Young Lovers . . . 84
COLUMBIA 40723—Miss Clooney sings the beautiful ballad from "The King and I" with deep, soulful expression. It's a lovely reading and with pic publicity riding high, this has a chance for some loot. Jockey plays are a sure thing on this. (Williamson, ASCAP)

Peachy, Peachy . . . 75
This has an Oriental flavor that seems

destined for kiddie markets only. It's a little Japanese tale that has a charm, but the flip should get the exposure. (Frank, ASCAP)

SYLVIA SYMS
English Muffins and Irish Stew . . . 83
DECCA 29969—The singer follows her recent hit with material in a completely different vein. This is a bright novelty in Calypso tempo, and makes a delightfully breezy summer programming selection. (Shapiro-Bernstein, ASCAP)

Walk Sweet . . . 78
"Shangri-La," the Broadway show from which this beautiful ballad was taken, has already folded. However, Miss Syms' warm and sensitive reading of "Walk Sweet" should be around awhile. Plenty of listening kicks here. (Horizon, ASCAP)

ROGER COLEMAN
Only the One . . . 83
M-G-M 12298—A strong side. Tune is an inspirational description of love—very well written, and sung solidly. This Coleman reading should get strong deejay play. (Winneton, BMI)

Halfway to Heaven . . . 76
This side is a ballad—tender and sung with a big sound, with a tasteful backing. A strong coupling. (Weiss & Barry, BMI)

JOAN SHAW
Broken Heart . . . 80
ABC-PARAMOUNT 9724—A tearful, effective ballad. Joan Shaw sings it with emotion, to a relaxed, slow 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)

these



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Reviews of New Pop Records

Continued from page 68

TONY MARTIN
It's Better in the Dark . . . 78
VICTOR 6597—Martin warbles with smooth seductiveness on a slinky ballad with sexy lyrics. Jockeys should give it some spin-time, in view of the singer's recent success with "Hand in Hand." (Cahn, ASCAP)
Your Place in the Sun . . . 76
An effective reading on a moving theme with a strong folksy flavor and an insistent beat. (Pera, BMI)

COUNT BASIE AND ORK
Amazing Love . . . 73
CLEF 8917—This is the side that should pull most of the pop action. Joe Williams warbles with sock emotional impact on a moving blues ballad. (Jubilee, ASCAP)
Magie . . . 74
Tasteful instrumental with stand-out solo work on a swingy rhythm theme. (JATAP, BMI)

RUSSELL ARMS
Is There a Heaven . . . 77
ERA 1018—A quality vocal job by the star of TV's "Hit Parade." Another entry in the growing list of religious tunes hitting the market. Big ork and chorus get in the act for added color. (Warman, BMI)
I Saw a Star . . . 71
A pretty, slow, sentimental ballad warbled with pleasant romantic style by Arms, Ork and chorus give a nice account of themselves. Easy, uncomplicated dancing fare. (Thunderbird, ASCAP)

BERNIE WAYNE
South of Saigon . . . 74
ABC-PARAMOUNT 9727—A colorful mood piece. Wayne, with skillful use of strings, captures an Eastern flavor. Very attractive instrumental. (Peer, BMI)
Shallmar . . . 75
Another side with an Eastern flavor. Essentially an instrumental, this has brief vocal passages and lush fiddles. (Sheldon, BMI)

BILLY SHEPARD
Pack o' Letters—Pack o' Lies . . . 76
KAPP 153—Bright, happy warbling job on a bouncy ditty with a good beat. Excellent juke material. (Gay, BMI)
**Little Blue Bonnet—
Little Pink Face** . . . 74
Same comment. (Harman, ASCAP)

CAROLE BENNETT
I Was Your Only Love . . . 76
CAPITOL 21126—Sweetly expressive thrashing job on a pretty ballad. (Taylor, ASCAP)
The Little Magician . . . 73
A vivacious reading of a catchy rhythm-sonnet with effective backing. (Ardmore, ASCAP)

MITCHELL TOROK
I Wish I Was a Little Bit Younger . . . 76
DECCA 29986—Torok packs plenty of sales savvy into this up-tempo tune about a guy who's sorry he said yes at the altar. (Old Charter, BMI)
**When Mexico
Gave Up the Rumba** . . . 73
A spirited rendition on a humorous novelty with sprightly pacing about rock and roll south of the border. (Copar, BMI)

WOODY HERMAN
I Don't Want Nobody . . . 76
CAPITOL 21048—Woody Herman sells a solid reading on the swinging Buddy Johnson rhythm item. Backing is a provocative blend of swing and r.&b. This side should grab off considerable spins. (Sophisticate, BMI)
To Love Again . . . 72
A wistful vocal stint by Herman on the oldie from "The Eddy Duchin Story" film. There's plenty of competition on this tune, but Herman's version should pull some play, even though it is out late. (Shapiro-Bernstein, ASCAP)

TOM AND DAN
Blue Moon . . . 75
UNIQUE 340—Very smart version of the Rodgers-Hart standard. It's an instrumental, with just piano and drums, and it has a lot of style and appeal. (Robbins, ASCAP)
Heart and Soul . . . 75
This fine Carmichael-Loesser song gets the same rhythmic treatment. Just as nice as the flip. (Frank, ASCAP)

JERRY JEROME ORK
Slaughter on Tenth Avenue . . . 75
ABC-PARAMOUNT 9726—This instrumental version of the Richard Rodgers classic is a translation into rock and roll language. The melodramatic mood is gone, but a solid beat remains to give a thoroly commercial impact. (Chappell, ASCAP)
I Gotta Right to Sing the Blues . . . 73
Another standard styled in the current groove. The theme is socked out by a swinging alto sax soloist, with pounding rhythm accompaniment all the way. Both sides have good juke box potential. (Harms, ASCAP)

BILLY MAY
The Beat . . . 75
CAPITOL 14937—Here's an infectious instrumental side with an exciting tempo. The flip has the prom-

otional push behind it, but this could wind up with more jockey plays. (Jungnickel, ASCAP)
Nightmare . . . 71
A moody movie title theme is wrapped up in a hard driving instrumental arrangement, a la "Man With the Golden Arm." (Byron, BMI)

DANNY KNIGHT
Beachcomber! Beachcomber! . . . 75
M-G-M 12300—"Did your dreams wash away with the tide." This is typical of the high-flown sentiment in the lyric. Impressively different material, well sung. (Out of the World, ASCAP)
My Heart Isn't in It . . . 70
A slow-paced ballad. Fair. (Leeds, ASCAP)

DAKOTA STATION
Don't Mean Maybe . . . 74
CAPITOL 21151—Miss Station teils out some low-down blues with punch and savvy. The material tends to drag but the gal can sing. (Canby, BMI)
My Friend . . . 73
In this case the friend stole "Jim" away in a scene which starts as a teen-age triangle. As she has before, the Station gal still impresses solidly with her pipes. (Planetary, ASCAP)

RON GOODWIN
Song of the High Seas . . . 74
CAPITOL 40663—Big stirring instrumental was here, of material from the background score of "Victory at Sea." To a televiewer the melody will ring a bell and a pleasant feeling it will be. This should get a good share of jockey play. (Williamson, ASCAP)
Guadalcanal March . . . 73
Less familiar than the flip, this big band arrangement of the march is most palatable. Figures for jockey spins and could be a juke box entry as well. (Williamson, ASCAP)

RALPH FLANAGAN
What's New? . . . 74
VICTOR 6596—A pleasant instrumental version of the lovely oldie served up in Flanagan's leisurely Glenn Miller manner. Good jockey and juke wax. (Witmark, ASCAP)
Out Last Night . . . 72
A hard-driving instrumental with effective drum beats in march tempo. (Harwin, BMI)

CYRIL STAPLETON ORK
Love Theme From "La Strada" . . . 74
M-G-M 12297—There's a moody neapolitan feeling here with lush mandolins and violins making a nice romantic setting. Good material for the late evening jocks. (Leeds, ASCAP)
I Only Know I Love You . . . 72
The British orkster hands an attractive reading to the melodious tune already on wax in several vocal versions. Will make good slow-tempoed fare, but will have trouble competing with the much earlier waxings. (Leeds, ASCAP)

SID FELLER ORK AND CHORUS
On the Ferris Wheel . . . 73
ABC-PARAMOUNT 9725—Here is some happy wax with a bouncy beat. Has a flavor reminiscent of a country carnival. Strong juke and jockey appeal for the summer season. (Callison, BMI)
Calliope . . . 73
Same comment. (Wildwood, BMI)

HELEN GRAYCO
A Fool for You . . . 73
VIK 6219—The canary sells solidly on an emotion-packed ballad with a strong rock and roll beat. (Marks, BMI)
C'est La Guerre . . . 72
A showmanly vocal job on a jauntily paced Livingston-Evans tune with interesting lyrics (e.g., the invasion of Paris by rock and roll). (Criterion, ASCAP)

FRANK PETTY TRIO
The One Rose
That's Left in My Heart . . . 73
M-G-M 12301—The pretty oldie is done in a neat instrumental version. (Continued on page 72)

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"CONEY ISLAND"

b/w

"BIG BOY BLUE"

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• **Reviews of New Pop Records**

• Continued from page 70

Side offers deejays a change of pace. Performance has considerable charm. (Shapiro-Bernstein, ASCAP)
Oh, How I Miss You Tonight... 71
 Another pretty standard. This side is a vocal by the trio. With the flip, it makes a neat programming item for jocks. (Bourne, ASCAP)

THE BASTRINUO'S
That Girl... 71
 EPIC 9175—An extremely appealing arrangement that has the Parisian street corner sound. Tune was cut several months ago by Mitch Miller with no great results, which means the individual charm of this could still win some spins for the disk. (Marks, BMI)

Paris Canaille... 71
 Funky piano, bass born and drums team up on this Parisian-styled marching-beat opus. The flavor and sound are close to another tune currently making the go-round, which may mean a tough road for this. (Leeds, ASCAP)

BETSY GAY
Big Boy Blue... 72
 INTRO 6092—Smarter arranged novelty. Song has an intriguing, swingy rhythm and Miss Gay chants the lyric with relaxed ease. Al Trace ork accompanies with, shall we say, *relax!* (Brandon, ASCAP)

Coney Island... 70
 Another with a novelty stamp. This is a summery item, with merry-go-round sounds and a lyric redolent of popcorn and sunburn. Real pleasant and nice for jocks. (M & M, ASCAP)

THE LAURIE SISTERS
How Many Tears?... 71
 VIK 0220—Appealing piping by the sisters on a plaintive ditty with wistful lyrics. (Pine Ridge, ASCAP)
Your Heart's in Danger... 70
 The girls blend nicely on an attractive song with a Latin-American flavor. (Kahl, BMI)

THE FOUR ESQUIRES
Summer Vacation... 71
 PILGRIM 717—Well timed, this material will attract a lot of jockeys' attention. It is a nostalgic tune on the order of "Moments to Remember." The Esquires turn in an appealing reading. (Greta, BMI)
Follow Me... 67
 The boys have a simple but rather pretty ballad here. Nicely harmonized. (Greta, BMI)

MARGIE DAY
Something Told Me... 69
 DE LUXE 6096—Miss Day, on her first outing for the label, puts plenty of effort into the tune, but the style seems exaggerated and the so-so material is a handicap. (Jay & Cee, BMI)
Dumplin' Dumplin'... 66
 This is a rhythm side but the tough, gravely voiced style doesn't become the gal. Probably would sound far superior by singing things straight and leaving the gimmicks by the wayside. (Jay & Cee, BMI)

THE NICKELODEON
Cheek to Cheek... 68
 FLAMINGO 3993—The great Irving Berlin standard done with a nickelodeon sound. Typical summer fare. (Berlin, ASCAP)
Top Hat, White Tie and Tails... 68
 Another fine Berlin oldie gets the same type of performance. (Berlin, ASCAP)

BUELL THOMAS
Ouch, Katarina... 68
 DOOTONE 315—A moderately funny novelty in three-quarter time. Some deejay play for... (Dootie Williams, BMI)
You've Got Everything, Baby... 67
 Thomas has a voice that seems well equipped for ballads like this. Material and arrangement work against his well-meant efforts here, however. (Dootie Williams, BMI)

STANLEY WILSON
Land of Promise... 68
 SUNSET 2022—Mixed chorus sings like a church choir on this anthem-styled opus of hope and faith. Has a mystic, minor-key flavor but the going will likely be rough in today's market. (Ardmore, ASCAP)
Little Sheba... 66
 This one is instrumental with the Black ork working out on a rhythmic piece that has shades of the market place in a mysterious Near East spot. Jocks may twirl it. (Ardmore, ASCAP)

THE MANHATTANS
KIM... 68
 WEB 1082—A smart vocal styling of the instrumental hit, "Portuguese Washerwoman." The backing is a simple piano and rhythm unit; but even without much of a production,

the vocal goes over well. (Remick, ASCAP)
Sizzle and Crack... 64
 The group offers another rhythm job on this side, but don't make much of an impression with the highly stereotyped material. (Bode, ASCAP)

MICKY MARLOWE
She's Funny That Way... 67
RAINBOW 8450—This is a new (male) Micky Marlowe. The guy manages to put a good share of feeling into this oldie but the job somehow fails to build the excitement required. (Danels, ASCAP)
Our Love Is Our Affair... 62
 Whole effort is a sad affair. Marlowe gives a very unpolished attempt at a rhythm and blues vocal style which flops badly. (Tommy, BMI)

• **Reviews of New Sacred Records**

CROSSROADS QUARTET
Somebody Up There Likes Me... 73
 M-G-M 12303—The inspirational song from the film is given an impressive reading. (Fetst, ASCAP)
I Raised My Boy to Be a Soldier... 72
 Another inspirational side, done with a sincere feeling. (Caesar, ASCAP)

• **Reviews of New Polka Records**

FRANKIE YANKOVIC
Johnny's Polka... 75
 COLUMBIA 40722—A bright, lively side by this outstanding polka artist. (MIBS, ASCAP)
Beautiful Rose... 75
 Tune on this side has a more stately grace. Yankovic does an excellent job. (MIBS, ASCAP)

Let's Go, Man, If You're a Redleg Fan!
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Album Covers

• Continued from page 16

design. This will, in turn, sell more records.

Winning companies in this year's contest will receive a plaque with an award scroll and the actual winning album cover. Next year, the contest will be expanded, following suggestions made by the panel of judges, to provide additional areas of competition.

Many Entries
 In the popular category, the following 58 labels—arranged alphabetically—submitted entries: Aladdin, AmPar, Atlantic, Bethlehem, Blue Note, Brunswick, Caedmon, Camden, Capitol, Classic Editions, Clef, Columbia, Contemporary, Coral, Criterion, Dawn, Decca, Dootone, Dot, Down Home, Elektra, Epic, Era, Goodtime Jazz, Grand Award, Groove, Hi Fidelity, International, Jazz West, Jubilee, Kapp, King, Liberty, London, Mercury, M-G-M, Modern, Monogram, Music Minus One, Norgran, Pacific Jazz, Paragon, Prestige, Rama, RCA Victor, Regent, San Francisco, Savoy, Seeco, Starlite, Sunset, Tahiti, Tico, Vanguard, Verve, Vik, Vox and Westminster.

Classical-wise, the judges selected winners from these 23 entries: Angel, Camden, Capitol, Classic Editions, Columbia, Criterion, Decca, Elektra, Epic, Grand Award, Hi Fidelity, Liberty, London, Mercury, M-G-M, Music Minus One, Period Music Guild, RCA Victor, Regent, Sunset, Vanguard, Vox and Westminster.

Only one entry, Disneyland, arrived too late for judging. Winning entries will be announced in next week's issue of The Billboard, along with the names of record dealer winners of the contest at the convention. The opinions of the judges as to the reasons for their selections will also be printed, as well as suggestions made by them for further improvement of long-playing record packages.

Joint Distribution

• Continued from page 16

All Dot personnel are expected to arrive here by August 1. Wood set August 25 as the firm's target date for new fall merchandise, at which time approximately 20 new 12-inch LP's are to be released. The possibility of a variety television show in which Dot will have an interest, and which will be largely staffed by Dot talent, was also disclosed by Wood.

ANOTHER GENUINE DIAMOND

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• Most Played C&W in Juke Boxes

For survey week ending July 18

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price	3	5
YOU DONE ME WRONG (BMI)—Col 21510		
2. I WALK THE LINE—J. Cash	1	5
GET RHYTHM (BMI)—Sun 241		
3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	2	9
MY BABY LEFT ME (BMI)—Vic 20-6540		
4. HEARTBREAK HOTEL (BMI)—E. Presley	4	20
I Was the One (ASCAP)—Vic 20-6420		
5. SEARCHING (BMI)—K. Wells	6	3
I'd Rather Stay Home (BMI)—Dec 29956		
6. BLACKBOARD OF MY HEART (BMI)—H. Thompson	—	13
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
7. BLUE SUEDE SHOES (BMI)—C. Perkins	5	21
Honey, Don't (BMI)—Sun 234		
8. YOU ARE THE ONE (BMI)—C. Smith	9	4
Doorstep to Heaven (BMI)—Col 21522		
8. MY LIPS ARE SEALED (BMI)—J. Reeves	—	1
Pickin' a Chicken (BMI)—Vic 20-6517		
10. SWEET DREAMS (BMI)—F. Young	7	2
Until I Met You (BMI)—Cap 3443		

• Review Spotlight on . . .

SACRED

LESTER FLATT AND EARL SCRUGGS

Give Mother My Crown (Cedarwood, BMI)

Joy Bells (Golden West, BMI)—Columbia 21536—Tho sung in different moods, these are two solid sacred sides. On top the duetting takes a typical sad, churchly tone as the Foggy Mountain Boys back up with weepy fiddles and guitars. The flip is a happy, hand-clapping tale of the joy bells in heaven.

FOLK TALENT & TUNES

By BILL SACHS

Homer and Jethro (RCA Victor) will headline the July 29 Don Larkin-Lyle Reed c.&w. jamboree in the Terrace Room of the Mosque Theater, Newark, N. J. Other features will include Don Reno, Red Smiley and the Tennessee Cutups, with Elton Britt in a return engagement as guestar. . . . Ben A. Green's second of a series of articles on "Grand Ole Opry" and its stars in The Nashville Banner of July 14 relates the upward climb in the country field of Johnny Cash, Sun Records artist. Headed "Johnny Cash Achieves Life's Ambition, Wins Opry Hearts," the item occupies most of the front page, with photos of Jim Denny, Charley Applewhite, Bob Neal, Carl Smith, Johnny Cash, Goldie Hill, Faron Young, Jean Shepard, Hawkshaw Hawkins and others. On the same page, an eight-column streamer heads up a story in which the Army salutes the "Opry" and its stars for aid in the recruiting program.

Jim Edward Brown, now serving with the Army at Fort Carson, Colo., has a 14-day leave coming up soon, during which time he'll join his sisters Maxine and Bonnie to cut some sessions and make several appearances with "Ozark Jubilee." Meanwhile, Maxine and Bonnie continue with the operation of their nitery at Pine Bluff, Ark., while doubling on personals in the area. Jim's address is Pvt. James E. Brown, US 54179691, Hq. and Hq. Btry., 28 FA Bn., Fort Carson, Colo. . . . The "Ozark Jubilee" sponsor, American Chicle Company, has renewed its contract for a 52-week period, effective come October.

Jim Reeves, after a swing thru Florida with a unit which also included Johnny Cash, Hawkshaw

Hawkins, Jean Shepard, Johnny "T" Talley and Mimi Roman, last Saturday (12) began a three-week tour thru Pennsylvania, Maryland, New York and New England with his own package comprising Joe (Red) Hayes (Capitol), Floyd Cramer (M-G-M) and Tommy Hill (Hickory). Reeves' personal manager, Herb Shucher, is in New York this week for the NAMM convention. . . . Martha Carson (RCA Victor) recently presented her husband-manager, X. Cosse, with an heir, Rene Paul.

Bob Neal, of Stars, Inc., Memphis, has framed a package comprising Johnny Cash, Sonny James, Roy Robison, Johnny Horton and Faron Young for a tour of Florida beginning in late September and running thru October. . . . Roy Orbison and the Teen Kings and Warren Smith will play for the formal opening of Grenada Lake Park, Grenada, Miss., July 25. . . . T. Tommy Cutrer's newest on the RCA Victor label is "Little Hoo-Wee" b.w. "Baby, You're the Only One." . . . The Louvin Brothers have a new release on the Capitol tag titled "That's All He's Asking of Me" b.w. "Where Will You Build?"

The Mimmie Pearl show, with Justin Tubb, is set on an extended tour of fairs thru the Middle West and West, opening at the Woodson County Fair, Yates Center, Kan., August 7. Bookings, arranged by Gabe Tucker, Nashville, will carry the unit thru August and part of September. August dates, following Yates Center, are Deshler, Neb., 8; Overbrook, Kan., 9; Stafford, Kan., 10; Sylvan Grove, Kan., 11; Boone, Ia., 13; Britt, Ia., 14; Trenton, Mo., 15; Cheney, Kan., 16; Ottawa, Kan.,

• C&W Territorial Best Sellers

For survey week ending July 18

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Heartbreak Hotel, E. Presley, Vic.
4. Little Rosa, R. Soyinc-W. Pierce, Dec.
5. Searching, K. Wells, Dec.
6. You and Me, R. Foley & K. Wells, Dec.

Charlotte

1. Crazy Arms, R. Price, Col.
2. I Take the Chance J. E. & M. Brown, Vic.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Searching, K. Wells, Dec.
5. I Walk the Line, J. Cash, Sun
6. Conscience, I'm Gully, H. Snow, Vic.
7. Heartbreak Hotel, E. Presley, Vic.
8. On My Mind, L. Flatt & E. Scruggs, Col.
9. My Mail Left Me, E. Presley, Vic.
10. You and Me, R. Foley & K. Wells, Dec.

Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Honky Tonk Man, J. Horton, Col.
4. Twenty Feet of Muddy Water S. James, Cap.
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. Uncle Pen, P. Wagoner, Vic.
7. I've Changed, C. Smith, Col.
8. Searching, K. Wells, Dec.

Houston

1. You Gotta Be My Baby, G. Jones, Sdy.
2. You Are the One, C. Smith, Col.
3. Take a Look at Yourself G. Morgan, Col.
4. My Lips Are Sealed, J. Reeves, Vic.
5. Crazy Arms, R. Price, Col.

Memphis

1. Boppin' the Blues, C. Perkins, Sun
2. Crazy Arms, R. Price, Col.
3. I Walk the Line, J. Cash, Sun
4. I Take the Chance J. E. & M. Brown, Vic.
5. Conscience, I'm Gully, H. Snow, Vic.

Nashville

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Be-Bop-A-Lula, G. Vincent, Cap.
5. I Take the Chance J. E. & M. Brown, Vic.
6. My Lips Are Sealed, J. Reeves, Vic.
7. Boppin' the Blues, C. Perkins, Sun
8. Any Old Time, E. Arnold, Vic.

New Orleans

1. Searching, K. Wells, Dec.
2. Be-Bop-A-Lula, G. Vincent, Cap.
3. Wayward Wind, T. Ritter, Cap.
4. Conscience, I'm Gully, H. Snow, Vic.
5. Any Old Time, E. Arnold, Vic.

Richmond, Va.

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Boppin' the Blues, C. Perkins, Sun
5. Heartbreak Hotel, E. Presley, Vic.
6. Ooby Dooby, R. Orbison, Sun

St. Louis

1. Boppin' the Blues, C. Perkins, Sun
2. Come Back to Me, J. Newman, Dot
3. I Walk the Line, J. Cash, Sun
4. Searching, K. Wells, Dec.
5. Be-Bop-A-Lula, G. Vincent, Cap.
6. Heartbreak Hotel, E. Presley, Vic.

17; Corning, Ia., 18; North Platte, Neb., 19; Stockton, Kan., 20; Winterset, Ia., 21; Beatrice, Neb., 22; Garden City, Kan., 23; Smith Center, Kan., 24; Stapleton, Neb., 26; Stanton, Neb., 26; West Point, Neb., 27; St. Paul, Neb., 28; Garrett, Kan., 29; Eureka, Kan., 30, and Hamilton, Mo., 31. September bookings will be announced later.

Pee Wee King and combo guested with "Western Jamboree" at Buck and Sunny Smith's Rogue Valley Ballroom, Medford, Ore., July 17 with Tex Williams slated to fill that slot August 11. . . . Ray Price has been set by his manager, Al Flores, for a 15-day trek thru Alaska starting September 1. Accompanying him on the jaunt will be Autry Inman, Ha' and Ginger Willis and Arvada Miller, who were with Price in Hawaii recently, plus Whitey Fullen

(Continued on page 76)

The Golden Hillbilly

GOLDIE HILL

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

"I'M BEGINNING TO FEEL MISTREATED" and "SAMPLE MY KISSES"

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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

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price	2	8
YOU DONE ME WRONG (BMI)—Col 21510		
2. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	1	9
MY BABY LEFT ME (BMI)—Vic 20-6540		
3. I WALK THE LINE (BMI)—J. Cash	3	8
Get Rhythm (BMI)—Sun 241		
4. HEARTBREAK HOTEL (BMI)—E. Presley	4	22
I Was the One (BMI)—Vic 20-6420		
5. SEARCHING (BMI)—K. Wells	9	4
I'd Rather Stay Home (BMI)—Dec 29956		
6. BE-BOP-A-LULA (BMI)—G. Vincent	8	4
Woman Love (BMI)—Cap 3450		
7. I TAKE THE CHANCE (BMI)—J. E. & M. Brown	7	8
Goo Goo Goo (BMI)—Vic 20-6480		
8. YOU AND ME (BMI)—R. Foley & K. Wells	6	27
No One But You (BMI)—Dec 29740		
9. BOPPIN' THE BLUES (BMI)—C. Perkins	13	2
All Mama's Children (BMI)—Sun 243		
10. SWEET DREAMS (BMI)—F. Young	11	6
Until I Met You (BMI)—Cap 3443		
11. BLUE SUEDE SHOES (BMI)—C. Perkins	5	24
Honey, Don't (BMI)—Sun 234		
11. ANY OLD TIME (BMI)—W. Pierce	15	2
WE'LL FIND A WAY (BMI)—Dec 29974		
13. BLACKBOARD OF MY HEART (BMI)—H. Thompson	10	17
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
14. YES, I KNOW WHY (BMI)—W. Pierce	14	20
'Cause I Love You (BMI)—Dec 29805		
15. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	12	13
Hold Everything (BMI)—Dec 29876		

• Reviews of New C&W Records

JOHNNIE AND JACK

I Loved You Better Than You Knew... 83
VICTOR 6594—A strong weeper. Johnnie and Jack, with Ruby Wells, belt out the lyrics with solemn sincerity. Fine for deejays.
Love, Love, Love... 78
Johnnie and Jack do their usual capable duet on this cover of the Clovers' hit on Atlantic. (Progressive, BMD)

PORTER WAGONER

I've Known You From Somewhere... 82
VICTOR 6598—Wagoner sings with plaintive effectiveness on a poignant ballad. (Barton, BMD)
Tryin' to Forget the Blues... 80
A moving performance by Wagoner and a vocal group on an appealing weeper with a strong steady beat. (Showcase, BMD)

JOHNNY HORTON

I Don't Like I Did... 81
COLUMBIA 21538—A song of a fading love, ably handled by Horton. Effective eight-to-the-bar backing, with guitar in spotlight, adds a lot. Salable wax. (Golden West, BMD)
I'm a One-Woman Man... 79
Smart and polished job is this wax, with Horton singing it with a light, sly touch. Guitar work is just as convincing, adding up to listenable, commercial stuff. (Cedarwood, BMD)

CHET ATKINS AND HANK SNOW

New Spanish Two-Step... 80
VICTOR 6558—An unusual instrumental. Chet Atkins and Hank Snow do some mighty classy picking with this stately tune. Great for deejays looking for instrumentals. (Bourne, ASCAP)
Reminiscing... 80
Another outstanding example of duo guitar work. Makes a splendid coupling, and again is unusual material for deejays. (Hill & Range, BMD)

DAVE RICH

Ain't It Fine?... 79
VICTOR 6595—A sock country blues, done with individual style. Rich is impressive here. One to watch. (Tanner, BMD)
Your Pretty Blue Eyes... 77
Dave Rich's vocal is highly stylized, but in the traditional vein. He's got a strong side here, with a pretty lyric. Merits strong deejay exposure. (Trev, BMD)

MAC CURTIS

Half-Hearted Love... 78
KING 4949—A strong bluesy side. Curtis uses the rock and roll style here, but in a restrained, very effective way. Side should do well. (Armo, BMD)
Granddaddy's Rockin'... 74
Country blues, rock and roll style. Curtis has a good feeling for the genre. The performance moves along with groovy, relaxed rhythm. (Armo, BMD)

GLENN BARBER

Feeling No Pain... 77
STARDAY 249—One of the more attractive country rock and roll selections to hit the market. The styling and beat on this side owes a lot to Bill Haley, but Barber has a way of making this material his own. Strong commercial possibilities. (Starrite, BMD)
Shadow My Baby... 76
A Presley-influenced vocal that shows

Barber to be a talented, versatile stylist of whom more is certain to be heard. This bluesy rhythm effort deserves serious consideration. (Starrite, BMD)

DICK WILLIAMS

A Fool for You... 76
VICTOR 6599—Williams scals with sock showmanship on a catchy theme with swingy pacing. (E. B. Marks, BMD)
Hillbilly Rock... 75
Enthusiastic warbling stint on a bouncy ditty set to an up-tempo "Turkey in the Straw" melodic line. (E. B. Marks, BMD)

LEON PAYNE

All the Time... 74
STARDAY 250—A strong country side, in traditional style. It's a rhythm number, and rolls along with a rollicking beat. (Starrite, BMD)
One-More Chance... 72
Leon Payne sings a slow tempo waltz, which is rather popish in quality. A nice job. (Starrite, BMD)

DELBERT BARKER

That's a Sin... 75
KING 4951—A slow, moody country blues, done with impact by Barker. Good performance and good material. (Mar-Kay, BMD)
No Good, Robie Hood... 73
Barker belts out a country blues in the rock and roll style. (Mar-Kay, BMD)

EDDY AKRIDGE

Handcuff Our Hearts... 74
"Let's serve a term in prison—you gotta be my wife." That's the theme, and Eddy Akridge chants it solidly to a strong backing which has a touch of the ranchero style. (Lowery, BMD)
The Harder You Fall... 73
This side is a weeper, the philosophy of which is explained in the title. Akridge does a very competent job. (Central, BMD)

BILL MACK

Cat Just Got In Town... 74
STARDAY 252—Accent is on rhythm here. Numerous verses about that red hot swingin' cat, but there's little melody in evidence. Just the same, the juke players in rural areas may like. (Starrite, BMD)
Sweet Dreams, Baby... 72
Slow, weepy ballad material here with Mack singing it in a suitably lusty, expressive tones. Singer is the

(Continued on page 81)

A GREAT COUNTRY DUET
Wilma Lee & Stoney Cooper



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)

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Thanks, friends, for your help with this record. We appreciate it sincerely.

Jimmy and Johnny



JIMMY and JOHNNY

featuring our newest Decca release

"TILL THE END OF THE WORLD"

b/w

"ANOTHER MAN'S NAME"

Decca #29954

From The Billboard of July 7, 1956:

• Review Spotlight on . . . C&W RECORDS

JIMMY AND JOHNNY

Till the End of the World (Cedarwood, BMI)
Another Man's Name (Copar, BMI)—Decca 29954—The boys offer a strong performance on "Till the End of the World," a standout traditional-type country theme, with a catchy refrain. The flip (co-authored by Webb Pierce) is another powerful country item, with effective weeper-lyrics.



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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 last Friday (20) began an extended tour of the Midwest for T. B. Skanning, Minneapolis.

Hugh Cherry, former Nashville deejay, who recently severed his connections with WLW-T, Cincinnati, where he emceed the station's "Midwestern Hayride" on NBC network and local beamings, has settled in Phoenix, Ariz., where he's spinning c.&w. and pop platters on KTAR, NBC affiliate. He's doing two and a half hours of country in the morning, and an hour and a half of pop at noon. Cherry also has a TV seg coming up soon on KVAR in the same city.

A series of jamboree-type c.&w. 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, Monday thru 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 Hoedown," is slated to kick off at the 3,000-seat Waco Arena, Waco, Tex., Tuesday night (24), with KWTX carrying the show. The second is slated to make its bow at the Trianon Ballroom, Oklahoma City, August 3, with KBYE the radio affiliation. Charles Wright, Dallas, booker-manager, who will handle promotion and bookings on all the Hoedown 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: Estevan, Sask., August 1; Plentywood, Mont., 2; Sidney, Mont., 3-5; Miles City, Mont., 6; Great Falls, Mont., 7-8; Osburn, Idaho, 9; Richland, Wash., 10; Portland, Ore., 11; Spokane, Wash., 12-13; Omak, Wash., 14; Tacoma, Wash., 15; Aumsville, Ore., 16; Fresno, Calif., 17; El Centro, Calif., 21; Yuma, Ariz., 22; Roswell, N. M., 23; Albuquerque, N. M., 25, and Enid, Okla., 25.

Roy Orbison and the Teen Kings and Warren Smith are set for the next two weeks on personals in Tennessee, Arkansas and Mississippi. . . . Johnny Cash and the Tennes-

• Most Played C&W by Jockeys

For survey week ending July 18

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Chart
1. CRAZY ARMS (BMI)—R. Price	1	10
Col 21510—BMI		
2. SWEET DREAMS—F. Young	3	5
Cap 3443—BMI		
3. I WALK THE LINE—J. Cash	2	8
Sun 241—BMI		
4. I TAKE THE CHANCE—J. E. & M. Brown	4	14
Vic 20-6480—BMI		
5. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	5	6
Vic 20-6540—BMI		
6. SEARCHING—K. Wells	9	3
Dec 29956—BMI		
7. YOU ARE THE ONE—C. Smith	6	4
Col 21522—BMI		
8. MY LIPS ARE SEALED—J. Reeves	—	3
Vic 20-6517—BMI		
9. HOPING THAT YOUR HOPING—Louvin Brothers	7	10
Cap 3413—BMI		
10. HEARTBREAK HOTEL—E. Presley	—	21
Vic 20-6420—BMI		
11. TWENTY FEET OF MUDDY WATER—S. James	11	2
Cap 3441—BMI		
12. YOU DONE ME WRONG—R. Price	8	6
Col 21510—BMI		
13. HONKY TONK MAN—J. Horton	—	11
Col 21504—BMI		
14. BE-BOP-A-LULA—C. Vincent	—	2
Cap 3450—BMI		
15. ANY OLD TIME—W. Pierce	10	2
Dec 29974—BMI		

• This Week's C&W Best Buys

HOUND DOG (Presley & Lion, BMI)—Elvis Presley—RCA Victor 6604—See this week's Popular "Best Buys."

GOODBYE, MR. BROWN (Acuff-Rose, BMI)—Roy Acuff and Kitty Wells—Decca 29935—As might have been expected, the combination of talents on this disk has aroused great interest, and country fans are making of it one of the top new sellers. Richmond, Durham, Nashville, Memphis and Dallas were among the Southern centers surveyed; all rated its first 10 days' sales outstanding. Flip is "Mother, Hold Me Tight" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

see Two are resting briefly in Memphis after a recent swing thru Florida. . . . Carl Perkins is reported chalking some nifty grosses in New York on a tour arranged by General Amusements Corporation. . . . WWVA's Wilma Lee, Stoney Cooper and the Clinch Mountain Clan move into Northeastern Pennsylvania and nearby New York State points for two weeks beginning July 30 on bookings arranged by R. J. (Bob) Staph. Drive-ins comprise the bulk of the tour, which includes a two-day stand in Binghamton, N. Y.

Lew Banks, who recently switched deejay operations from WHE, Griffin, Ga., to WAGS, Bishopville, S. C., has taken the promotional reins on Rusty and Doug, now regular features on WWVA's "World's Original Jamboree," Wheeling, W. Va., each Saturday night. Banks is booking them on personals thru Maryland, Virginia and Ohio. . . . Jimmy Martin and the Sunny Mountain Boys (Earl Taylor, mandolin, and Sam Hutchins, five-string banjo), still showing their wares at Yale Casino, Detroit, cut a session for Decca recently.

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Sam Gibbs
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Miller Bros.

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Hey Pretty Baby—Who's Gonna Know

**NEW RHYTHM 'N' BLUES
"BLUES & MISERY"**

b/w
"YOU BETTER CHANGE"
By Ole Sonny Boy
Excello 2086

"I'LL BE GOOD"

b/w
"BABY, COME BACK HOME"
By Sugar & Sweet
Excello 2087

"PLEASE UNDERSTAND"

b/w
"I DON'T NEED YOU NOW"
By Earl Gaines
Excello 2088

**SPIRITUALS
"THE SUN WILL RISE TO
THE EAST"**

b/w
"IT'S A WONDER WHAT MY
LORD CAN DO"
By Silvertone Singers
Nashboro 584

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b/w OOP BOOPY OOP

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MEADOWLARKS #394**

CRY SOME BABY
ROY MILTON #398

DOOTONE RECORDS

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Red Hot!
The Spiders
A-1 IN MY HEART
5393

Imperial Records

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THE BILLBOARD
get all they pay
for.



R&B Best Sellers in Stores

For survey week ending July 18

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. FEVER (BMI)—Little Willie John	1	11
Letter From My Darling (BMI)—King 4935		
2. RIP IT UP (BMI)—Little Richard	3	5
READY TEDDY (BMI)—Specialty 579		
3. I'M IN LOVE AGAIN (BMI)—F. Domino	2	15
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
4. STRANDED IN THE JUNGLE (BMI)—Cadets	5	2
I Want You (BMI)—Modern 994		
5. MY PRAYER (ASCAP)—Platters	10	3
Heaven On Earth (ASCAP)—Mercury 70893		
6. TREASURE OF LOVE (BMI)—C. McPhatter	4	10
When You're Sincere (BMI)—Atlantic 1092		
7. IT'S TOO LATE (BMI)—C. Willis	6	4
Kansas City Woman (BMI)—Atlantic 1098		
8. CASUAL LOOK (BMI)—Six Teens	7	6
Teen-Age Promise (BMI)—Flip 315		
9. STRANDED IN THE JUNGLE (BMI)—Jayhawks	9	3
My Only Darling (BMI)—Flash 109		
10. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	8	15
Why Do You Do Me? (BMI)—Federal 12258		
11. CANDY (BMI)—Big Maybelle	15	5
That's a Pretty Good Love (BMI)—Savoy 1195		
12. HALLELUJAH, I LOVE HER SO (BMI)— R. Charles	13	7
What Would I Do Without You (BMI)—Atlantic 1096		
13. LOVE, LOVE, LOVE (BMI)—Clovers	—	5
Your Tender Lips (BMI)—Atlantic 1094		
14. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)— E. Presley	—	5
My Baby Left Me (BMI)—Vic 20-6540		
15. I WANT YOU TO BE MY GIRL (BMI)— Teen-Agers	11	13
I'm Not a Know-It-All (ASCAP)—Gee 1012		

Most Played R&B in Juke Boxes

For survey week ending July 18

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. TREASURE OF LOVE (BMI)—C. McPhatter	3	8
When You're Sincere (BMI)—Atlantic 1092		
2. FEVER (BMI)—Little Willie John	2	8
Letter From My Darling (BMI)—King 4935		
3. I'M IN LOVE AGAIN (BMI)—F. Domino	1	13
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
4. RIP IT UP (BMI)—Little Richard	6	4
READY TEDDY (BMI)—Specialty 579		
5. STRANDED IN THE JUNGLE (BMI)—Cadets	—	1
I Want You (BMI)—Modern 994		
6. HALLELUJAH, I LOVE HER SO (BMI)— R. Charles	6	5
What Would I Do Without You? (BMI)—Atlantic 1096		
7. LOVE, LOVE, LOVE (BMI)—Clovers	—	3
Your Tender Lips (BMI)—Atlantic 1094		
8. ROLL OVER, BEETHOVEN (BMI)—C. Berry	4	7
Drifting Heart (BMI)—Chess 1626		
8. IT'S TOO LATE (BMI)—C. Willis	9	2
Kansas City Woman (BMI)—Atlantic 1098		
10. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	5	7
My Baby Left Me (BMI)—Vic 20-6540		

Most Played R&B by Jockeys

For survey week ending July 18

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. FEVER—Little Willie John	1	11
King 4935—BMI		
2. I'M IN LOVE AGAIN—F. Domino	3	15
Imperial 5386—BMI		
3. RIP IT UP—Little Richard	3	4
Specialty 579—BMI		
4. MY PRAYER—Platters	8	3
Mercury 70893—ASCAP		
5. TREASURE OF LOVE—C. McPhatter	2	8
Atlantic 1092—BMI		
6. LOVE, LOVE, LOVE—Clovers	7	6
Atlantic 1094		
7. IT'S TOO LATE—C. Willis	5	3
Atlantic 1098—BMI		
8. STRANDED IN THE JUNGLE—Cadets	8	2
Modern 994—BMI		
9. I WANT YOU, I NEED YOU, I LOVE YOU— E. Presley	14	5
Vic 20-6540—BMI		
10. PLEASE, PLEASE, PLEASE—J. Brown	5	15
Federal 12258—BMI		
11. READY TEDDY—Little Richard	10	4
Specialty 579—BMI		
12. LET THE GOOD TIMES ROLL—Shirley & Lee	—	1
Aladdin 3325—BMI		
13. LETTER FROM MY DARLING—Little Willie John ..	11	2
King 4935—BMI		
14. BE-BOP-A-LULA—C. Vincent	—	1
Cap 3450—BMI		
15. MY BLUE HEAVEN—F. Domino	14	12
Imperial 5386—ASCAP		

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SINGS . . .

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Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

R&B Territorial Best Sellers

For survey week ending July 18

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Rip It Up, Little Richard, Spe.
2. Stranded in the Jungle, Cadets, Mod.
3. It's Too Late, C. Willis, Atl.
4. Fever, L. W. John, King.
5. Love, Love, Love, Clovers, Atl.
6. Up on a Mountain, Magnificents, NJ
7. I'm in Love Again, F. Domino, Imp.
8. Roll Over, Beethoven, C. Berry, Cha.

Charlotte

1. Stranded in the Jungle, Cadets, Mod.
2. Rip It Up, Little Richard, Spe.
3. It's Too Late, C. Willis, Atl.
4. Fever, L. W. John, King.
5. Heaven on Earth, Platters, Mer.
6. Please, Please, Please, J. Brown, Fed.
7. Time Will Tell, B. Charles, Cha.
8. Treasure of Love, C. McPhatter, Atl.
9. Up on a Mountain, Magnificents, NJ

Chicago

1. I'm in Love Again, F. Domino, Imp.
2. I Want You to Be My Girl, Teen-Agers, Gee.
3. Stranded in the Jungle, Jayhawks, Fab.
4. My Prayer, Platters, Mer.
5. Rip It Up, Little Richard, Spe.
6. Fever, L. W. John, King.
7. Love, Love, Love, Diamonds, Mer.

Cincinnati

1. Candy, Big Maybelle, Sav.
2. My Prayer, Platters, Mer.
3. Up on a Mountain, Magnificents, NJ
4. Fever, L. W. John, King.
5. Ain't Whatcha Say, Little Esther, Sav.

Detroit

1. Stranded in the Jungle, Cadets, Mod.
2. Canadian Sunset, E. Heywood, Mer.
3. Pleadin' for Love, L. Birdsong, Exc.
4. Old Ship of Zion, Rev. C. L. Franklin, Cha.
5. Soft Summer Breeze, E. Heywood, Mer.
6. Fever, L. W. John, King.
7. I'm in Love Again, F. Domino, Imp.
8. Don't Let It End This Way, E. Morris, Pea.
9. My Prayer, Platters, Mer.
10. Rip It Up, Little Richard, Spe.

Los Angeles

1. I'm in Love Again, F. Domino, Imp.
2. Fever, L. W. John, King.
3. Treasure of Love, C. McPhatter, Atl.
4. My Prayer, Platters, Mer.
5. Pleadin' for Love, L. Birdsong, Exc.
6. Rip It Up, Little Richard, Spe.
7. Casual Look, Six Teens, Flp.
8. Stranded in the Jungle, Cadets, Mod.

New Orleans

1. It's Too Late, C. Willis, Atl.
2. Rip It Up, Little Richard, Spe.
3. Stranded in the Jungle, Cadets, Mod.
4. Casual Look, Six Teens, Flp.
5. Fever, L. W. John, King.
6. I Want You, I Need You, I Love You, E. Presley, Vic.
7. Treasure of Love, C. McPhatter, Atl.
8. Time Will Tell, B. Charles, Cha.
9. Ready, Teddy, Little Richard, Spe.
10. Let the Good Times Roll, Shirley & Lee, Ala.

New York

1. Rip It Up, Little Richard, Spe.
2. I Promise to Remember, Teen-Agers, Gee.
3. My Prayer, Platters, Mer.
4. Stranded in the Jungle, Cadets, Mod.
5. Fever, L. W. John, King.
6. When My Dreamboat Comes Home, F. Domino, Imp.

Philadelphia

1. Hallelujah, I Love Her So, B. Charles, Atl.
2. It's Too Late, C. Willis, Atl.
3. Rip It Up, Little Richard, Spe.
4. My Prayer, Platters, Mer.
5. Fever, L. W. John, King.
6. Stranded in the Jungle, Jayhawks, Fab.
7. Canadian Sunset, E. Heywood, Mer.

St. Louis

1. Stranded in the Jungle, Cadets, Mod.
2. Fever, L. W. John, King.
3. Candy, Big Maybelle, Sav.
4. Casual Look, Six Teens, Flp.
5. I'm in Love Again, F. Domino, Imp.
6. I Want You, I Need You, I Love You, E. Presley, Vic.
7. My Prayer, Platters, Mer.
8. Rip It Up, Little Richard, Spe.
9. Pleadin' for Love, L. Birdsong, Exc.
10. Ready, Teddy, Little Richard, Spe.

Washington, D. C.

1. Stranded in the Jungle, Jayhawks, Fab.
2. Fever, L. W. John, King.
3. Rip It Up, Little Richard, Spe.
4. Please, Please, Please, J. Brown, Fed.
6. I Want You, I Need You, I Love You, E. Presley, Vic.
7. I'm in Love Again, F. Domino, Imp.
8. It's Too Late, C. Willis, Atl.
9. My Prayer, Platters, Mer.
10. Treasure of Love, C. McPhatter, Atl.

Reviews of New R&B Records

Come On and Save Me

KING 4052—An excellent reading of an effective tune with infectious hand-clapping in a spiritual mood. (Jay & Cee, BMI)

Get Something Out of It

The boys hit an exciting pace with their fervid vocal treatment of another tune with a strong spiritual flavor. (Jay & Cee, BMI)

RUDY MOORE

Let Me Come Home . . . FEDERAL 12276—Powerful reading by Moore on a moving blues with a pounding beat. (Armo, BMI)

Step It Up and Go

Unshibored warbling airt on a fast-moving rhythm tune with a cool hand-clapping gimmick. (Armo, BMI)

THE TANGIERS

Remember Me . . . DECCA 29971—Here's a slow, soulful ballad expressively sung by the lead man with effective backing by the group. Some play indicated here. (Golden State, BMI)

Oh, Baby!

The boys engage in a swinging rhythm side. The "I Love You, Never Let You Go" message is not familiar, but the side is handled well and the beat is good. (Cogar, BMI)

DUNGAREE DOLLS

Little Wallflower . . . RLS 1003—This girls' group has a powerful, low-voiced lead who knows how to work the cliches of the rock and roll idiom into an individual and attention-grabbing style. Here is a talent to watch. (Douglas, BMI)

Boy of My Dreams

A relaxed ballad that also has little originality material-wise, but because of the sock performance of the lead deserves serious consideration. (Douglas, BMI)

THE AVONS

I'm Sending S.O.S. . . . HULL 2025—A lively rhythm effort that moves spiritedly from start to finish. Material is hackneyed, but strong beat and performance compensate. (Keel, BMI)

Our Love Will Never End

The Avons swing this ballad in the same fast tempo as the flip. The teen-age market can absorb a lot of copies. (Keel, BMI)

Dealers — Distributors — Jockeys — The Trade

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b/w

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TEARS IN MY EYES
and
FAR AWAY PLACES**

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SHE'S FINE,
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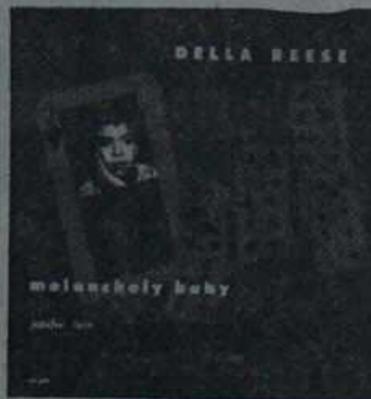


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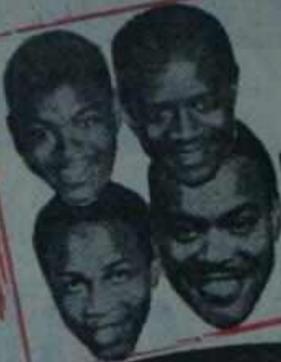
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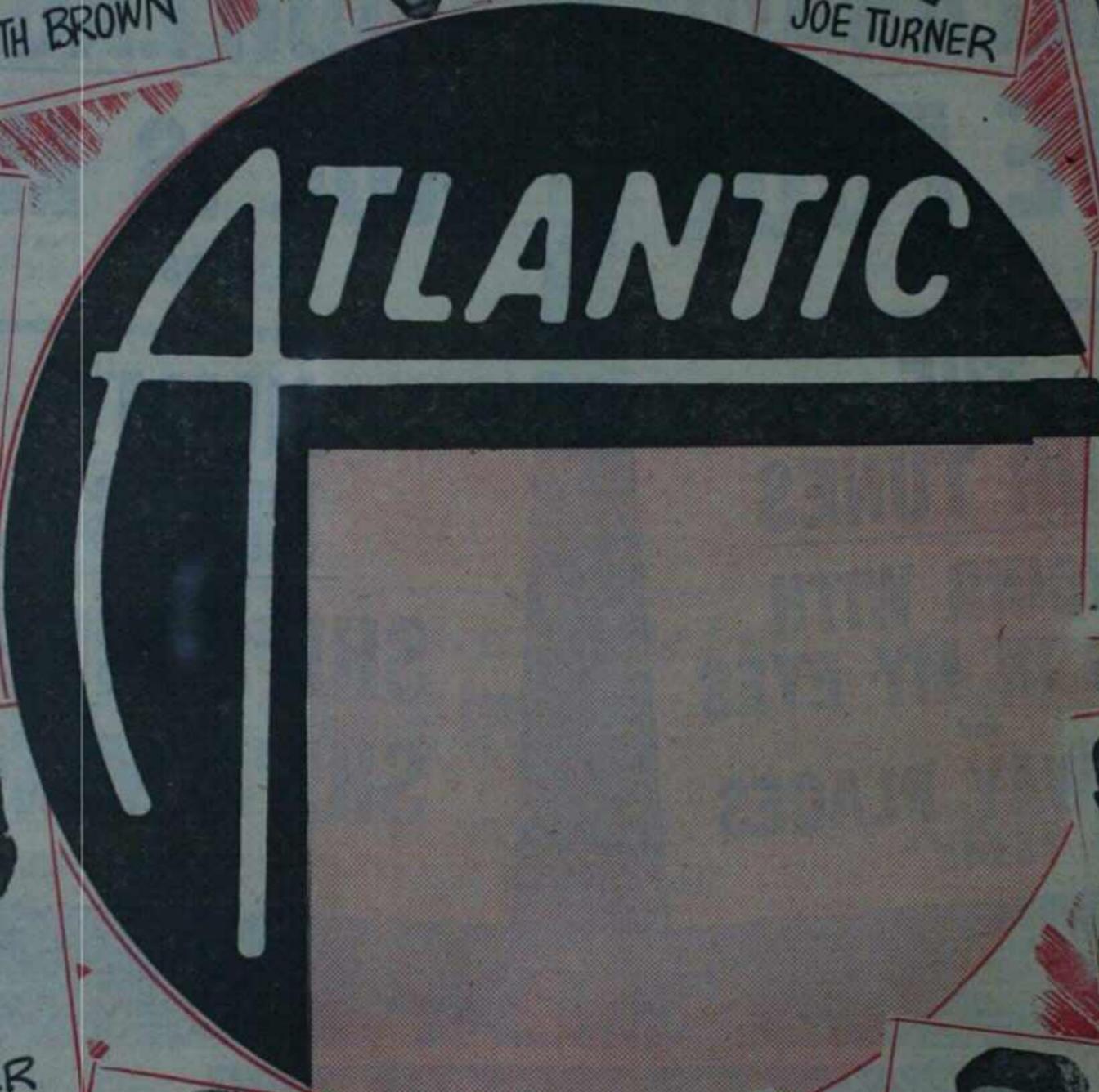


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Review Spotlight on . . .

R&B RECORDS

JOE TURNER

Lipstick, Powder and Paint (Progressive, BMI)
Rock a While (Progressive, BMI)-Atlantic 1100-Turner follows up his still riding "Corrine, Corrina" smash with a two-faced powerhouse here.

THE DRIFTERS

Soldier of Fortune (Wemar-Progressive, BMI)-Atlantic 101-The popular vocal group tries with a ballad here, similar in idiom to such hits as "The Great Pretender" and "Magic Touch."

THE MOONGLOWS

See Saw (Arc, BMI)
When I'm With You (Arc, BMI)-Chess 1629-Another group that rarely misses, and this coupling gives the cats two shots at the money.

THE COASTERS

One Kiss Led to Another (Tiger, BMI)-Atco 6073-The Coasters have racked good sales with their two previous disks, and this clever novelty could be their biggest yet.

BIG WALTER

Pack Fair and Square (Lion, BMI)-Peacock 1666-The title is the catch phrase in the refrain in this virile jump effort, similar to some of the big Joe Turner sides.

SPIRITUAL

SISTER ROSETTA THARPE

Cain't No Grace Hold My Body Down (Tharpe, BMI)-Mercury 70910-The sister outdoes herself in her first Mercury slicing. She also clefled the number, which should help her get back into the top-selling lists she used to dominate.

Reviews of New C&W Records

Continued from page 74

Steff, Good juke wax, (Starrite, BMI)

JAMES GALLAGHER
Just for You . . . 73
DECCA 29984-A deeply felt declaration of love. The originality of the lyrics and the intensity of Gallagher's style are notable. (Champion, BMI)

BILLY JACK WILLIS
My Shoes Keep Walkin' Back to You. 72
M-G-M 12302-Willis sings a weeper. Disk has a good, full sound and the performance is sincere. (Pine Ridge, ASCAP)

BOB DRUSKY
I'll Make Amends . . . 72
COLUMBIA 21537-Twanging guitar lends a weepy quality to Drusky's emotional singing on this pretty ballad. Has a nice traditional country feeling. (Lowery, BMI)

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Three Blind Mice . . . 70
The three blind mice played rock and roll to the cat's meow. That's about the size of this parody on the nursery rhyme. Lyric isn't as funny as it's supposed to be, tho' Drusky does his best. (Lowery, BMI)

JAMES WILSON
You Won't Know Why 'Til I'm Gone. 69
RAM 1551-Wilson wails a rhythmic "down home" type country blues. Down guitar keeps up a nice beat. (Allstar, BMI)

EDDIE ADAMS
I've Been With the Boys . . . 67
EXCELLENT 503 - He went into town and forgot about his wife waiting back home. Now he's thinking up excuses, but hasn't much faith that the missus will accept them. A bright novelty that should please a lot of deejays. (Mooney & Lee, BMI)

DICKIE McBRIDE
Our Daily Bread . . . 68
DAFFAN 105-A pretty harmonizing fiddle alternates with McBride's simple and plaintive prayer. An attractive job which has no relationship to the pop tune "Give Us This Day." (Hill & Range, BMI)

MICKIE EVANS
L-O-V-E . . . 67
ARCADE 141-The thrush spells out the meaning of love in this pretty, sentimental song. Miss Evans has an individual sound and a quietly persuasive way with a lyric. Nice listening. (Valley Brook, ASCAP)

This Week's R&B Best Buys

WHEN MY DREAMBOAT COMES HOME (Witmark, ASCAP)
SO LONG (Reeve, BMI)-Fats Domino-Imperial 5396-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.

TIME WILL TELL (Arc, BMI)-Bobby Charles-Chess 1628-Southern markets have found this to be a fine seller. Charlotte and New Orleans are currently listing it in their top ten. It is also pushing ahead in Memphis, Nashville and St. Louis, making enough progress so that it now has to be considered strongly in Middle Western and Eastern cities, too.

No Jazz Mission

Continued from page 16
tofore sponsored appears questionable.

One spokesman for the anti-jazz movement was Senator Allen Ellender (D., La.), who said of Dizzie Gillespie's band: "I never heard so much pure noise in my life."

Rep. Frank Thompson (D., N. J.) added a new note to the discord, in blaming the dailies for singling out the Democratic objector, and not mentioning the 11 Republicans on the committee who let the supplemental appropriations fund go under the axe.

Thompson, a staunch defender of music and the arts on Capitol Hill, has introduced a bill, H. R. 9888, to provide for the promotion of international relations thru cultural exchanges and international fairs.

Leeds Music

Continued from page 16
You'll Want Me to Want You, "I'm Going Back to Where I Came From," etc.

Levy intends to keep the Bob Miller (the ASCAP-affiliated firm) intact in order to keep alive the Miller name in the country field. The Main Street catalog will be added to the catalog of Duchess Music, affiliated with BMI.

Levy's acquisition marks the first time in a long while that an ASCAP catalog of magnitude has changed hands. Bob Miller Music, incidentally, has about 30 years seniority in ASCAP.

Biggest Sampler

Continued from page 17
attempt to reach him by phone was unavailing, and it was stated that he was last seen in Hanon's Drug Store, presumably taking orders.

According to the Fox office, publishers whose tunes were used in excerpt include Ludlow, Skidmore, Arc, Comodore, Progressive, Southern, Kahl, Venice, Hill & Range, Republic. Labels whose material was dubbed include Decca, Mercury, Gee, Dot, Imperial, Victor, Specialty, Columbia, Savoy, Chess.

Some dealers apparently did not know what to do about the situation. One stated: "They won't touch me for handling it. They only go after guys like Poor Sam (Goody)."

Goody, when queried stated, "I haven't got it. I'm looking into the situation."

Johnny Halonka of Alpha Distributing: "I can't get the merchandise. This is the biggest sampler yet."

Victor: "Were aware of it."
Meanwhile ASCAP and Broadcast Music, Inc., have refused clearance.
Deejays stated listeners have called seriously to ask about flying saucers.

EP's Hold Own

Continued from page 18

there are more than four three-speed players being sold to every one player for 45 r.p.m. disks exclusively, the dollar volume of LP disks at retail is only two and a half to one over EP's. Sale of EP's in the first quarter of '56 is 34 per cent ahead of last year for the same period.

It is believed, however, that the tremendous increase in mail-order club sales currently is increasing the LP edge to about three to one over EP's.

According to one key industry figure, now that the juke box industry has gone almost entirely over to 45 r.p.m., "78 r.p.m. disks don't have more than six months to go."

Coral Records

Continued from page 18

tively. A dated payment plan on disks purchased during this period will also be in effect. Payments will be due November 10, and December 10 and 27.

Norm Weinstroer, Coral sales chief, unveiled the plans to distributors in the East at a meeting at the Hotel Wareick here Sunday (22). Another meeting for Midwest distributors will be held in Chicago Sunday (29). A special sampler of the new albums will be used by salesmen, as they hit the road in the new campaign.

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5 1/2¢ EACH
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RINGLING-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 abruptly here Monday (16). By Friday (20) the show was back in Sarasota, Fla., winter quarters.

John Ringling North called it quits with a statement to the press in which he said that the show would reopen in 1957 as an indoor show. He said that in his opinion "the tent show is a thing of the past."

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

Closing Foreseen

While the closing order came without notice, it was a surprise to most close observers only so far as the specific time and place. For as much as two years, they 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 throughout the organization were aware that the closure came primarily because of inability to carry out the routine operation of moving on schedule. Shortage of manpower and ineffectual advertising were among other contributing causes.

For two seasons the show has been rocked by purges which left few experienced staffers and department heads on the show. Continual unrest and uncertainty along

with repeated radical changes in policies weakened the entire organization.

Profits Eaten Away

Since starting its one-day stands this season, the circus was on time only a couple of days. It was estimated that since early in June the show had won a profit on only six or eight days.

Fairly good business was there to be had. At many performances the show played to good attendance. But eating up those profits were the more numerous times that the show was forced to postpone or cancel performances because it was so far behind the daily schedule.

North had been on the show on only one or two occasions since the road tour began. He came on, however, at Alliance, O., on Sun-

day (15) and made his decision then to close the show the next day at Pittsburgh.

New Purge Expected

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

North is understood to have ordered a cut of \$3,000 daily in the nut, and show's executives were looking to sending several cars of the show train home. Included would have been three carloads of elephants which have not been used in recent days, the extra equipment for a horse fair tent.

(Continued on page 96)

FROZEN ASSETS:

Ice Skating Looms As New \$\$ Maker

• Continued from page 1

ing a successful set-up in Chicago. Besides a 100 by 200-foot rink that comfortably accommodates 1,500, Kirby has a smaller adjacent roofed rink that serves as a year-round skating school. The smaller rink, plus a second, and a proposed third, serves to produce a regular clientele for the big rink. His big rink, known as the Ice Bowl, offers a rustic motif, the enclosure being a log fencing, with the building housing the skating school of the same construction.

The Traymore Hotel, Atlantic City, operates an artificial rink during the winter, with the area reverting to parking during the summer. Wollman Memorial Ice Rink in New York's Central Park, another important installation, has been withdrawing outdoor rinks five to one.

The growth in Toronto, which has a climate similar to that of Cleveland, has been phenomenal. Last winter there were 14 open-air rinks in operation and upwards of a dozen more contemplated. These were in addition to 19 enclosed arenas. Detroit has been one of the pioneers in the establishment of outdoor rinks artificially iced. Ten skating areas were operated last winter by the Motor City Department of Parks and recreation on tennis courts, lawns and baseball diamonds. It is planned to have 25 operating by 1960. One of the Detroit rinks which operates indoors is located at the Michigan State Fairgrounds.

Other fairs have also become aware of this growing demand for the winter sport. The progressive Tulsa State Fair & Exposition is currently installing a public rink in one of its livestock buildings. The Kentucky State Fair, which this year opens its new \$16 million plant, is including a 200 by 85-foot ice rink that may be used for public skating.

Returns Are Ample

While cost is one of the major obstacles in the establishment of outdoor ice rinks, as more and more are built industry leaders believe the price will gradually come

down. Altho the original investment is not small, actual experience has proved that a soundly operated rink can be paid off in a minimum of two years and a maximum of five. Cost estimates on a rink measuring 85 by 185 feet are from \$65,000 to \$75,000 exclusive of land, depending upon the layout. One Chicago firm is offering a package deal to the would-be rink operator. The package, which includes a 200 by 100-foot rink, complete warming and concession building, fencing, landscaping and

(Continued on page 118)

PAY SCALE AFFIRMED

AGVA, Agencies List Ethics Code Provisos

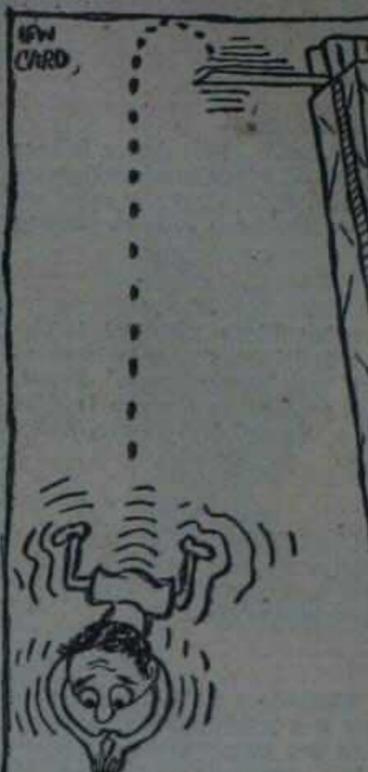
NEW YORK — The awaited outdoor code of fair practices worked out among George Hamid of GAC-Hamid, Inc., Sam Levy of Barnes - Carruthers, and Jackie Bright of the American Guild of Variety Artists, was finally polished off last week. GAC-Hamid was the first major outdoor talent organization to sign an 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 to any buyer listed as unfair, nor will they employ anyone on the list.

The code reaffirms many of its basic principles stated earlier in the union contract. It deals specifically with minimum wages and treatment of performing people. One of the principles is the pay-or-play clause, and the pay reference specifies that agents' commissions, upon being subtracted, must leave a wage not lower than the minimums.

Minimums are as follows:

Foursomes \$400, threesomes \$335, doubles \$235, singles \$125,



Newberry Show Scores on 2d European Tour

CHICAGO — Earl Newberry's Trans-World Daredevils, fresh from a 12-week tour of Europe, arrived here Thursday (19) for its first U. S. date of the season. Show was scheduled for a Friday night (20) performance in Soldier Field.

Newberry, who preceded the troupe here by several days, reported that the European jaunt, in which the show did 70 performances in 76 days, did better business than during its initial '55 overseas trip. He pointed out that reaction at cities played for the second time, where attendance was consistently ahead of a year ago, demonstrated to him that the show would have durability in Europe.

The Newberry troupe, which tours Europe under the co-management of Abe Superstein, of Harlem Globetrotter fame, is contracted to again make the jaunt in '57 and '58. Plans for next year are to expand the tour to possibly 20 weeks and visit Holland, Belgium, Luxembourg and Italy, in addition to France, England and Switzerland, which saw the show this spring.

The troupe, under the management of Lee Overland, general manager of the Newberry organization, docked at New York, Wednesday (18) on the Queen Mary. The Cytrix troupe of English motorcycle stunt men, also came over with the thrill show and will be featured at fairs along with the auto stunts.

Sweeney Tops Second Mark

DES MOINES — Al Sweeney's National Speedways chalked up its second attendance record of the spring here Sunday (15) with a turnout of 23,000 at a 125-mile stock car race held at the Iowa State Fairgrounds.

The turnout here, which topped any previous still date crowd on record, was the second one in recent weeks. The May 30 crowd at the Kansas Free Fairgrounds drew a record 14,503 race fans.

Heart Attack Beds Shilling

NEW YORK — Sports show booker William Shilling is recovering from a severe heart attack a couple of weeks ago, and it is in Southampton Hospital, Long Island, it is reported.

His agency's business is being carried on by his son, Demoy William Shilling, and some phases are being handled by Mrs. William Shilling at the family's home in Huntington, Long Island.

PSAA Cards Joint Confab

FEASTERVILLE, Pa.—A joint meeting will be held July 30 at West Point Park, near Lansdale, Pa., by the New Jersey and Pennsylvania chapters of the Participating Sports Association of America.

The continuing effort to secure relief from the federal tax now imposed on private operators of participating sports centers will be the principal topic up for discussion.

New Ducat Tax Cut Gets House Committee OK

WASHINGTON — The House Ways and Means Committee Monday (16) voted to exempt tickets costing up to \$1 from the federal admissions tax. The existing exemption applies to tickets costing 50 cents or less.

The measure, resisted by the Treasury and some committee members, would cost the government an estimated \$70,000,000 a year. All kinds of amusements, including all manner of outdoor events and enterprises, would benefit if the proposal becomes law.

An attempt to have the tax eliminated from the first \$1 of any admission charge was toned down. The committee voted only to eliminate the tax on tickets costing up to and including \$1.

Swenson Biz Good, Bad

FLAXTON, N. D. — The Aut Swenson Thrillade has had a variety of luck in recent weeks.

New attendance marks were chalked at the Garrison (N. D.) Speedway July 11 and at the Wells County Free Fair, Fessenden, N. D., where the stunts were in for two performances.

On the other hand, the Swenson dates at both Wichita, Kan., and Winipeg, Man., were washed out by rain.

Athens, Tenn., Cancels '56 Run

ATHENS, Tenn.—The McMinn County Fair will not operate this year, according to the Chamber of Commerce. The fair has been jointly sponsored by the Chamber, American Legion and a VFW post and the withdrawal of the two veteran organizations has made it impossible to operate this season.

Clyde Closes on Happy Open-Air Note in N. Y.

FREEPORT, N. Y. — Dismal weather cut deeply into Clyde Bros. Circus business this month as it neared the end of a 10-and-a-half-week season that started encouragingly in Canada. The decline, however, was caused by the same condition which has plagued other traveling shows in this part of the country—namely, the muggiest, dampest July in a long time.

Although the weather brought some low spots to the route of owner Howard Suesz's unit, it also produced high hopes for the future, resulting from an entry into the grandstand circus business. A string of seven consecutive open-air dates is winding up the season this week-end on Staten Island. It closes the second half of a year that began last fall.

Originally routed into the Maritime Provinces, the show underwent a late change in plans and turned back for an open-air date in London, Ont. Then came Schenectady, 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 seal act. Aerial web and Valeries (Antalek) double trapeze couldn't be rigged for the outdoor dates.

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 Auditorium, and 11,000 in two days in Kingston, Ont.

Routing into New York State for outdoor engagements, however, Clyde also nosed into bad weather, forcing a half-dozen performances to be blown. Business for the

grandstand show has been fine where weather permitted, tho. Long Island, formerly played by the Hagen Bros.' tented unit, was visited only in Freeport. Altho there was little opportunity for advance work by the show or sponsoring Kiwanians, crowds held between 1,000-1,500 for the four performances and interest was expressed by other potential auspices which visited.

Next season's two-part year looks to be the biggest yet for Clyde. Compared with the 26 weeks now ending (with a break and changing of acts in February), Suesz 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 curbing was clean, striped sidewall in red, yellow and green was new in appearance, costumes and props were spotless.

Acts were the Bouncing Buddies and the Zanys, trampoline; Four Bumps, comedy acrobatic; Wil-Mae Trio, hoop act; Eris, finger stand; Howard's Military Ponies; Antaleks, perch act; Sensational Kays, high wire; Flying Lavals,

flyng return; Marko, chimp act; St. Leon Troupe, teeterboard; Howard's Liberty Horses, worked by Albert Burwell; Howard's three baby elephants, worked by Eddie Akins. Suesz is booking his animals for fill-in dates until the new season opens in September.

Len Humphreys has returned to 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 films.

\$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. Lou Smolev, of AGVA, told The Billboard on Friday (20) that it's "one or the other."

Specifically exempt from the penalties are the acts which quit the show in New York. Eleven acts and four clowns, booked onto the Ed Sullivan television show next Sunday (29), are exempt for the one performance only, after which they must come up with the \$2,000 or be banned for six months from being booked by or into organizations which have signed with AGVA.

The union said it was not concerned with where the artists get the money. Booked on the TV show are Pinto del Oro, Miss Mara, Roberto de Vasconcellos, Robertes, Tonito, Attalini, De-Jonghe's chimps, Della Chiesas, Marilex Duo, Tito, Cordons, and midget clowns Frankie Saluto, Jimmy Armstrong, Little Fleix, and Morales.

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- CINCINNATI MILLING MACHINE CO. (Industrial Plant), Cincinnati
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- AGASSIZ MOUNTAINS, Bethlehem, Pa.
- HUNTER HILL OUTDOOR THEATER, Gatlinburg, Tenn.
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Calgary Does It Again

CALGARY—It was close, but Maurice E. Hartnett, general manager of the Calgary Exhibition and Stampede, Saturday night (14) had the pleasure of entering still another all-time attendance record into the Stampede's books, something he has succeeded in doing each year since '52, his first as general manager.

The new six-day total was 521,071, enough to top last year's mark, if only by 271. Only rains the closing two days made it that close. Given weather the final two days, the big show—and it is all of that—would have topped the old mark by more than 27,000, the margin by which the Stampede was running ahead of '55 going into the final two days.

The succession of records has been a source of considerable satisfaction to Maurice and his board. When he took over he had a mark of 408,008, set in '51, to come up to, and he was told, "We've hit the limit; let's fight to hold it."

In his first year, he bettered that figure by 25,000, sent it climbing the next two, and last year went over the 500,000 mark with more than 20,000 to spare.

The Stampede has grown, not like Topsy, but with purpose and plan. Profits have 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 for events on the grounds was 103,000. That's an amazingly hefty figure when it is remembered that Calgary's population is about 160,000.



YOUNG

Busy the Year Around

The Stampede owns and operates a hockey club, co-sponsors or sponsors a variety of shows—home, sports, auto, etc.—stages cattle shows and sales, presents touring attractions, and stages two horse race meets besides the one during the six days of the Stampede.

Its plant, consisting of about 100 acres of usable land, is situated only a mile from downtown Calgary, and its facilities are intended and designed for multi-purposes.

Even before he jotted down the new attendance record, Maurice was musing over plans for a new exhibition building, a structure which will lend itself to a variety of uses. During the Stampede, it will replace tents and old buildings 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 we will, of course, charge curlers so much per sheet."

Partially complete is an addition to the livestock building. When finished in five weeks, it will have facilities for an additional 250 head of cattle, a judging ring, dormitories to house 250, and a large cafeteria. Characteristically, the livestock addition has the latest in setup and teardown equipment so that it can be used for purposes other than only to house cattle.

To enable year-round use and also make the grounds as inviting as possible the Stampede has spent a sizable sum for black-topping large portions of the grounds. In Western Canada hard-surfaced areas at fair time are virtually musts. High winds come up suddenly and brew up strong dust storms. The black-topping, moreover, offers ideal parking facilities for events during the off-Stampede season.

Turnouts Amaze U. S. Showmen

"What we are striving for is to use the Stampede's facilities to the utmost thruout the year, make it the hub of the city's sports and show activities, and, of course, continue to build up the Stampede," Maurice points out.

"We hope to bridge some water and thus open up eight acres for additional parking. We will continue to build the Stampede's program on our present site. We now insist that a person to really take in all the Stampede has to offer will have to attend each of the six days."

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

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 grandstand show producer, has yet to get accustomed to it.

Peering up at a SRO night crowd of some 25,000 persons watching his show, Ernie wags his head, "Can you beat that? Look at them all! And, they're eating it up!"

The reasons aren't hard to pin down. The outdoor season is relatively short in Alberta. But that's only a small part of it. More important, it's the tremendous shows. (Just imagine, Calgary's home-grown, thrilling chuck wagon races, an Ernie Young show, and fireworks all for one grandstand admission price!) And it's because the Stampede and its facilities have become the Madison Square Garden, the Churchill Downs, the Radio City, and Cowey Island of Western Canada, all in one.

Robertson Named Lloydminster Mgr.

LLOYDMINSTER, Sask.—Russ Robertson, of Lloydminster, has been appointed secretary-manager of the Lloydminster Exhibition Association. He succeeds George K. Ross, who moved to Prince Albert, Sask., as secretary-manager of the Prince Albert Exhibition succeeding Dan Kelly, who resigned.

Portage La Prairie Draws 20,000 Gate

PORTAGE LA PRAIRIE, Man.—Fine weather favored the three-day 84th annual Portage La Prairie Exhibition and the event, which attracted 20,000, was regarded as one of the most successful in years. Gross revenue was reported to be up about 5 per cent from last year. World's Finest Shows were on the midway. Charles Zemeter had the grandstand show.

Canada Strong For Cristiani; Returns to U. S.

MASSENA, N. Y.—Cristiani Bros. has returned to the U. S. after a tour of Eastern Canada, which Owner Lucio Cristiani termed "all highly successful."

The show crossed the border on Tuesday (10). Newport, Vt., (11) gave one-quarter and three-quarter houses, with rain at night. Kiwanis was the auspices. O. C. Buck carnival was across the road.

Barre, Vt., on Thursday (12) had half and three-quarter houses for Lions auspices, with rain in the afternoon. At Burlington, Vt., Friday (13), Cristiani Bros. drew three-quarters and half houses, despite rain at night. Plattsburgh, N. Y., Saturday (14) gave two three-quarters houses with a strong advance sale by the Knights of Columbus.

On Monday (16), the show was at Malone and pulled a near-full afternoon and three-quarter night, with Shrine club auspices. Massena followed on Tuesday (17) with a three-quarter and near-full combination. Show will be in New York State about three weeks.

Kelly-Miller, Allied Shows Scoring Well

VINTON, Ia.—Al G. Kelly & Miller Bros. Circus is playing to consistently profitable business this season. Its allied shows, George W. Cole Circus and Tex Carson Circus, have done exceptionally well this season, altho each has had to put out money for replacement trucks and canvas.

Kelly-Miller played to near-full and capacity houses in Independence, Thursday (12). At Vinton, Friday (13), it had half and straw houses.

Fernandez Sets Island Show

LOS ANGELES—E. K. Fernandez arrived here last week to book 20 acts for a three-ring circus that will play five weeks in the Hawaiian Islands.

Fernandez said the show will open August 31 in Honolulu, where it will play 16 days under auspices of the Hawaiian Government Employees Association, which has nearly 15,000 members. Following the run on Oahu, the show will play three other islands, including Kauai, the Hilo, Hawaii, County Fair, and the Mauri Fair, the latter a Fernandez booking for 34 years.

A portion of the heavy equipment is scheduled to leave here by boat August 17, with animals to be shipped August 24. Performers will be flown to Honolulu from the International Airport here August 27.

Fernandez came here following the staging of a successful 49th State Fair with Ralph Yempuku, of the Hawaii Circus Company. Fernandez and Yempuku held the contract for supplying all the fair's entertainment, rides, shows and concessions. Among the attractions were "Stars Over Ice," produced by W. C. McCafferty; the Zachinn Cannon Act and attractions from Australia and Japan.

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1956 Fair Dates

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Alabama

Anniston-Calhoun Co. Fair Assn. Oct. 8-13 A. E. Mathews.
 Athens-Limestone Co. Fair Assn. Sept. 10-15, D. U. Patton.
 Athens-Limestone Co. Negro Fair Assn. Sept. 28-29, Odell Smith.
 Attala-Etowah Co. Fair Assn. Oct. 1-5, Ralph S. Burgess.
 Auburn-Alabama Fair Assn. Oct. 1-6, Fred Curtis.
 Birmingham-Alabama State Fair, Oct. 1-6 R. H. McIntosh.
 Childersburg-Talladega Co. Fair Assn. Oct. 1-6 J. D. Warren.
 Clanton-Chilton Co. Fair Assn. Sept. 2-8, W. L. Smith.
 Fairburn-Guilford Co. Fair Assn. Sept. 24-29, Powell Blair.
 Gadsden-Jaycee Morgan Co. Fair, Inc. Sept. 17-22, Daren Easter.
 Goshen-Natl. Peanut Festival, Oct. 15-20, Henry Kennedy.
 Dethan-Houston Co. Fair Assn. Oct. 23-27, L. J. Lansford.
 Florence-North Alabama State Fair, Sept. 17-22, C. H. Jackson.
 Greenville-Butler Co. Fair Assn. Oct. 8-12, Edward O. Harrison.
 Heflin-Ciburne Co. Fair Assn. Aug. 20-28, H. S. Campbell.
 Huntsville-Madison Co. Fair & Tennessee Expo, Sept. 24-29, Marie Dickson.
 Jasper-Northwest Alabama Fair, Sept. 24-28, Christie W. Summers.
 Lexington-Lexington Fair Assn. Sept. 24-29, Jeanette Newton.
 Mobile-Greater Gulf State Fair, Oct. 32-37, Edward J. Kahalley.
 Montgomery-S. Alabama Fair, Oct. 8-12, George Frelas Jr.
 Moulton-Lawrence Co. Agrl. Fair, Oct. 1-6, J. F. Roberson.
 Oneonta-Suwanee Co. Fair Assn. Sept. 24-28, James Thomas.
 Opelika-S. Alabama Fair, Oct. 15-20, Wilson Galloway.
 Ozark-Dale Co. Agrl. Fair Assn. Oct. 1-4, Charles Baker.
 Robertsdale-Baldwin Co. Fair Assn. Oct. 8-13, J. D. Sellers.
 Scottsboro-Jackson Co. Fair Assn. Oct. 1-4, J. E. Heid.
 Troy-Pike Co. Fair Assn. Oct. 13-20, Riley W. Kelly.
 Tuscaloosa-Tuscaloosa Co. Fair Assn. Sept. 24-29, Hill Dutton.

Arizona

Douglas-Cochise Co. Fair Assn. Sept. 28-30, Herb Skinner.
 Duncan-Greenlee Co. Fair Assn. Oct. 5-7, Solbrook-Navajo Co. Fair Commission, Sept. 14-18, J. H. Miller.
 Kingman-Mohave Co. Fair Assn. Sept. 1-3, Harry R. Phillips.
 Phoenix-Arizona State Fair, Nov. 2-12, Mrs. O. C. Quick.
 Prescott-Yavapai Co. Fair Assn. Sept. 14-19, Alice Townsend.
 Ford-Graham Co. Fair Assn. Oct. 10-14, Uung-Gila Co. Fair Assn. Sept. 29.

Arkansas

Arkadelphia-Clark Co. Fair, Sept. 20-22, George B. Dewa.
 Augusta-Woodruff Co. Fair Assn. Sept. 26-28, Elvin McMahan.
 Batesville-Independence Co. Fair Assn. Sept. 11-14, Mrs. Bertel Gray.
 Benton-Ballou Co. Fair Assn. Sept. 2-8, Milton W. Scott.
 Bentonville-Benton Co. Fair, Sept. 11-14, C. M. Burger.
 Berryville-Carroll Co. Fair, Sept. 5-8, H. E. Tabor.
 Blytheville-Northeast Ark. Dist. Fair, Sept. 18-23, Raleigh Sylvester.
 Camden-Ouachita Co. Fair & Livestock Show, Sept. 16-18, M. C. Reynolds.
 Clarksville-Johnson Co. Fair Assn. Sept. 19-22, P. J. Haynes.
 Conway-Faulkner Co. Fair, Sept. 24-29, Homer Jones.
 Dintion-Van Buren Co. Fair, Sept. 13-15, C. C. Tomlinson.
 Danville-Yell Co. Free Fair, Sept. 24-29, J. E. Chambers.
 DeQueen-Sevier Co. Fair & Livestock Show, Sept. 16-17, Victor Iry.
 Dorado-Union Co. Livestock & Poultry Assn. Sept. 24-29, Guy O. Dunn.
 Dumas-Chicot Co. Fair Assn. Sept. 18-22, A. O. Roesscher.
 Fayetteville-Washington Co. Fair, Sept. 18-21, L. O. Graham.
 Foreman-Little River Co. Fair, Sept. 27-29, Claude S. Hawkins.
 Forrest City-St. Francis Co. Fair & Livestock Show, Sept. 24-29, W. W. Draper Jr.
 Fort Smith-Ark.-Okla. Livestock Expo, Sept. 24-29, Paul Latture.
 Greenwood-Pike Co. Fair Assn. Sept. 27-29, Robert Casady.
 Hot Springs-Garland Co. Fair, Sept. 17-21, Sherman Mann.
 Jamburg-Ashby Co. Fair, Sept. 12-18, Marvin Bankston.
 Harrison-Finney Co. Fair Assn. Sept. 26-29, Melba Lee Moors.
 Harrison-Northwest Ark. Dist. Fair, Sept. 18-22, Seiden Harris.
 Heber Springs-Cleburne Co. Fair, Sept. 20-22, Walton Taylor.
 Huntsville-Madison Co. Fair & Livestock Show, Sept. 26-27, Mrs. George Brown.
 Imboden-Lawrence Co. Fair, Sept. 13-19, J. W. Best.
 Jasper-Newton Co. Fair Assn. Sept. 20-22, M. Phillips.
 Jonesboro-Craighead Co. Fair, Sept. 16-18, J. B. Dyer.
 Little Rock-Ark. Livestock Show, Oct. 1-5, Clyde E. Byrd, Box 807.
 Lonoke-Lonoke Co. Fair Assn. Sept. 13-15, Mrs. W. J. Trickey.
 Magnolia-Columbia Co. Fair, Sept. 24-29, W. R. Williamson.
 Malvern-Hot Spring Co. Fair Assn. Sept. 2-8, Travis T. Arnold.
 Marshall-Phillips Co. Fair, Sept. 17-22, Ike Van Meter.
 Melbourne-Izard Co. Fair Assn. Sept. 20-22, Mrs. Beas Mitchell.
 Mena-Polk Co. Free Fair & Livestock Show, Sept. 6-8, H. W. St. John.
 Morrilton-Conway Co. Fair Assn. Sept. 18-22, Garland Davis.
 Monticello-Drew Co. Fair Assn. Sept. 13-15, Jack Shelton.
 Mountain Home-Baxter Co. Fair Assn. Sept. 9-11, Mrs. S. H. Garner.
 Mount Ida-Montgomery Co. Fair, Sept. 18-22, Fred Stedridge.
 Mountain View-Stone Co. Free Fair Assn. Sept. 13-15, J. E. Cash.

Mulberry-Crawford Co. Fair Assn. Sept. 20-22, C. D. Chastain.
 Nashville-Howard Co. Fair, Sept. 18-21, Mrs. Edgar Branch.
 Newport-Jackson Co. Fair & Livestock Show, Sept. 12-15, Mollie Hinkle.
 Ozark-Franklin Co. Fair, Sept. 28, Ralph Johnson.
 Paris-North Logan Co. Fair Assn. Sept. 17-22, Van Pennington.
 Ferrysville-Ferry Co. Fair Assn. Sept. 27-28, G. M. Wallace.
 Piggott-Clay Co. Fair Assn. Sept. 30-22, Ira Harless.
 Pechonias-Randolph Co. Fair Assn. Sept. 2-8, A. C. DeClerk, Box 411.
 Prescott-Nevada Co. Fair, Sept. 19-21, Geo. Wylie.
 Paragould-Greene Co. Fair, Sept. 18-22, J. T. Brown.
 Russellville-Pope Co. Fair Assn. Sept. 17-22, Robert F. Hines.
 Searcy-White Co. Fair, Sept. 26-28, Floyd E. Bradberry.
 Stamps-Lafayette Co. Fair & Livestock Show, Oct. 1-6, Briser Thomas.
 Star City-Lincoln Co. Fair, Sept. 13-18, C. E. Flah.
 Warren-Bradley Co. Fair & Rodeo, Sept. 6-8, John M. Nelson.
 Wynne-Cross Co. Fair, Sept. 19-22, Boots Roberts.
 Yellville-Marion Co. Fair Assn. Sept. 13-15, Mrs. Buri King.

California

Anderson-Shasta District Fair, Aug. 23-26, Joseph J. Speer.
 Antioch-Contra Costa Co. Fair, Aug. 3-4, Norman D. Sundborg.
 Auburn-20th Dist. Fair, Sept. 21-23, R. W. Towers.
 Bakersfield-Kern Co. Fair Assn. Sept. 24-30, William A. Straub.
 Bishop-Eastern Sierra Tri-Co. Fair, Aug. 31-Sept. 2, O. F. Davis.
 Bonville-Mendocino Co. Fair & Apple Show, Sept. 25-30, H. J. June.
 Cedarville-Modoc Co. Fair, Aug. 24-26, Roland J. Christiansen.
 Costa Mesa-Orange Co. Fair, Aug. 10-19, R. M. C. Fullenwider.
 Crescent City-Del Norte Co. Fair, Aug. 24-26, C. W. Glover.
 Ferndale-Humboldt Co. Fair, Aug. 10-18, Dr. Joseph N. D. Hindley.
 Fresno-Fresno Dist. Fair, Oct. 5-14, T. A. Dodge, 1121 Chance Ave.
 Grass Valley-17th Dist. Agrl. Fair, Aug. 22-26, Edith B. Scott.
 Gridley-Butte Co. Golden Feather Fair, Aug. 31-Sept. 3, Joseph E. Whitaker.
 Hanford-Kings Co. Fair, Sept. 13-16, Jim King.

Tulalake - Tulalake-Butte Valley Fair, Sept. 2-4, William O. Whitaker.
 Turlock-Stanislau Dist. Fair, Aug. 6-11, C. A. Rigbee.
 Ukiah-12th Dist. Fair, Aug. 9-12, F. Pierce Shipp.
 Vallejo-Solano Co. Fair, July 6-12, Fred M. Brudersin.
 Ventura-Ventura Co. Fair, Oct. 2-7, L. E. Ver Husen.
 Victorville-San Bernardino Co. Fair, Oct. 3-7, Oren Robertson.
 Watsonville-Santa Cruz Co. Fair, Sept. 20-23, E. P. Johnson.
 Woodland-Yolo Co. Fair, Aug. 16-18, Stuart B. Walte.
 Yreka-Shasta Co. Fair, Aug. 17-19, Edward B. Matthews.
 Yuba City-Yuba-Sutter Fair, July 23-29, Roy L. Welch.

Colorado

Akron-Washington Co. Fair Assn. Aug. 16-18, Alfred H. Gebauer, Brush.
 Arvada-Arvada Harvest Festival, Sept. 7-8, Arvada-Jefferson Co. Fair Assn. Aug. 13-18, Stanley H. Stolte.
 Brighton-Adams Co. Fair & Rodeo, Aug. 8-12, Sam Schwab.
 Brush-Morgan Co. Jr. Fair, Aug. 9-11, Buena Vista-Upper Ark Valley Fair & Rodeo, July 28-29, Ethel Turner.
 Burlington-Kitt Carson Co. Fair & Rodeo, Aug. 16-18, Melvin D. Butterfield.
 Calhan-El Paso Co. Fair Assn. Aug. 17-19, Fred O. Wagoner.
 Canon City-Fremont Co. 4-H Fair, Aug. 6-8, James H. Doyle.
 Castle Rock-Douglas Co. Fair, Sept. 8-9, Charles E. Kirk.
 Cheyenne Wells-Cheyenne Co. Fair & Rodeo, Sept. 6-8, N. P. Davis.
 Del Norte-San Luis Valley Pure Seed Show & Jr. Livestock Fair, Oct. 25-27, John Reason.
 Denver-Denver Co. 4-H Fair, Aug. 15-16, Durango-La Plata Co. Fair Assn. Sept. 21-23, Beverly Plansburg.
 Eads-Kiowa Co. Free Fair, Sept. 13-15, T. T. Robinson.
 Grand Junction-Intermountain Fat Stock Show & Jr. Fair, Aug. 8-8, R. O. Woodfin.
 Greeley-Weid Co. Jr. Fair, Aug. 6-8, Mark Geuld.
 Hayden-Routt Co. Fair & Rodeo, Aug. 17-18, Geo. A. Elmonton.
 Holly-Holly Community Fair, Sept. 30-23, William Pattie.
 Holyoke-Phillips Co. Fair, Aug. 16-18, R. E. Ensminger.
 Hotchkiss-Delta Co. Fair & Race Meet, Sept. 4-7, Jerome LePlatt.
 Hugo-Lincoln Co. Free Fair Assn. Aug. 30-Sept. 1, Bob Igou.
 Julesburg-Sedgwick Co. Fair Assn. Aug. 9-11, Carl J. Hoffman.
 Kiowa-Elbert Co. Fair & Horse Show, Aug. 19-11, Frances I. Jessup, Elbert.
 Lamar-Provera Co. Free Fair, Aug. 30-Sept. 1, Allan H. Pett.
 Las Animas-Bent Co. Fair & Rodeo, Aug. 9-11.
 Littleton-Arapahoe Co. Fair Assn. Aug. 8-11, Forrest F. Hammes.

Bethlehem-Bethlehem Fair, Sept. 2-9, Ann Skelle.
 Bridgewater-Bridgewater Co. Fair Assn. Aug. 17-19, Winifred H. Stuart.
 Brooklyn-Brooklyn Fair Assn. Aug. 24-26, Mrs. Milo A. Appley.
 Chester-Chester Fair, Aug. 23-26, William G. Stark.
 Columbia-Columbia Fair, Aug. 24-28, Walter Rosboski, Fire Dept.
 Danbury-Danbury State Fair, Sept. 28-Oct. 7, John W. Leahy.
 Durham Center-Durham Fair Assn. Sept. 28-30, Ernest Otte.
 Durham-Middlesex Co. 4-H Club Fair & Livestock Assn. Aug. 17-19, Carol Lee.
 East Hampton-Haddam Neck Fair Assn. Sept. 3, Leonard J. Seiden.
 Goshen-Goshen Agri. Soc. Sept. 1-3, Lester McLaughlin.
 Guilford-Guilford Fair Assn. Sept. 21-23, Marie E. Griswold.
 Hamburg-Lynde Grange Fair Assn. Aug. 18, Harold Maynard.
 Harwinton-Harwinton Fair, Oct. 6-7, Merle B. Flakett.
 Ledyard-Ledyard Fair Assn. Sept. 8, George Geer.
 Lyme-Hamburg Fair Assn. Aug. 18, Mrs. Hazel Stark.
 Madison-Future Farmers Fair, Sept. 8, Richard Schneider.
 Marlborough-Marlborough Grange Fair, Aug. 25, Mrs. Gladys E. Dancause, RFD 7, E. Hampton.
 Meriden-Meriden Grange, Inc. Sept. 21-22, Mrs. Bertha B. Tinkham.
 Monroe-Harmony Grange Fair Assn. Aug. 24-25, Mrs. Edith Lucas.
 North Haven-New Haven Co. 4-H Fair Assn. Aug. 10-12, Susan Treat.
 North Haven-North Haven Fair & Expo, Sept. 6-9, Gertrude N. Miller.
 North Stonington-New London Co. 4-H Fair Assn. Aug. 31-Sept. 1, Paul O. Holdridge.
 Portland-Portland Agrl. Fair Assn. Sept. 22-23, Karl Newsom.
 Riverton-Riverton Fair, Oct. 13-14, Grace D. Seymour.
 Riverton-Riverton Fair, Oct. 13-14, Grace D. Seymour.
 Rocky Hill-Rocky Hill Grange Fair Assn. Sept. 8, Mrs. Dorothy B. Herrick.
 Somers-Union Agri. Soc. Sept. 25-26, D. Everett Neelans, Hazardville.
 Somers-Union Agri. Soc. Fair, Sept. 25-26, D. Everett Neelans.
 South Glastonbury-Glastonbury Grange Fair Assn. Oct. 13, Harry W. Hall.
 South Woodstock-Woodstock Fair, Sept. 1-3, Donald B. Williams.
 Stafford Springs-Stafford Fair, Oct. 4-7, Louise L. Benton.
 Terryville-Terryville Country Fair, Sept. 15-16, Frank Detelinaki.
 Vernon-Tolland Co. 4-H Fair Assn. Aug. 17-18, Adele Gehring.
 Wapping-Wapping Fair Assn. Sept. 8, Mrs. Leonard Barter.
 Warren-Litchfield Co. 4-H Fair Assn. Aug. 24-25, Donna Bedford.
 Wallingford-Wallingford Grange, Sept. 15, Flora E. Hough.
 Waterford-Waterford Fair Assn. Aug. 17-18, Robert H. Fargo.
 Wethersfield-Wethersfield Grange Fair Assn. Aug. 30-31, Merrill Canfield.
 Wilton-Fairfield Co. 4-H Fair Assn. Aug. 17-18, Ellen Siusalek.
 Winchester-Winchester Grange Fair, Aug. 18-19, Mrs. Harriet Ramey.
 Windsor Locks-Hartford Co. 4-H Fair Assn. Aug. 25-26, Patricia Zimmer.
 Woodstock-Windham Co. 4-H Fair Assn. Aug. 11-12, Judith Brownlie, Putnam.

Delaware

Harrington-Kent & Sussex Fair, July 23-28, T. B. Holloway.

Florida

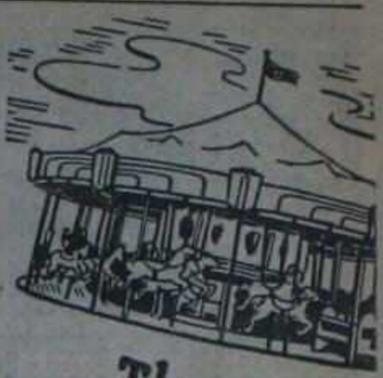
Crestview-Legion Harvest Fair, Inc. Oct. 1-6, H. A. (Bert) King.
 De Puniak Springs-Walton Co. Fair Assn. Nov. 6-10, H. O. Harrison.
 Homestead-South Fla. State Fair, Feb. 1-7, Joseph Behoff, Chamber of Commerce Bldg.
 Jacksonville-Greater Jacksonville Agri. & Indl. Fair, Oct. 25-Nov. 3, Ted Chapeau.
 Live Oak-Suwanee Co. Fair & Livestock Show, Oct. 15-20, Paul Crews.
 Marianna-Jackson Co. Agri. Expo, Oct. 15-20, Louie W. Bray.
 Orlando-Central Florida Fair, Feb. 18-23, Crawford T. Blackford.
 Palatka-Putnam Co. Agri. Fair, Nov. 8-10, H. E. Maltby.
 Pensacola-Pensacola Interstate Fair, Oct. 15-21, J. E. Frenkel, P. O. Box 255.
 Tallahassee-North Florida Fair Assn. Oct. 23-27, Lloyd Rhoden, P. O. Box 497.
 Tampa-Florida State Fair & Gasparilla Assn. Jan. 29-Feb. 9, J. C. Huskisson.

Georgia

Albany-Exchange Club Fair of Southwest Georgia, Oct. 15-20, James L. Pierce.
 Americus-American Civic Fair Assn. Oct. 8-13, Hubert O. Christian.
 Athens-Athens Agri. Fair Assn. Oct. 15-20, F. H. Williams.
 Atlanta-Southeastern Fair Assn. Sept. 27-Oct. 5, E. Lee Carteron.
 Augusta-Exchange Club Fair, Oct. 26-Nov. 3, W. T. Ashmore Jr.
 Barnesville-Lamar Co. Kiwanis Fair, Assn. Sept. 10-15, Wyatt W. Childs.
 Blakely-Early Co. Fair & Peanut Festival, Oct. 22-27, Chester Clardy.
 Brunswick-Exchange Club Fair Assn. Oct. 22-27, W. A. Harrington.

Connecticut

Berlin-Berlin Fair, Oct. 2-7, Dale Johnson.
 Berlin-Berlin Grange Fair, Sept. 14-18, Mrs. Esther G. Lamb.
 Longmont-Boulder Co. Fair Assn. Aug. 16-18, Bred Walker.
 Loveland-Larimer Co. Fair & Rodeo, Aug. 12-15, E. R. Palmer.
 Manassas-Conjoes Co. Fair Assn. Aug. 16-17, Cleatus Olliland.
 Meeker-Rio Blanco Co. Fair, Aug. 31-Sept. 1, William Murray.
 Meville-Costilla Co. Fair Assn. Aug. 13-14, Montrose-Montrose Co. Fair Assn. Sept. 14-16, A. J. Gray.
 Pagosa Springs-Archuleta Co. Fair & 4-H Show, Sept. 7-8, R. C. Connolly.
 Pueblo-Colorado State Fair, Aug. 21-28, W. H. Kittle.
 Ridgway-Curry Co. Fair Assn. Sept. 2-3, Victor Zadra.
 Rifle-Garfield Co. Fair & Rodeo, Aug. 31-Sept. 2.
 Rocky Ford-Ark. Valley Fair & Watermelon Day, Sept. 4-6, Ted R. Ryan.
 Springfield-Naca Co. Fair Assn. Aug. 10-11, Chester H. Pithlan.
 Sterling-Logan Co. Fair & Overland Trail Roundup, Aug. 7-9.
 Trinidad-Trinidad Round-Up Assn. Sept. 1-3, James H. Cummings Jr.
 Westcliffe-Wet Mountain Valley Fair Assn. Aug. 11, James H. Doyle.
 Yuma-Yuma Co. Fair & Rodeo, Aug. 13-15, L. E. Fitzgerald.



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Cartersville—Barlow Co. American Legion Fair, Sept. 24-29. Victor H. Waldrop. Columbus—Chattahoochee Valley Expo Oct. 8-13. Felix L. Jenkins. Conyers—Rockdale Legion Fair, Oct. 1-8. H. Jack Turner. Cordale—Central Georgia Fair, Oct. 22-27. Emory Herring. Dalton—North Georgia Fair, Sept. 24-29. Burl Scoggins. Dublin—Oconee Fair Assn. Oct. 29-Nov. 3. O. N. Lewis. Elberton—Elberton Fair Assn. Sept. 10-15. I. V. Hulme. Griffin—Spalding Co. Kiwanis Fair, Sept. 24-29. O. H. Weaver. Hiwassee—Ga. Mountain Fair Assn. Aug. 13-18. Mrs. E. M. Nicholson. Habersham—Habersham Community Fair, Oct. 8-13. C. F. Scruggs. Hartwell—American Legion Hart Co. Agri. Fair, Sept. 17-22. C. W. Campbell. Jackson—Jackson Exchange Club Fair Assn. Oct. 1-6. R. F. Armstrong. Jeffersonville—Twigg Co. Fair Assn. Oct. 3-5. E. E. Brannen. Macon—Georgia State Fair, Oct. 10-20. Robert M. Wade. Manchester—Tyr. Co. Fair Assn. Sept. 24-29. Harry Wilson. McRae—Ocmulgee Fair Assn. Oct. 8-13. C. W. Denson. Metter—Candler Co. Fair Assn. Oct. 8-13. L. C. Anderson. Monroe—Walton Co. A. L. Fair, Oct. 8-13. H. H. Shores. Montezuma—Macon Co. Fair Assn. Oct. 8-13. Clarence H. Hair. Pembroke—Bryan Co. Fair Assn. Oct. 22-28. D. E. Medders. Sandersville—Washington Co. Fair Assn. Oct. 1-6. D. E. McMaster. Savannah—Coastal Empire Fair Assn. Oct. 29-Nov. 3. Meredith E. Thompson. Springfield—Effingham Co. Fair Assn. Oct. 8-13. L. B. Johnson. Swainsboro—Emanuel Co. Fair Assn. Oct. 8-13. Earl Varner. Thomaston—West Central Georgia Fair, Oct. 1-6. James E. Hays. Waycross—Okefenokee Fair Assn. Oct. 29-Nov. 3. Sam Caraker. Winder—Winder Lions Community Fair, Sept. 3-4. James Lays.

Idaho

Blackfoot—Eastern Idaho State Fair, Sept. 11-15. Mrs. Ruth C. Hartz. Boise—Western Idaho State Fair, Aug. 28-Sept. 1. Ambrose W. Johnson. Burley—Cassia Co. Fair & Rodeo, Aug. 21-25. Truman Bradley. Cambridge—Cambridge Fair & Rodeo, Aug. 17-19. Buck Howland. Cottonwood—Idaho Co. Stock Show Assn. Sept. 13-14. George Cook, Grangeville. Elmer—Twin Falls Co. Fair & Rodeo, Sept. 3-5. Thomas Parks. Emmett—Gem Co. Fair & Rodeo, Aug. 13-18. Erling J. Johannessen. Jerome—Jerome Co. Fair & Rodeo, Aug. 23-25. Mrs. Eleanor G. Wiswall. Lewiston—Lewiston Fair & Roundup, Sept. 7-9. Joe M. Skok. Malad City—Oneida Co. Fair & Rodeo, Aug. 10-11. William O. Evans. Napperville—Lewia Co. Fair Assn. Sept. 27-29. Gordon Dalley. Orofino—Clearwater Co. Fair & Celebration, Sept. 21-22. Mrs. Dee Renham. Rexburg—Madison Co. Fair, Sept. 7-9. Frank H. Jacobs. Ririe—Jefferson Co. Fair Assn. Aug. 21-25. Carl M. Shaner. Salmon—Lemhi Co. Fair Assn. Sept. 7-9. Bonnie A. Banks.

Illinois

Fair Dates Albion—Edwards Co. Fair Assn. Aug. 8-10. Paul G. Watts. Alton—Mercer Co. Fair Assn. July 28-29. C. O. Ford. Alton—Effingham Co. Fair Assn. Aug. 5-10. Royce F. Majors. Anna—Anna Fair, Aug. 20-24. Robert W. Brown. Arthur—Monticue-Douglas Co. Fair Assn. July 14-28. H. E. Hood. Belleville—St. Clair Co. Fair Assn. July 28-Aug. 4. Geo. I. Gerken. Belvidere—Boone Co. Fair Assn. Aug. 10-12. Mrs. Frieda Spencer. Benton—Franklin Co. Fair Assn. July 22-27. H. Earl Doty. Beardstown—Lawrence Co. Fair Assn. Aug. 20-24. Louis Bloom. Bloomington—McLean Co. Fair Assn. Aug. 8-9. Roy Barclay. Cambridge—Henry Co. Fair Assn. Aug. 7-10. Mrs. Darlene Hubert. Carlinville—Macoupin Co. Fair Assn. July 22-27. Mrs. Joe Toetberg. Carlyle—Clinton Co. Fair Assn. July 17-21. Eldon E. Hazlet. Carthage—White Co. Fair Assn. Aug. 13-17. Ben Berfield. Chicago—Intl. Dairy Show & Rodeo, Oct. 6-14. William E. Ogilvie, Union Stockyards. Chicago—Intl. Livestock Expo. & Horse Show, Nov. 23-Dec. 1. William E. Ogilvie, Union Stockyards. Cullum—Cullum Jr. Fair Assn. Aug. 10-11. Everett Sandusky. Danville—Danville Fair Assn. July 29-Aug. 4. Robert Banks. Decatur—Macon Co. Fair Assn. July 29-Aug. 3. Donald G. Baird. DuQuoin—DuQuoin State Fair, Aug. 28-Sept. 3. D. M. Hays. East Moline—Rock Island Co. Fair Assn. Aug. 22-25. Wayne Feaster, Hilldale. Elizabeth—Elizabeth Community Fair & 4-H Show, Aug. 8-10. Hayman J. Status. Fairbury—Fairbury Fair, Aug. 21-23. Robert J. Maurer. Farmington—Clay Co. Fair Assn. July 23-27. Phillip R. Bristol. Franklin Grove—Lee Co. Fair Assn. Aug. 24-25. Laverna B. Baker.

Freeport—Stanhensson Co. Fair Assn. Aug. 22-23. Roy Hefty, Orangeville. Geneva—Kane Co. Fair Assn. Aug. 1-5. Richard Barney, Geneva. Georgetown—Georgetown Fair, Aug. 8-11. Richard Neild. Grays Lake—Lake Co. Fair Assn. July 28-29. L. A. Nordhausen, Box 27. Greenup—Cumberland Co. Fair Assn. Aug. 20-25. W. E. Freeman. Greenville—Bund Co. Fair Assn. Aug. 20-24. T. T. Dewey. Hartsville—Saline Co. Fair Assn. July 29-Aug. 3. Mrs. George Johnson, Raleigh. Havana—Mason Co. Fair Assn. Aug. 1-3. E. H. Terwilliger. Henry—Marshall-Putnam Co. Fair Assn. Aug. 22-31. R. H. Monier, Sparland. Highwood—Madison Co. Fair Assn. Aug. 1-5. J. H. Wilson. Jacksonville—Morgan Co. Fair Assn. Aug. 1-5. Ross Crowcroft. Kankakee—Kankakee Co. Fair Assn. Aug. 3-10. Roy H. Robinson. Knoxville—Knox Co. Fair Assn. July 30-Aug. 4. Ray Swanson, Oalesburg. Lewisport—Fulton Co. Fair & Rodeo, Aug. 25-28. Chester Boone. Lincoln—Logan Co. Fair Assn. Aug. 4-9. Wilbur E. Layman. Macomb—McDonough Co. Fair Assn. July 30-Aug. 1. Loreta Smith. McLeansboro—Hamilton Co. Fair Assn. July 30-Aug. 3. H. Mead. Marion—Williamson Co. Fair Assn. Aug. 8-11. Sam Dunaway. Marshall—Marshall Fair Assn. Aug. 8-11. Dorrell Clark. Mason—Grundy Co. Fair Assn. Aug. 29-Sept. 1. Wayne F. Carter. Melvin—Ford Co. Fair Assn. Sept. 5-9. L. A. Fruehling. Mendon—Adams Co. Fair Assn. Aug. 4-8. L. M. Brumback. Mendota—Tri-County Fair Assn. Sept. 1-3. E. A. Lorack. Milford—Iroquois Co. Fair Assn. July 31-Aug. 3. Duane Crist. Millersville—Carroll Co. Fair Assn. Aug. 8-12. Gene Litwiler. Morrison—Whiteside Co. Fair Assn. Aug. 15-18. V. M. Dearinger. Mount Carmel—Wabash Co. Fair Assn. July 22-27. E. Guy Pitney, Allendale. Mount Sterling—Bryan Co. Fair Assn. July 31-Aug. 3. T. O. Jackson. Nashville—Nashville Fair Assn. Aug. 13-17. Warren Morrison. New Berlin—Sangamon Co. Fair Assn. July 25-28. Chas. M. Reimer, Springfield. Newton—Jasper Co. Fair Assn. Sept. 1-4. O. L. Bateman. Obion—Obion Co. Fair Assn. Aug. 27-31. O. B. Price. Odell—Odell Fair Assn. Aug. 28-30. Frank Fairfield. Okawville—Okawville Fair Assn. Sept. 15-16. Arthur Keating Jr. Oincy—Richland Co. Fair Assn. July 29-Aug. 4. Arol Preston. Oregon—Ogle Co. Fair Assn. Sept. 1-3. E. D. Landers. Ottawa—Ottawa Fair Assn. Aug. 7-9. Lawrence Whalen, Streator.

Bedford—Lawrence Co. 4-H Club Exhibit, Aug. 1-3. John F. Armstrong. Bicknell—Knox Co. Farm Fair Assn. Aug. 8-11. Ervin D. Scott. Bloomington—Monroe Co. Fair Assn. Aug. 7-10. Justin F. Graves. Bluffton—Bluffton Free Street Fair & Agri. Assn. Sept. 18-22. George C. Davis. Boswell—Benton Co. Fair Assn. Aug. 20-23. Lendall Lowman, Earl Park. Bourbon—Bourbon Fair Assn. Aug. 21-25. H. J. Dillingham. Brazil—Clay Co. Agri. Society, Aug. 7-10. R. D. McHargue. Brookville—Franklin Co. 4-H Agri. Assn. July 31-Aug. 3. Mrs. Ray Seltzer. Brownstown—Jackson Co. Free Fair Assn. Aug. 5-11. Edgar Hackman, Seymour. Cannelton—Perry Co. 4-H Fair, Aug. 18-19. Helen Ramsey. Centerville—Wayne Co. 4-H Fair, July 29-Aug. 3. Grace Sherman. Columbia City—Whitely Co. 4-H Fair, Aug. 21-23. Rose G. Kerch. Columbus—Bartholomew Co. Fair Assn. July 15-25. Francis Overstreet. Connersville—Fayette Co. Free Fair Assn. Aug. 12-17. J. W. Funk. Converse—Miami Co. Agri. Assn. Aug. 7-11. G. L. Knox. Corydon—Harrison Co. Agri. Soc. Aug. 20-23. J. Ward Walker. Covington—Fountain Co. 4-H Club Fair, Aug. 8-9. Mrs. Dallas Livingston, Hillsboro. Crown Point—Lake Co. Central States Fair, Aug. 18-25. Donald S. Powers. Danville—Hendricks Co. 4-H & Agri. Fair Assn. Aug. 2-3. Edgar Reitel. Denver—Denver Community Assn. Aug. 27-Sept. 1. Mrs. Walter C. Ramsey. Ellettsville—Monroe Co. Fall Festival Assn. Sept. 13-15. Mrs. Bernice Baird. Elmore—Davies Co. Fair, Inc. July 30-Aug. 4. Kermit Williams. Evansville—Vanderburgh Co. Fair, Aug. 8-10. A. Schwelb. Flora—Carroll Co. 4-H Exhibit Assn. July 30-Aug. 4. Harold H. Berry, Delphi. Fort Wayne—Fort Wayne Free Fair, July 9-14. Charles McKinley. Fort Wayne—Allen Co. 4-H Clubs, Aug. 7-9. Mrs. Esther Salomon. Frankfort—Clinton Co. Fair, Inc. Aug. 19-25. Aaron Ostler. Franklin—Johnson Co. 4-H & Agri. Fair Assn. July 29-Aug. 4. L. B. McAtee. Goschen—Elkhart Co. 4-H & Agri. Expo. Aug. 13-18. R. C. Stangland. Greensburg—Putnam Co. Fair & 4-H Club Assn. Aug. 6-11. Thomas R. Handrick. Greenfield—Hancock Co. 4-H Agri. Assn. Aug. 5-10. Mrs. Charles Keller. Greensburg—Decatur Co. 4-H Agri. Fair Assn. Aug. 14-17. Ben Licking. Greentown—Howard Co. 4-H Fair, July 31-Aug. 4. Gene Pickett. Hamlet—Starke Co. 4-H Club Fair, Inc. Aug. 1-4. Tom Bell, Knox. Hartford City—Blackfoot Co. 4-H & Open Fair Assn. July 31-Aug. 4. Glenn Schwartzkopf, Monipeller. Huntington—Dubois Co. Fair Assn. July 29-Aug. 3. K. R. Ruitker. Huntington—Veterans of Foreign Wars Homecoming & Street Fair, July 30-Aug. 4. L. Hideo Stephan.

Spencer—Owen Co. Fair Assn. Aug. 20-28. Richard Wood. Sullivan—Sullivan Co. 4-H Fair Assn. Aug. 8-10. Mrs. Merle Terrell. Terre Haute—Wabash Valley Fair Assn. Aug. 12-15. E. J. Acree. Tipton—Tipton Co. Agri. Assn. Aug. 7-9. Mrs. Doris Legg, Winfall. Valparaiso—Porter Agri. Society, Aug. 8-11. Tom Womack. Wabash—Wabash Co. 4-H Fair & Assn. Aug. 12-15. Dale J. Miller. Warsaw—Kosciusko Co. Fair Assn. Aug. 8-11. Henry Butler. Williamsport—Warren Co. 4-H Club Fair, Aug. 13-17. Mrs. Robert Hanford. Winamac—Pulaski Co. 4-H & Community Fair, Aug. 7-11. Mrs. Ann Dixon. Winchester—Randolph Co. 4-H Club Show, Aug. 7-10. Mrs. Robert J. Curry. Worthington—Greene Co. Fair Assn. July 24-28. Robert Pryor.

Iowa

Adel—Dallas Co. Fair Assn. Aug. 13-18. J. Dwight Brown. Afton—Union Co. Fair Assn. Aug. 8-11. Don Bealy. Albia—Monroe Co. P. B. Site Assn. Aug. 8-9. Lester Poole. Algona—Kossuth Co. Fair Assn. Aug. 14-17. L. W. Nichols. Allison—Butler Co. Fair Assn. Aug. 2-3. Charles J. Miller. Alta—Buena Vista Co. Fair Assn. Aug. 8-9. O. A. Soderquist. Atlantic—Cass Co. 4-H and FFA Fair, Aug. 13-17. Gail Harris. Audubon—Audubon Co. Fair Assn. Sept. 19-24. D. C. Perley. Avoca—Pottawattamie Co. Fair Assn. July 31-Aug. 3. H. E. True. Bedford—Taylor Co. Fair Assn. July 25-29. Guy H. Miller. Bloomfield—Davis Co. Fair Assn. Aug. 1-4. Clayton Morland. Boone—Boone Co. 4-H Fair Assn. Aug. 13-16. T. N. Nelson. Britt—Hancock Co. Fair Assn. Aug. 14-17. Mitchell Beck, Klemme. Burlington—Burlington Hawks Fair Assn. Aug. 14-18. James H. Bright. Cedar Rapids—All-Iowa Fair Assn. Aug. 13-19. Andrew C. Hanson. Centerville—Appanoose Co. Fair Assn. July 23-28. John M. Elliott. Central City—Linn Co. Fair Assn. Aug. 3-8. T. W. Lewis. Chariton—Lucas Co. 4-H Achievement Show, Aug. 14-18. Mrs. Lee Guttingham. Charles City—Floyd Co. Fair Assn. Aug. 13-14. Harold L. Friedrich. Clarinda—Page Co. Fair Assn. Aug. 7-10. Ole Wibholm. Colfax—Jasper Co. 4-H & FFA Fair, Aug. 20-23. Mrs. Fred Jenema, Monora. Columbus Junction—Louisa Co. Fair Assn. Aug. 20-23. H. W. Pedersen. Coon Rapids—Four-Co. Fair Assn. Aug. 20-23. M. D. Petersen. Corning—Adams Co. Fair Assn. Aug. 12-18. Robert Gauthier. Corydon—Wayne Co. Fair Assn. Aug. 29-31. Mrs. O. A. Ward. Council Bluffs—West Pottawattamie Co. Fair Assn. Aug. 14-18. Ed Fischer, Neola. Cresco—Howard Co. Fair Assn. Aug. 21-26. Ralph Fitzgerald. Davenport—Mississippi Valley Fair Assn. Aug. 13-18. Frank Harris, 2815 W. Locust. Decatur—Winnebago Co. Fair Assn. 19-18. Leon R. Brown, Cresco. Des Moines—Folk Co. 4-H Fair Assn. July 29-Aug. 3. Ron Aronson, 1200 E. Euclid. Des Moines—Iowa State Fair, Aug. 24-Sept. 3. L. B. Cunningham. Denison—Crawford Co. Fair Assn. Aug. 13-18. Bryan Weberg, Kiron. DeWitt—Clinton Co. 4-H Club Show, Aug. 6-10. Jimmy Miller. Donnellson—Lee Co. Fair Assn. July 30-Aug. 4. C. I. Redfern. Dubuque—Dubuque Co. Fair Assn. Aug. 15-18. Clem Welsh, R. R. 3. Eagle Grove—Faxis Grove Dist. Jr. Fair, Aug. 20-22. J. Paul Yon. Eldon—Wapello Co. Fair Assn. Aug. 20-22. L. W. Hall. Eldora—Hardin Co. Fair Assn. Aug. 14-17. Wilson H. Hadley. Elkader—Elkader Fair Assn. Aug. 21-26. Edward A. Burlingame Jr. Emmetsburg—Falls Co. Fair Assn. Aug. 13-15. H. E. Barringer. Estherville—Emmett Co. Agri. Show, Aug. 8-9. Robert G. Beckley. Fairfield—Jefferson Co. Jr. Agri. Assn. Aug. 13-18. Henry McChery, Parkwood. Fort Dodge—Webster Co. 4-H Fair Assn. Aug. 7-9. P. E. Harms, 319 Dowd Bldg. Grinnell—Pottawattamie Co. 4-H-FFA Fair, Aug. 8-9. Roger Sandage, Montezuma. Grundy Center—Grundy Co. Fair Assn. Aug. 7-11. Henry B. Wisley. Guthrie Center—Guthrie Co. Fair Assn. Sept. 4-7. G. W. Prince. Hampton—Franklin Co. Fair Assn. Aug. 20-22. Kenneth Showalter. Harlan—Shelby Co. Fair Assn. Aug. 22-23. Audien O. Schuster. Humboldt—Humboldt Co. Fair Assn. Aug. 20-22. Jean M. Kiese. Ida Grove—Ida Co. Fair Assn. Aug. 13-16. Richard F. Branco, Holstein. Independence—Buchanan Co. Fair Assn. Aug. 7-10. W. J. Campbell, Jessup. Indianola—Warren Co. Fair Assn. Aug. 1-4. Glen Felton. Iowa City—Johnson Co. 4-H Fair Assn. Aug. 6-10. H. J. Montgomery. Jefferson—Greene Co. Fair Assn. Aug. 1-4. Paul Meats. Keosauqua—Van Buren Co. Fair Assn. Aug. 7-10. A. J. Secor. Knoxville—Marion Co. Fair Assn. Aug. 8-11. M. A. Trabert. LeMars—Firmouth Co. Fair Assn. Aug. 20-22. Arlie A. Pierson. Leona—Decatur Co. 4-H and FFA Fair, July 29-Aug. 1. Harold Flaungan. Maquoketa—Jackson Co. Fair Assn. Aug. 8-12. Kenneth J. Ehlinger. Malvern—Mills Co. Fair Assn. Aug. 1-3. Dennis Downing, Pacific Junction. Manchester—Delaware Co. Fair Assn. Aug. 8-10. Truman Ingels. Manson—Calhoun Co. Fair Assn. July 27-29. Bill Partlow. Marengo—Iowa Co. Fair Assn. Aug. 8-11. Robert W. Higgins. Mason City—North Iowa Fair, Aug. 8-12. Robert B. Miller. Missouri Valley—Harrison Co. Fair Assn. Aug. 2-4. Mrs. Kathryn Roney. Padusah—McCracken Co. West Ky. Fair, Aug. 29-31. Richmond—Madison Co. Fair Assn. Aug. 8-11. Russell Springs—Russell Co. Fair Assn. Aug. 1-4. Leonard E. Wilcox, Jamestown. Russellville—Logan Co. Fair Assn. Aug. 13-18. Jack Stangil. Shelbyville—Shelby Co. Fair Assn. July 29-Aug. 4. Marshalltown—Central Iowa Fair Assn. Aug. 18-21. Leonard L. Gittman, 2114 W. Main St.

RETAIN THIS LIST

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

Pana—Tri-County Fair Assn. Aug. 31-Sept. 3. Wayne Hunter, Owanesco. Paris—Edgar Co. Fair Assn. July 22-27. Ora E. Rafferty. Pecos—Winneshago Co. Fair Assn. Aug. 16-18. Wallace Helshaw. Pekin—Tazewell Co. Fair Assn. Aug. 3-5. James Royt. Peotone—Will Co. Fair Assn. Aug. 24-26. Frederick R. Meyer. Petersburg—Menard Co. Fair Assn. Aug. 20-24. Carl Lens. Pleasant Hill—Pike Co. Fair Assn. Aug. 21-25. J. L. Langham. Pontiac—Livingston Co. Agri. July 21-Aug. 2. Guy K. Gee, Forrest. Princeton—Bureau Co. Fair Assn. Aug. 21-24. Wayne Blutz. Roseville—Warren Co. Fair Assn. Aug. 7-10. John Felt. St. Charles—Kane Co. Fair Assn. Aug. 1-3. Richard Barney, Geneva. Sandwich—Sycamore Farmers Club Jr. Fair, Aug. 7-8. Robert Husky. Sandwich—Sandwich Fair, Sept. 5-9. C. B. Brady. Shawneetown—Ollatin Co. Fair Assn. Sept. 3-7. C. I. Oldham. Springfield—Illinois State Fair, Aug. 10-19. Birether O. Jones. Sirminghurst—Henderson Co. Fair Assn. July 24-27. Earl Brokaw. Sullivan—Sullivan Fair Assn. Aug. 1-4. Paul M. Krows. Sycamore—Sycamore Farmers Club Jr. Fair, Aug. 7-8. Robert Husky. Taylorville—Christian Co. Agri. Fair Assn. July 13-20. R. A. Clawson. Urbana—Urbana Fair Assn. July 23-28. Kenneth Martin. Vienna—Johnson Co. Fair Assn. July 9-14. E. M. Gorden. Virginia—Cass Co. Fair Assn. Aug. 22-28. Shaw Terwilliger. Warren—Warren Fair Assn. Aug. 15-19. J. W. Richardson. Waterloo—Monroe Co. Fair Assn. Aug. 23-25. Edgar S. Amrine. Wauconda—Lake Co. Fair Assn. July 24-29. L. A. Nordhausen, Grays Lake. Wheaton—DuPage Co. Fair Assn. July 27-29. William Hills, Naperville. Winchester—Scott Co. Jr. Agri. Show, Aug. 8. Robert O. Cook. Woodstock—McHenry Co. Fair Assn. Aug. 2-5. Mrs. Grace Heitler. Wyoming—Stark Co. Jr. Fair, Aug. 4. Glenn S. Garvin.

Indiana

Akron—Akron Agri. Fair Assn. Sept. 11-18. Dale Sheets. Alexandria—Madison Co. 4-H Club Assn. Aug. 7-10. W. C. Haynes. Angola—Steuben Co. 4-H Fair & Joyce Home Show, Aug. 7-9. Harold Lochan, Hudson. Argos—Marshall Co. 4-H Fair Assn. Aug. 7-11. Otto H. Oster. Auburn—DeKalb Co. Free Fair Fair Assn. Sept. 24-30. Harry L. Provinces. Aurora—Aurora Farmers Fair Assn. Oct. 4-8. Irene Outler.

Indianapolis—Marion Co. Fair Assn. Aug. 8-11. Estel Callahan, Rt. 1, Box 541, New Augusta. Indianapolis—Indiana State Fair, Aug. 29-Sept. 1. Kenneth F. Blackwell. Kendallville—Eastern Indiana Agri. Assn. Aug. 12-15. Clinton S. Rummel. Kenland—Newton Co. Fair Assn. Aug. 27-31. John M. Cannon. Lafayette—Tippecanoe Co. 4-H Exhibit Assn. Aug. 13-17. Mrs. Sarah Jane Norris, Buck Creek. LaGrange—LaGrange Co. Corn School, Sept. 11-15. Walter Emmert. LaGrange—LaGrange Co. 4-H Club Assn. Aug. 6-9. Floyd Perkins. La Porte—La Porte Co. Fair Assn. Aug. 13-18. Robert M. Morse. Lawrenceburg—Dearborn Co. Fair, July 23-28. Don C. Stinson. Logansport—Cass Co. Fair Assn. July 27-28. Wm. Thomas. Lyons—Lyons Fair Assn. Aug. 31-25. Glenn Anderson. Madison—Jefferson Co. 4-H Club Fair, July 23-28. Ray E. Seifert. Marion—Grant Co. 4-H Club Fair Assn. Aug. 14-18. Guy T. Harris. Martinsville—Morgan Co. Fair & 4-H Assn. Aug. 13-17. Byron Greene. Mantoloking—White Co. Agri. Assn. Aug. 7-11. Mrs. Audrey Earse, Chalmers. Mount Vernon—Posey Co. Agri. Improvement Center, July 24-27. Harley Knuffman Jr. Muncie—Delaware Co. Fair, July 27-Aug. 4. Ray Brookman. New Albany—Floyd Co. 4-H Club Assn. Aug. 7-10. Willard Cook. New Castle—Henry Co. 4-H Assn. Aug. 6-9. W. G. Smith. Oakland City—Oakland City 4-H & Community Fair, July 24-28. Sam B. Williams. Osgood—Ripley Co. Agri. Assn. July 29-Aug. 4. Rollin Crow. Peru—Miami Co. 4-H Club & Livestock Show, July 30-Aug. 3. Ralph Fites, Macy. Plainville—Lyons Club-Farmers Roundup, July 28-29. Clay Goodwin. Portland—Jay Co. Fair Assn. Aug. 5-10. Mrs. Forrest Elliott. Princeton—Gibson Co. Hort. & Agri. Soc. Aug. 13-18. Floyd Strickland. Quincy—Quincy Plein Assn. Aug. 9-11. Mrs. Jean Dawes, 371 S. Emerson, Indianapolis. Rensselaer—Jasper Co. Fair Assn. Aug. 13-18. Orel Sutton. Roann—Roann Booster Club Fair, Sept. 19-23. Mrs. Donald Yike. Rochester—Fulton Co. 4-H Fair, Aug. 8-11. Loren Churchill. Rockport—Spencer Co. Fair Assn. July 23-28. J. H. Branch. Rockville—Parks Co. Fair Assn. Aug. 13-18. Howard L. Bereman. Rushville—Rush Co. Agri. Assn. July 30-Aug. 3. E. E. Pritchett. Salem—Farmers-Merchants Fair Assn. Aug. 13-18. Zaring Hudson. Scottsburg—Scott Co. Agri. Soc. July 30-Aug. 3. J. T. West. Shelbyville—Shelby Co. Fair, Aug. 4-10. Glenn V. Bass. South Bend—St. Joseph Co. 4-H Fair, Aug. 8-11. M. M. Nurgent, Bremen.

Macon City—North Iowa Fair, Aug. 8-12, Robert B. Miller, 205 1st Nat'l Bank Bldg.

McKeesport—Great Jones Co. Fair Assn. Aug. 21-25 Claude Appleby.

Meriden—Woodbury Co. Fair Assn. Sept. 5-8 Wayne W. Lane.

Mt. Airy—Hillsdale Co. Fair Assn. Aug. 15-18 Stuart W. Hoover.

Mt. Pleasant—Henry Co. Fair Assn. July 25-28 Harold Bainter.

Nashua—Big 4 Fair, Aug. 18-19, Norton Blom.

Natick—Claxton Co. Fair Assn. Aug. 10-13 Elmer Stickfort, Garnaville.

Nevada—Bibb Co. 4-H Fair Assn. Aug. 12-14 Glenn Randa, H. F. D. 2, Ames.

Northwood—Worth Co. Fair Assn. Aug. 12-15 A. T. Gronlund.

Osawa—Monona Co. Fair Assn. Aug. 19-22 Chas. Ross.

Osage—Mitchell Co. Fair Assn. Aug. 18-19 Fred B. Hanson.

Oswego—Clarke Co. 4-H Fair Assn. Aug. 14-18 Richard Ford.

Ottawa—Southern Iowa Fair, Aug. 8-11 Jess Clough, Box 32.

Park Rapids—Pocahontas Co. 4-H Club Fair Assn. Aug. 8-9 Carolyn Ives, Holte.

Payson—Big 4 Fair Assn. Aug. 21-Sept. 2 Chas. Hill.

Peru—O'Brien Co. Fair, Aug. 8-10 John H. Longstreet.

Rockwell City—Calhoun Co. Exposition Aug. 10-12 Wayne D. Gidel.

Rock Rapids—Greater Lynn Co. Fair Assn. Sept. 4-7 F. Jack Spittler.

Sac City—Sac Co. Fair Assn. Aug. 20-22 Donald Hess.

Shelby—Freemont Co. Fair Assn. Aug. 7-10 Corby Fichter Jr., Randolph.

Spencer—Clay Co. Fair Assn. Sept. 10-18 Wm. Woods.

Spirit Lake—Spirit Lake Fair Assn. Aug. 15-17 L. E. Hendricks.

Thompson—Winnebago Jr. Show Assn. Aug. 18-19 Dean Nerdie.

Tipton—Cedar Co. Fair Assn. Aug. 7-10 Eugene R. Moore.

Trapp—Tama Co. Fair Assn. Aug. 14-18 Greta Rogers Toledo.

Vinton—Benton Co. Fair Assn. Aug. 8-9 E. B. Spaulding.

Washington—Washington Co. Fair Assn. Aug. 8-9 Tom Hobb.

Waterloo—Dairy Cattle Congress, Sept. 20-22 E. E. S. Esel.

Waverly—Bremer Co. Fair Assn. Aug. 8-11 Ed Stout.

Waukon—Allamakee Co. Fair Assn. Aug. 10-13 E. M. Phipps.

Webster City—Hamilton Co. Fair Assn. Aug. 1-5 R. B. Douglas.

West Liberty—West Liberty Fair Assn. Aug. 20-22 Robert P. Barclay.

West Union—Fayette Co. Fair Assn. Aug. 21-24 E. T. Alcorn.

What Cheer—Keokuk Co. Fair Assn. Aug. 2-5 Everett Hemslay.

Winchester—Madison Co. Fair Assn. Aug. 20-22 J. Earl Graves.

Kingman—Kingman Co. Fair Assn. Aug. 21-23 Olin N. Stansbury.

Liberal—Beward Co.-Piv. State Fair, Aug. 28-Sept. 3 Earl Simmonds.

Lindsborg—McPherson Co.-Lindsborg Dist. Fair, Oct. 2-3 E. E. Dahlsten.

Longton—Elk Co. Fair Assn. Sept. 13-15 Bert Sheer.

Manhattan—Riley Co. Fair Assn. Aug. 20-22 John Meissner.

Mankato—Jewell Co. 4-H Fair, Aug. 13-17 Freeman Bery.

Minneapolis—Ottawa Co. Fair Assn. Aug. 12-15 Loyd Parrington.

Mound City—Linn Co. Fair Assn. Aug. 18-19 John H. Morse.

Ness City—Ness Co. Fair Assn. Aug. 9-11 Clyde Strobel.

Newton—Harvey Co. Fair Assn. Aug. 21-24 Jack R. Turman.

Norton—Norton Co. Agri. Assn. Aug. 12-17 Jean W. Kissell.

Oberlin—Decatur Co. Fair Assn. July 10-Aug. 1, E. R. Woodward.

Orange City—Osage Co. Fair Assn. Aug. 22-24 Floyd T. Hepworth.

Osborne—Osborne Co. Fair Assn. Aug. 14-17 E. T. Sanders.

Owego—Lafayette Co. Fair Assn. Aug. 2-4 J. D. McClure.

Ottawa—Franklin Co. Agri. Soc. Aug. 18-19 Donald A. Brown.

Overbrook—Overbrook-Osage Co. Fair Assn. Aug. 8-11 Frank Garrett.

Paola—Miami Co. Fair Assn. Aug. 20-22 Alfred E. Rockers.

Pratt—Pratt Co. Fair Assn. Aug. 2-4 Wayne Ayres.

Richmond—Franklin Co.-Richmond Free Fair, Aug. 22-24, John H. Rockers.

Rush Center—Rush Co. Agri. & Fair Assn. Aug. 13-15 Harold Rife.

Russell—Russell Co. 4-H Fair, Aug. 21-24 Earl M. Hegg.

Salina—Salina Co. Fair Assn. Aug. 20-21 Albert Fehse.

Scott City—Scott Co. Fair Assn. Aug. 6-8 Russell Magill.

Sedon—Chautauque Co. Free Fair & Reunion Sept. 13-15, Gerald Cauldwell.

Seneca—Nemaha Co. 4-H Fair, Aug. 23-25 R. F. Wupper.

South Haven—Sumner Co.-South Haven Fair, Aug. 30-Sept. 1, M. C. Heiger.

St. Francis—Cheyenne Co. Fair Assn. Aug. 28-31, Harold D. Shull.

Stafford—Stafford Co. Fair Assn. Aug. 9-11, Arthur B. Harzmann.

Stockton—Rooks Co. Free Fair Assn. Aug. 20-24, George F. Oelmeyer.

Syracuse—Hamilton Co. Fair Assn. Aug. 30-Sept. 1 Emory Potter.

Sylvan Grove—Sylvan Grove-Lincoln Co. Free Fair, Aug. 9-12 A. L. Naylor.

Thayer—Thayer Homecoming Picnic & Fair Assn. Sept. 5-7 H. M. Minnich.

Tonganoxie—Leavenworth Co. Fair Assn. Aug. 29-31, Walt Nelberger.

Topeka—Kansas Free Fair, Sept. 8-12 Maurice Fager.

Ulysses—Grant Co. Free Fair, Sept. 6-8 Marshall P. Walker.

Wakeney—Trego Co. Free Fair Assn. Aug. 21-24 Lew H. Galloway.

Wakefield—Wakefield Free Fair, Sept. 26-28, Dale Newell.

Kansas

Abilene—Central Kansas Free Fair, Aug. 26-28, Don C. Steffes.

Alma—Wabaunsee Co. Fair Assn. Aug. 18-19 Norman Winkler.

Andover—Clark Co. Fair Assn. Aug. 20-22 Don Spatz.

Auburn—Shawnee Co. Auburn Grange Fair, Oct. 5-6 Mrs. Irene Brobit.

Belleville—Republic Co.-N. C. Kansas Free Fair, Aug. 26-31, Carl H. Bever.

Belton—Mitchell Co. Fair Assn. Aug. 28-Sept. 1 Dean D. Handcock.

Big Springs—Douglas Co. Fair Assn. Aug. 28-31 Max Bohnmaier.

Blue Rapids—Marshall Co. Fair Assn. Aug. 28-31, Mrs. H. D. Riegle.

Burden—Eastern Cowley Co. Fair Assn. Aug. 15-17, Don Alexander.

Chillicothe—Coffey Co. Free Fair Assn. Aug. 28-31, Park J. Shepp.

Cadwell—Sumner Co. Fair Assn. Sept. 6-8 Chester C. Heizer.

Canon—McPherson Co. Fair Assn. Aug. 16-18, L. C. Hamilton.

Cheney—Bogard Co. Fair Assn. Aug. 16-18, Frank Syniker.

Clay Center—Clay Co. Fair Assn. Sept. 3-6 Ernest Tolin.

Coffeyville—Inter-State Fair Assn. Aug. 28-Sept. 2, Lawrence M. Smith.

Colby—Thomas Co. Fair Assn. Aug. 14-17, J. B. Kuska.

Columbus—Cherokee Co. Amer. Legion Fair, Aug. 20-25, Joe W. Cook.

Cottonwood Falls—Chase Co. Fair & Agri. Soc. Aug. 28-31, Elmore G. Stout.

Dighton—Lane Co. Free Fair, Aug. 1-3 E. A. Bryant.

Effingham—Atchison Co. Fair Assn. Aug. 21-24, H. D. Morgan.

El Dorado—Butler Co. Fair Assn. Aug. 21-24, Keith Fuller.

Ellis—Ellis Co. Jr. Free Fair Assn. Aug. 23-25, Gerhard Spreen.

Elkhart—Morton Co. Fair Assn. Sept. 27-29, Floyd Cohen.

Emporia—Lyon Co. Fair Assn. Aug. 21-24, W. C. Greenwood.

Emporia—Neosho Co. Fair Assn. Aug. 22-25, Iken Green.

Emporia—Greenwood Co. Fair Assn. Aug. 20-21, H. E. Sears.

Emporia—Scott—Bourbon Co. Fair Assn. Aug. 21-24, James P. Batten.

Garden City—Finney Co. Free Fair, Aug. 21-23, Roy B. Kling.

Gardner—Johnson Co. Free Fair Assn. Aug. 20-Sept. 1, Marion Bacon.

Garnett—Anderson Co. Fair Assn. Aug. 20-21, K. D. Knouse.

Girard—Crawford Co. Fair Assn. Aug. 8-9, Marvin Green.

Glasco—Cloud Co. Fair Assn. Aug. 7-8, Mrs. Clive Cramer.

Goodland—Sherman Co. N. W. Kansas Fair, Aug. 21-24, H. R. Shimmell.

Hardisty—Barber Co. Fair Assn. Aug. 22-24, Kenneth Wolgamott.

Harper—Harper Co. Agri. Fair Assn. Aug. 23-25, H. H. Zimmerman.

Herington—Tri-Co. 4-H Fair Assn. Aug. 8-11, Chad Wymer.

Hill City—Graham Co. Fair Assn. Aug. 14-18, Ralph Bethell.

Holt—Jackson Co. Fair Assn. Aug. 20-22, Orvis Blossom.

Horton—Tri Co. Fair, Aug. 29-31, Jules A. Boorquin.

Howard—Elk Co.-Howard Fair Assn. Aug. 8-10, Noel Mullenbure.

Huxley—Sheridan Co. Fair Assn. Aug. 1-4, C. E. Oueda.

Hutchinson—Kansas State Fair, Sept. 18-26, Vinyl Miller.

Imman—Imman Community Fair, Sept. 8-7, C. L. Schmidt.

Jata—Allen Co. Agri. Soc. Aug. 20-24, Ralph E. Smith.

Kennett—Anderson Co.-Kincaid Free Fair, Sept. 25-28, L. M. McColligan.



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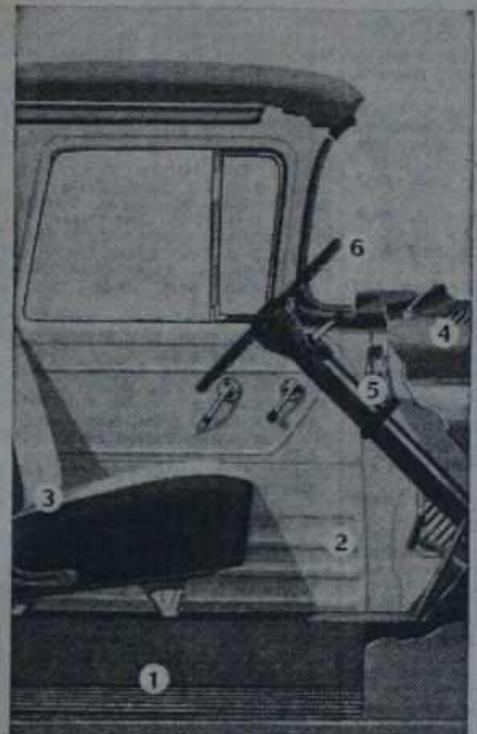
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- 2. **Spacious leg room** helps keep you comfortable all day long, brings you home fresher and more relaxed.
- 3. **Nu-Flex seat** design means comfortable hauling! Jack-stringer springs give ideal body support; seat back adjusts easily.
- 4. **High-Level ventilation system** keeps the interior clean, cool, comfortable. Intake is at the bottom of the windshield
- 5. **No-Glare instrument panel**, with handsome two-tone finish, puts instruments and controls within easy sight and reach.
- 6. **Panoramic windshield** provides a full 1000 square inches of forward viewing area to make driving safer, easier.

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NEW CHEVROLET TASK-FORCE TRUCKS

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Washington—Washington Co. Fair Assn. Sept. 6-8. Bert Chapin.
 Wellsville—Franklin Co. Wellsville Picnic Fair. Sept. 6-7. J. H. Cramer.
 West Mineral—Cherokee Co. Fries Fair. Aug. 22-23. Harold Shideler.
 Wetmore—Nemaha Co. Free Fair Assn. Aug. 15-18. Edwin Hermetich.
 Winfield—Cowie Co. Agr. Fair Assn. Aug. 23-31. Noble Bradbury.
 Yates Center—Woodson Co. Fair Assn. Aug. 14-17. Mrs. Mary Reid.

Kentucky

Alexandria—Alexandria Fair Assn. Aug. 31-Sept. 1.
 Barboursville—Knox Co. Fair Assn. Aug. 21-23.
 Beattyville—Lee Co. Fair Assn. Sept. 20-23. Lee Tyler.
 Benton—Marshall Co. Fair Assn. Aug. 21-23. Paul Darnell.
 Booneville—Owsley Co. Fair Assn. Sept. 20-23. Fred W. Gabbard.
 Bowling Green—Southern Ky. Fair Assn. Aug. 20-23. Tommy Redford.
 Brooksville—Bracken Co. Fair Assn. July 4-7. Leo Lewis.
 Burkesville—Cumberland Co. Fair Assn. Aug. 13-18. Andrew E. Kilbourne.
 Burlington—Boone Co. 4-H & Utopia Fair Assn. Aug. 23-25. Mrs. Vernon Pope.
 Calhoun—McLean Co. Fair Assn. Sept. 30-31.
 Campbellsville—Taylor Co. Fair Assn. Aug. 6-11. Boyer Jones.
 Campbell—Wolfe Co. Fair Assn. Sept. 12-13. Hays Pigman.
 Carrollton—Carroll Co. Fair Assn. Aug. 6-11. Paul Williams.
 Columbia—Adair Co. Fair & Horse Show July 25-27. James C. Sexton.
 Falmouth—Falmouth Fair. Aug. 15-19. Mrs. Nelson Breeze.
 Franklin—Simons Co. Fair Assn. Sept. 24-29. Woodrow Coote.
 Germantown—Old Reliable Germantown Fair. Aug. 7-11. Roy Asbury, Route 1, Augusta.
 Glasgow—Barren Co. American Legion Fair. July 15-21. William H. Jones Jr.
 Georgetown—Scott Co. Fair Assn. Aug. 15-17.
 Greensburg—Green Co. Fair Assn. Sept. 21-23.
 Greenup—Greenup Co. Fair Assn. Sept. 13-15. Mrs. Agnes Miller.
 Hardinsburg—Breckinridge Co. Fair Assn. Sept. 27-29.
 Harrodsburg—Mercer Co. Fair Assn. July 23-24.
 Hartford—Ohio Co. Fair Assn. Sept. 1-3. J. R. Russell.
 Hickman—Fulton Fair Assn. Sept. 13-18.
 Hodgenville—Larue Co. Co-Op Fair Assn. Aug. 6-11. Jack Kargle.
 Hopkinsville—Pennyroyal Fair Assn. Aug. 1-4.
 Inez—Martin Co. Fair Assn. Sept. 6-8.
 Irvine—Mellott Co. Agr. Fair Assn. Sept. 2-8. Mary Jo Horn.
 Jeffersonsboro—Jefferson Co. Fair Assn. Aug. 9-11.
 LaGrange—Oldham Co. Fair and Horse Show. Aug. 22-25. Mrs. A. M. McKeshole.
 Leitchfield—Grayson Co. Fair Assn. Aug. 20-23.
 London—Laurel Co. Fair Assn. Aug. 21-23. Ellis Asher.
 Louisville—Kentucky State Fair. Sept. 1-15. J. Dan Baldwin.
 Madisonville—Hopkins Co. Fair Assn. Aug. 27-29.
 Manfordsville—Hart Co. Fair Assn. Aug. 20-23. L. Andrew Bird.
 New Castle—Henry Co. Fair Assn. Aug. 16-18.
 Owingsville—Bath Co. Agr. Fair. Aug. 22-25. Joe H. Thompson.
 Providence—Webster Co. Fair Assn. Aug. 14-18. J. L. Bradley.
 Stanford—Lincoln Co. 4-H Assn. Aug. 1-4. Mrs. Add Bell.
 Tompkinsville—Monroe Co. Fair Assn. Aug. 8-11.
 Whitley City—McCreary Co. Fair Assn. Sept. 14-15. Fanny Morgan.
 Williamsburg—Grant Co. Fair Assn. Aug. 1-4.

Louisiana

Abbeville—La. Dairy Festival & Fair. Oct. 19-20. Roy Theriot.

Amite—La. Tangipahoa Parish Fair. Oct. 5-8. Harvey E. Hutchinson Jr.
 Bastrop—Morehouse Parish Fair. Sept. 26-28. John M. South.
 Clinton—East Feliciana Parish Fair. Oct. 18-20. A. R. Cain.
 Coushatta—Red River Parish Fair. Sept. 19-22. C. O. Webb, Hanna.
 Covington—St. Tammany Parish Fair. Sept. 28-Oct. 1. Maurice Blasha.
 Columbia—Caldwell Parish Fair. Sept. 27-29. George McKnight.
 DeCade—Iberia Parish Shrimp Festival & Fair. Aug. 15-19. Terry P. LeBlanc.
 DeRidder—Beauregard Parish Fair. Oct. 2-4. Meris Harper.
 Donaldsonville—St. Louisiana State Fair. Oct. 4-7. Adolph Netter.
 Erath—Vermilion Parish Fair. Oct. 5-7. Clem Bourgeois.
 Eunice—Southwest La. Fair. Oct. 10-14. Wilma Bedell.
 Farmersville—Union Parish Fair. Oct. 1-4. E. D. Resch.
 Ferriday—Conecuh Parish Fair. Oct. 10-13. Verne Richy.
 Franklinton—Washington Parish Fair. Oct. 10-13. Frank Heyward Jr.
 Haynesville—Claiborne Parish Fair. Oct. 1-3. W. J. Sherman.
 Houma—Terrebonne Parish Fair. Sept. 29-30. Bogar Babin.
 Jena—Lafayette Parish Fair. Sept. 24-28. H. D. Gaddas.
 Jennings—Jefferson Davis Parish Fair. Oct. 25-27. Floyd Trammel, P. O. Box 394.
 Jonesboro—Jackson Parish Fair. Sept. 25-28. W. W. McDonald Jr.
 Jonesville—Calahoula Parish Fair & Festival. Oct. 10-13. Elmer I. Gibson.
 Kentwood—Florida Parish Fair. Oct. 17. Alton Morris.
 Lafayette—South Louisiana Mid-Winter Fair. Jan. 12-13. T. J. Arcecheux.
 Leesville—West La. Forestry Festival. Oct. 1-6. Finly S. Staley.
 Livingston—Livingston Parish Fair. Oct. 9-13. Marvin Curtis, Denham Springs.
 Many—Sabine Parish Fair Assn. Oct. 18-21. George R. Cook.
 Marksville—Louisiana Livebook & Pasture Festival. Oct. 3-7. Kermil J. Ducota.
 Minden—Bossier-Webster Fair & Forest Festival. Oct. 9-13. Brodie Pugh, P. O. Box 90.
 Morgan City—Shrimp Festival & Fair Assn. Sept. 1-3. Harold Besse.
 Napoleonville—Assumption Parish Fair Assn. Sept. 15-18. Lena Dugas.
 Natchitoches—Natchitoches Parish Fair. Sept. 26-29. Louis Ryder, Coushatta.
 New Iberia—La. Sugar Cane Festival & Fair Assn. Sept. 28-30. Mrs. Frank Oubre.
 New Orleans—Mid-Winter Fair & Poultry Assn. Oct. 12-14. Mrs. Francis C. Smith, 8449 Vicksburg St.
 New Roads—Pointe Coupee Parish Fair. Oct. 13-14. Sterling Deville.
 New Verda—Grant Parish Fair Assn. Oct. 10-12. Everett Nelm, Montgomery.
 Oak Grove—West Carroll Parish Fair. Oct. 8-10. J. Wayland Smith.
 Oberlin—Allen Parish Fair. Oct. 4-6. O. C. Meaux.
 Olla—North Central La. Fair. Oct. 8-13. H. Vineyard.
 Plaquemine—Iberville Free Fair. Sept. 14-17. J. W. Bryant.
 Prairieville—Academy Parish Negro Fair Assn. Sept. 27-30. Cleveland LeBlanc, RFD 1, Gonzales.
 Port Allen—W. Baton Rouge Parish Fair. Sept. 13-17. L. C. Marioneaux.
 Ruston—Lincoln Parish Fair. Oct. 3-12. C. M. Matthews.
 Singold—Blinville Parish Fair. Oct. 1-4. J. T. Nales.
 Shreveport—Caddo Parish Fair. Oct. 12-19. Bill Baker, Room 5, Court House.
 Shreveport—Louisiana State Fair. Oct. 20-24. J. T. Monour.
 Sulphur—Calcasieu-Cameron Fair. Oct. 8-12. Mrs. Harold Owens.
 Tallulah—La. Delta Fair. Oct. 15-19. J. M. Gillfill.
 Thibodaux—Lafourche Parish Fair. Sept. 23-25. Sabin Blanchard.
 Vivian—North Caddo Parish Fair. Oct. 2-11. Tolly H. Butma.
 West Monroe—Ouachita Parish Fair. Oct. 8-13. John Birdsong, Monroe.
 Winfield—Winn Parish Fair. Oct. 3-6. W. C. Cummings.
 Winnfield—La. Forest Festival Assn. Oct. 3-6. L. L. Brewton Sr.
 Winnboro—Winnabota Fair. Oct. 17-20. George Sherman.

Maine
 Aroon—York Co. Agr. Assn. Aug. 30-Sept. 1. Leon E. Cridford, Shapleigh.
 Bangor—Bangor Fair, Inc. July 28-Aug. 4. Iris W. Mann.
 Blue Hill—Hancock Co. Agr. Soc. Sept. 1-3. Phil O'Brien.
 Cherryfield—West Washington Agr. Soc. Sept. 12-15. Palmer Hart.
 Dover-Foxcroft—Piscataquis Valley Fair Assn. Aug. 25. Clarence O. Cushman.
 Farmington—Franklin Co. Agr. Soc. Sept. 18-22. Frank E. Knowlton.
 Fryeburg—Fryeburg Agr. Soc. Sept. 30-Oct. 6. David R. Hastings.
 Guilford—Guilford Fair Assn. Sept. 1. LeRoy Knowlton, Dexter.
 Leeds—Leeds Orange Fair. Sept. 13. Mildred Parker.
 Lewiston—Maine State Fair Assn. Sept. 3-8. J. J. Bouriak.
 Litchfield—Litchfield Farmers' Club Fair. Sept. 7-9. Weston R. Allen.
 Machias—Washington Co. Agr. Fair. Sept. 11-15. Herald J. Beckett, Eastport.
 Monmouth—Cochewewagon Agr. Assn. Sept. 21-22. Clarence H. Maxam.
 North Waterford—World's Fair Assn. Sept. 22-29. Wilbur L. Button.
 Norway—S. Paris-Oxford Co. Agr. Soc. Sept. 10-15. Gordon F. Pratt.
 Pembroke—Pembroke Trotting Assn. Fair. Sept. 7-8. Harold L. Gardner.
 Pittston—Pittston Fair Assn. Aug. 17-18. Marion Moody, Route 2, Gardiner.
 Presque Isle—Northern Maine Fair Assn. Aug. 6-11. Robert D. Andrews.
 Readfield—Readfield Grange Fair Assn. Sept. 8. Ruth F. Right.
 Skowhegan—Skowhegan State Fair. Aug. 11-18. Roy E. Symons, 81 Water St.
 Springfield—North Penobscot Agr. Assn. Sept. 1-3. Paul H. McKenney.
 Tioga—Tioga Valley Fair Assn. Aug. 23-25. Arlene Whitney.
 Topsham—Sagadahoc Agr. & Hort. Soc. Oct. 9-11. Emory W. Booker.
 Union—Knox Agr. Soc. Aug. 21-25. Ivan Sherman.
 Windsor—S. Kennebec Agr. Soc. Aug. 28-Sept. 1. Earle R. Hayes.
 West Cumberland—Cumberland Farmers' Club Fair. Sept. 24-29. Harold F. Small.

Maryland
 Annapolis—Anne Arundel Co. Fair Assn. Sept. 26-29. F. M. Riddett.
 Bel Air—Harford Co. Fair Assn. Aug. 14-18. Charles Kunkel.
 Cumberland—Cumberland Fair Assn. Aug. 26-28. Harry J. Barton.
 Ellicott City—Howard Co. Fair Assn. Aug. 14-18. William R. Hill, Woodbine.
 Fair Hill—Cecil Co. Fair Assn. July 27-28. William Oruff, Colons.
 Fair Hill—Cecil Co. Breeders Fair. Sept. 1. William Shelton, Elkton.
 Frederick—Frederick Co. Agr. Soc. Oct. 2-4. Wade F. Hursey.
 Galtherburg—Montgomery Co. Fair. Aug. 21-25. R. N. Whipp, Box 391, Rockville.
 Hagerstown—Great Hagerstown Fair. Sept. 17-21. M. H. Beard.
 Harlock—Talbot & Dorchester Co. 4-3 Show July 31. Harry Beggs, Cambridge.
 La Plata—Charles Co. Fair. Sept. 23-30. Edward Turner.
 Leonardtown—St. Marys Co. Farmers & Home-makers Assn. Sept. 28-30. Mrs. Alice Marshall, Morgantown.
 Marlhasville—Marlhasville Fall Festival. Aug. 24-26. W. Rottman.
 Parkton—Hertford Jr. Farm Fair. Aug. 28. Leih McDonald.
 Prince Frederick—Calvert Co. Fair Assn. Oct. 1-3. Robert M. Hall.
 Salisbury—Wicomico Farm & Home Show. Sept. 13-15. Wallace Walker.
 Flighman—Chesapeake Bay Fishing Fair Assn. Aug. 17-19. Max Chambers.
 Timonium—Eastern Natl. Livestock Show. Nov. 10-18. Dr. John E. Foster.
 Timonium—Maryland State Fair & Agr. Soc. Aug. 29-Sept. 1. John M. Hill.
 Upper Marlboro—Marlboro Fair. Sept. 8-13. Josephine M. O'Hara.

Massachusetts
 Barrington—Barrington Fair. Sept. 8-15.
 Blackstone—East Blackstone Agr. Aug. 17-19. Jesse E. Deacon.
 Mansfield—Union Agr. & Hort. Soc. Sept. 1-3. Lee Wyman.
 Brockton—Brockton Agr. Soc. Sept. 8-13. C. J. Larson.
 Cummington—Hillsdale Agr. Soc. Aug. 24-28. Mrs. Ruth Howes.
 Greenfield—Franklin Co. Agr. Soc. Sept. 8-12. Richard H. Campbell.
 Great Barrington—Barrington Fair Assn. Sept. 8-16. Edward J. Carroll.
 Littleville—Littleville Community Fair Assn. Sept. 29-30. Leon J. Kelso, Chester.
 Marshfield—Marshfield Agr. & Hort. Soc. Aug. 5-11. Granville M. Thayer, N. Pembroke.
 Marlston Mills—Barnstable Co. Fair. July 28-29. Charles J. Meyer.
 Middleboro—Middleboro Fair. Aug. 19-25.
 Middlefield—Highland Agr. Soc. Aug. 31-Sept. 1. Mrs. Jessie H. Pease, Chester.
 Northampton—Northampton, Franklin & Hampden Agr. Soc. Sept. 2-4. John L. Banner.
 South Weymouth—Weymouth Agr. & Ind. Soc. Aug. 11-18. William Reynolds, 719 Washington, Canton.
 Spencer—Spencer Agr. Assn. Sept. 1-3. Philip A. Quinn.
 Taunton—Rehoboth Fair, Inc. Aug. 19-23. Ronald Marsden.
 Topsfield—Essex Agr. Soc. Sept. 2-3. Paul Corson.
 West Springfield—Eastern States Expo. Sept. 15-23. Jack Reynolds.
 Weymouth—Weymouth Fair. Aug. 11-18.

Michigan
 Adrian—Lenawee Co. Fair Assn. Sept. 17-22. H. H. Hungerford.
 Allegan—Allegan Co. Agr. Soc. Sept. 9-13. J. H. Snow.
 Allenton—Mackinac Co. Fair Assn. Sept. 9-10. Carl R. Luspnitz.
 Alma—Gratiot Co. Fair for Youth. Aug. 8-10. Dean Allen, Courthouse, Ithaca.
 Alpena—Alpena Co. Agr. Soc. Aug. 27-29. Victor Werth.
 Armada—Armada Agr. Soc. Aug. 23-28. Roy Conner.
 Atlanta—Montmorency Co. 4-H Fair Assn. Aug. 29-Sept. 1. Helen B. Davis.
 Bad Axe—Huron Co. Agr. Fair Assn. Aug. 7-11. Bert Watterworth.
 Bay City—Bay Co. Fair Assn. Aug. 13-18. Byron Ruhstorfer, Route 1, Kewawitwin.
 Belleville—Wayne Co. 4-H Fair Assn. Aug. 14-19. P. R. Bieschammer, 2830 Newberry St., Wayne.
 Berrien Springs—Berrien Co. Youth Fair Assn. Aug. 15-19. Mrs. Lottie Blakman.
 Big Rapids—Monroe Co. Agr. Fair Assn. Sept. 18-22. Lloyd Haisler.

Minnesota
 Brown City—Brown City Agr. Soc. Aug. 9-11. M. C. Lemus.
 Cadillac—Northern Dist. Fair Assn. Sept. 3-7. Paul Earl.
 Oaro—Tuscola Co. Fair Assn. Aug. 30-28. Carl F. Mastley.
 Carbon City—Dairyland Agr. Soc. Aug. 16. Walter L. Green.
 Carletonville—Carletonville Agr. Fair Soc. Aug. 31-Sept. 1. Clifton Powers.
 Cass City—Cass City Fair. Aug. 3. D. A. MacLachlan.
 Cassopolis—Cass Co. Agr. Show. Aug. 9-11. Carl W. Leach.
 Centerville—St. Joseph Co. Grange Fair Assn. Sept. 17-22. Vern C. Schaeffer.
 Chubbagan—Northern Mich. Fair Assn. Aug. 31-25. George D. Judd.
 Charlotte—Eaton Co. 4-H Fair. Aug. 25-28. I. Sidney Phillips.
 Chisaca—Chisaca Fair Assn. Aug. 15-18. Lloyd Gran.
 Coldwater—Branch Co. Agr. & Ind. Soc. Aug. 21-25. Luella Hamilton.
 Corunna—Shiawassee Co. Agr. Soc. Aug. 13-18. Blay Woodman.
 Crossville—Crossville Agr. Soc. July 23-28. Patsy Barr.
 Delton—Delton-Kellogg PMA-FFA Agr. School Fair. Oct. 15. Harold Birper.
 Detroit—Michigan State Fair. Aug. 21-29. Donald L. Swanson.
 Eagle—Eagle Township Fair. Aug. 23-25. Chas. Higbee.
 Escanaba—Upper Peninsula State Fair. Aug. 21-26. Ray La Porte.
 Ervatt—Oscoda 4-H-FFA Fair. Aug. 15-18. Mrs. Edmund Tiedt, Sears.
 Hart—Oscoda Co. Fair. Sept. 6-8. Newell Gale.
 Fawnville—Fawnville Agr. Soc. July 30-Aug. 4. W. Bruce Campbell.
 Gaylord—Osage Co. Fair Assn. Aug. 23-28. Joseph A. Eckel, Johannesburg.
 Gladwin—Gladwin Co. Jr. Fair Assn. Sept. 14-18. Mrs. Nell Nickless.
 Goodells—St. Clair Co. Agr. Soc. Aug. 16-18. Richard S. Austin.
 Grand Haven—Genesee Co. 4-H Agr. Soc. Aug. 13-18. Donald Hillman.
 Greenville—Montcalm Co. Fair Assn. Aug. 22-25. Mrs. Helen Ward.
 Hartford—Van Buren Co. Youth Fair. Aug. 21-24. J. James P. Thar.
 Harrison—Clare Co. Agr. Soc. Aug. 14-18. Albert Haley.
 Hale—Isaac Co. Agr. Soc. July 25-28. Thurman Scott.
 Hancock—Houghton Co. Agr. Soc. Oct. 23. L. L. Best.
 Hart—Oscoda Co. Agr. Soc. Sept. 6-8. Newell Gale.
 Hastings—Barry Co. Agr. Soc. July 31-Aug. 4. Forrest Johnson.
 Hastings—Barry Co. Agr. H. E. Expo. Oct. 26-28. T. N. Knopf.
 Hesperia—Hesperia Fair Assn. Aug. 20-24. I. Elmer E. Arndt.
 Hillsdale—Hillsdale Co. Agr. Soc. Sept. 23-29. H. B. Kelley.
 Hudsonville—Hudsonville Community Fair. Aug. 23-24. Robert Van Noord.
 Inlay City—Lapeer Co. Agr. Soc. July 21-Aug. 4. Kenneth D. Ruby.
 Ionia—Ionia Free Fair. Aug. 6-11. Rose Barlow.
 Iron River—Iron Co. Agr. Soc. Aug. 23-30. V. C. Vaughan.
 Ironwood—Ogish Co. Fair Assn. Aug. 9-12.
 Jackson—Jackson Co. Fair. Aug. 25-31. Home Storms, 201 Carter Bldg.
 Kalamazoo—Kalamazoo Agr. Soc. Aug. 20-25. R. G. Dillingham.
 Kinross—Chippewa-Mackinaw 4-H Club Fair. Sept. 3. Anita Hopkint.
 Lake City—Missaukee Falmouth Agr. Show. Aug. 14-15. Willard Bosserman.
 LeVitt—Kent Co. 4-H Agr. Aug. 14-17. William Rupp.
 Ludington—Western Mich. Fair Assn. Aug. 15-19. Peter Christensen.
 Manchester—Manchester Community Fair. Aug. 23-25. Herbert O. Jacob.
 Mantou—Mantou Harvest Festival. Sept. 8. Robert McBrien.
 Marion—Marion Farm Exhibits Assn. Sept. 1. Paul S. Timkovich.
 Marne—Berlin Fair Assn. July 21-Aug. 4. H. M. Osnewards.
 Marshall—Calhoun Co. Fair. Aug. 30-32. Don Sweeney.
 Mason—Ingham Co. Fair. Aug. 13-18. Harry A. Sperry.
 Middleville—Thornapple Community Fair. Nov. 3. Elton W. Lawrence.
 Midland—Midland Co. Agr. & Hort. Soc. Aug. 14-19. H. D. Parish.
 Montross—Montross Co. Fair Assn. Aug. 6-11. Howard Nickel.
 Morley—Morley Agr. Fair Assn. Sept. 13-14. Harold A. Dunn.
 Mount Pleasant—Isabella Co. Youth & Farm Fair. Aug. 21-23. Maynard S. Gilmore.
 Nashville—Nashville Agr. Soc. Aug. 23-28. Roger D. Huxton.
 Newaygo—Newaygo Co. Agr. Fair Assn. Aug. 22-24. Garrett DeBoer.
 North Branch—Lower Thumb Agr. Dist. Assn. Nov. 6-8. Oscar Hall.
 Norway—Dickinson-Memomines Co. Agr. Soc. Aug. 21-23. Frank J. Mollnar.
 Okama—Manitowish Co. Agr. Soc. Sept. 28-29. Valnes Reynolds.
 Owosso—Shiawassee Valley Mid-Winter Fair. Dec. 4-6. Lawrence Banna.
 Peleusky—Emmie Co. Fair Assn. Aug. 27-31. Winfield S. Hinds.
 Pinconning—Pinconning Community Fair. Assn. Aug. 10-12. Henry Uhlman.
 Pontiac—Oakland Co. 4-H Agr. Assn. Aug. 7-11. Rella Bowers.
 Ravenna—Ravenna 4-H Fair Assn. Aug. 16-18. Samuel McNitt.
 St. Johns—Clinton Co. 4-H Club Fair Assn. Aug. 28-29. Don J. Walker.
 Saginaw—Saginaw Fair. Sept. 9-18. C. H. Harnden.
 Salline—Salline Community Fair. Sept. 13-15. Robert L. Hammond.
 Sand Lake—Sand Lake Agr. Club. July 4. Lorraine Baker.
 Sandusky—Sanilac Co. 4-H Agr. Soc. Aug. 21-23. Keith C. Sowerby.
 Sparta—Sparta High School Agr. Assn. Aug. 2. Fred Humston.
 Standish—Arenac Co. Agr. Soc. Aug. 14-18. Paul R. Pennock.
 Traverse City—Northwestern Mich. Fair Assn. Aug. 28-Sept. 1. Arnell Engstrom.
 Unionville—Unionville Agr. & Hort. Soc. Sept. 23-27. Duffie Smith.
 Wayland—Wayland Community Fair. Sept. 21-22. Harold Bannochan.

Minnesota
 Atkin—Atkin Co. Agr. Soc. Aug. 13-15. F. C. Kaplan.
 Albert Lea—Freeborn Co. Agr. Soc. Aug. 28-29. Herman D. Jensen.
 Alexandria—Douglas Co. Fair Assn. Aug. 23-25. C. W. McDonald.
 Anoka—Anoka Co. Agr. Soc. Aug. 9-12. Henry Hammer.

Missouri
 Appleton—Swift Co. Fair Assn. Aug. 23-28. J. O. Anderson.
 Arlington—Shiwoy Co. Agr. Assn. Aug. 9-12. Ed C. Doerr, Winthrop.
 Austin—Mower Co. Agr. Soc. Aug. 7-11. P. J. Holand.
 Barnesville—Clay Co. Fair & Agr. Assn. July 18-21. Theo. Holom.
 Batnum—Carroll Co. Agr. & Ind. Assn. Aug. 24-26. Claude H. Poston, Moose Lake.
 Baudette—Lake of the Woods Co. Fair Assn. July 24-28. Robert A. Borchardt.
 Bayport—Washington Co. Agr. Soc. Aug. 10-12. Fred S. Lammer.
 Bemidji—Beltrami Co. Agr. Assn. Aug. 9-11. G. E. Guyan.
 Bird Island—Remifsee Co. Agr. Soc. Aug. 20-22. Harold Baumgartner.
 Blue Earth—Parisout Co. Agr. Soc. Aug. 13-15. W. E. Hertel.
 Brainerd—Crow Wing Co. Fair Assn. Aug. 15-18. B. C. Wilkins.
 Caledonia—Houston Co. Fair Assn. Aug. 22-25. Merle O. Almo.
 Cambridge—Isanti Co. Agr. Soc. Aug. 23-25. Veri Rippey.
 Canby—Yellow Medicine Co. Fair Assn. Aug. 9-12. Darold Sworina.
 Clinton—Big Stone Co. Agr. Soc. Aug. 10-12. O. E. Taylor, Ortonville.
 Detroit Lakes—Becker Co. Agr. Soc. & Fair Assn. Aug. 23-26. A. L. Bore.
 Elk River—Sherburne Co. Agr. Soc. Aug. 13-15. E. E. Buge.
 Fairmont—Martin Co. Free Fair. Aug. 9-12. John S. Livermore.
 Fairbault—Rice Co. Agr. Soc. Aug. 1-3. Frank H. Duncan.
 Farmington—Dakota Co. Fair. Aug. 9-12. E. W. Ahlberg.
 Fergus Falls—Otter Tail Co. Fair Assn. Aug. 23-25. Knute Hanson.
 Garden City—Blue Earth Co. Agr. Soc. Aug. 13-15. D. J. James, Lake Crystal.
 Glenwood—Pope Co. Agr. Soc. Sept. 14-16. O. M. Gandrud.
 Grand Rapids—Cook Co. Agr. Assn. Aug. 22-23. Mrs. Gerald L. Olson.
 Grand Rapids—Itasca Co. Fair Assn. Aug. 28-29. Francis Mullins.
 Herman—Grant Co. Agr. Assn. Aug. 23-28. Dean Brenner.
 Hibbing—St. Louis Co. Fair Assn. Aug. 1-3. Sulo J. Ojakangas.
 Howard Lake—Wright Co. Fair. Aug. 9-13. Paul L. Eddy.
 Hutchinson—McLeod Co. Agr. Assn. Sept. 8-12. Everett Olson.
 Jackson—Fair Assn. of Jackson Co. Aug. 15-18. Anton C. Geiger.
 Jordan—Scott Co. Good Seed Assn. Aug. 9-3. Jos. J. Breunig.
 Kasson—Dodge Co. Free Fair. Aug. 1-3. H. J. Lynard.
 Le Center—Le Sueur Co. Fair Assn. Aug. 21-23. R. D. Evans.
 Litchfield—Mercer Co. Agr. Soc. Aug. 14-16. L. C. Wagnason.
 Little Falls—Morris Co. Agr. Soc. Aug. 10-12. D. T. Sargent.
 Littlefork—N. Minnesota Dist. Fair Assn. July 30-Aug. 1. Archie E. Drick.
 Long Prairie—Todd Co. Fair. Aug. 1-3. Logan O. Snow.
 Laverne—Rock Co. Agr. Soc. Aug. 1-3. George A. Golla.
 Madison—Lac qui Parle Co. Agr. Soc. Sept. 6-9. H. W. Swenson.
 Mahanomen—Mahanomen Co. Agr. Soc. July 27-29. Jerome L. Kerating.
 Menkato—Tri Co. 4-H Fair. Sept. 18-19. Ben Jones.
 Marshall—Lyon Co. Fair. Aug. 23-26. Al Nelson, Amiret.
 Monticello—Chippewa Co. Fair. Aug. 14-19. H. O. Byersson.
 Mora—Kanabec Co. Agr. Soc. Aug. 13-15. Lynn McNelly.
 Morris—Stevens Co. Agr. Soc. Aug. 17-18. Ralph Smith.
 Moully—Morrison Co. Agr. Assn. Aug. 6-8. Gordon Russell.
 New Ulm—Brown Co. Agr. Soc. Aug. 16-19. E. J. Herriage.
 Northome—Koochiching Co. Agr. Soc. Aug. 27-29. Betty Bagulet.
 Owatonna—Steele Co. Free Fair. Aug. 14-19. Stan Muckle.
 Perham—Perham Agr. Soc. July 28-29. C. B. Weber.
 Pillager—Cass Co. Agr. Soc. Aug. 9-11. C. J. Stark.
 Pine City—Pine Co. Agr. Soc. Aug. 29-31. E. J. Washoff, Huckleby.
 Pine River—Cass Co. Agr. Assn. Aug. 20-22. Wayne Hafl.
 Pipestone—Pipestone Co. Agr. Soc. Aug. 30-32. H. S. Owens.
 Preston—Fillmore Co. Agr. Soc. July 30-Aug. 1. Ernest Wubbels.
 Princeton—Mille Lacs Co. Agr. Soc. Aug. 6-8. L. R. Garmel.
 Proctor at Duluth—St. Louis Co. Community Fair Assn. Aug. 2-5. Roy W. Larson, 207 West Austin St., Duluth.
 Redwood Falls—Redwood Co. Agr. Soc. Sept. 6-9. E. J. Henderson.
 Rochester—Olmstead Co. Agr. Assn. Aug. 8-13. Christy Obrecht.
 Resau—Rooseau Co. Agr. Soc. July 24-26. Charles Christanson.
 Rush City—Chicago Co. Fair Assn. Aug. 9-11. Geo. W. Larson, North Branch.
 St. Charles—Winona Co. Agr. & Ind. Fair Assn. Aug. 2-5. Roger Anderson.
 St. James—Watsonwan Co. Fair Assn. Aug. 10-12. Herman Heckman.
 St. Paul (2003 White Bear Ave.)—Ramsey Co. Agr. Soc. July 24-29. Flora K. Lundke, 800 Lake Ave., White Bear Lake.
 St. Paul—Minnesota State Fair. Aug. 23-29. J. D. K. Baldwin.
 St. Peter—Nicollet Co. Fair. Aug. 24-28. Dr. Roy A. Dean.
 St. Vincent—St. Vincent Union Ind. Assn. Sept. 30-22. L. C. Ward.
 Sauk Centre—Sissou Co. Agr. Soc. Sept. 6-9. A. J. Bronsenhenkel.
 Sank Rapids—Henson Co. Agr. Soc. Aug. 17-19. C. H. Varner, 134 E. St. Germain St., St. Cloud.
 Sinton—Murray Co. Agr. Soc. Aug. 16-18. Orville E. Orleme.
 Two Harbors—Lake Co. Agr. Soc. Aug. 23-31. Torstein Grinager.
 Tyler—Lincoln Co. Agr. Soc. Aug. 15-19. Henry M. Jacobson.
 Waconia—Carver Co. Agr. Soc. Aug. 15-19. Ralph J. Effert.
 Wadena—Wadena Agr. Soc. Aug. 13-15. Don Brown.
 Waseca—Waseca Co. Fair Assn. Aug. 1-3. Leon J. B. Sexton.
 Wheaton—Traverse Co. Agr. Assn. Sept. 6-8. A. W. Eye.
 Willmar—Kandiyohi Co. Fair. Sept. 13-15. Albert E. Thompson.
 Willmar—Kandiyohi Co. Fair Assn. Sept. 17-19. Albert E. Thompson, Spicer.
 Windom—Chippewa Co. Agr. Soc. Aug. 23-25. Andy Schutte.
 Windom—Cottonwood Co. Fair Assn. Aug. 29-31. Andrew Schmitt.

WORLD'S FASTEST THRILL RIDE

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WELDON, WILLIAMS & LICK
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Washington—Nobles Co. Fair Assn Aug 20-22 L. A. Hona.
 Zumbrota—Goodhue Co. Fair Assn Aug 2-8 A. E. Collings Jr.
Mississippi
 Aberdeen—Monroe Co. Fair & Livestock Assn Sept. 25-29 Robert C. Cutch.
 Cleveland—Holtzclaw Co. Fair Assn Oct. 8-13 Leroy Finley.
 Columbus—Columbus Fair & Livestock Show Sept. 17-22 F. W. Tribble.
 Hedges—Free Fall Fiesta Sept. 25-28 Bert Savage.
 Jackson—Mississippi A. & L. State Fair Oct. 8-13 J. M. Dean.
 Jackson—Mississippi State Negro Fair Oct. 13-17.
 Kosciusko—Central Mississippi Fair Assn Oct. 1-6 Frank Gayden.
 Louisville—Winston Co. 4-H Club Fair Sept. 3-8 Claude E. Ming.
 McComb—Pike Co. Livestock & Fair Assn Sept. 17-22 Mrs. J. W. Harrison, Magnolia.
 Meridian—Franklin Co. Fair Assn Oct. 13-20 H. B. Brock.
 Meridian—Miss Fair & Dairy Show Oct. 1-6 W. R. Cannady.
 New Albany—Union Co. Fair Assn Sept. 17-22 Leo C. Wilson.
 Pontotoc—Pontotoc Co. Fair Sept. 17-22 C. F. Randle.
 Ripley—Tippah Co. Fair & Livestock Assn Sept. 10-15 William M. Best.
 Starkville—Oktibbeha Fair, Livestock & Dairy Show Oct. 1-6 O. F. Parker.
 Tupelo—Mississippi-Alabama Fair & Dairy Show Sept. 25-29 James M. Savery.
 Vicksburg—Miss. Lob. Expo. Oct. 2-7 Henry Haggboom.
 Waynesboro—Wayne Co. Fair Assn Sept. 10-15 Del Gordon.
 West Point—West Point Fair Assn Oct. 1-6 H. B. Converse.
 Yazoo City—Yazoo Co. Fair Assn Oct. 24-28 J. N. Ballard.

Missouri
 Allenburg—E. Ferry Community Fair Sept. 21-22 Elmer D. Kreyling.
 Appleton City—Appleton City Fair Assn Aug. 27-30 C. D. Pezlet.
 Ava—Douglas Co. Fair Assn Sept. 8-9 Claud E. Gauiding.
 Belle—Belle Fair Assn Aug. 8-11 Alvin Hidenbrot.
 Bethany—Northwest Missouri State Fair Sept. 7-4 T. R. Nickerson.
 Bowling Green—Pike Co. Fair Assn Sept. 8-9 James Millan.
 Brunswick—Brunswick Fair Festival & Horse Show Sept. 22 Carl Shubert.
 Buffalo—Dallas Co. Fair Assn Aug. 1-4 Roswell L. Wayne.
 California—Moniteau Co. Fair Assn Aug. 8-11 Harold Kinde.
 Cape Girardeau—Southeast Mo. Dist. Fair Sept. 10-15 W. M. Barke.
 Carrollton—Carroll Co. Fall Festival, Sept. 13-14 Richard Coe.
 Caruthersville—American Legion Fair Oct. 3-7 Harry E. Malloure.
 Carthage—Jasper Co. Fair Assn Aug. 10-12 Richard M. Webster.
 Chilhowee—Chilhowee Community Fair Aug. 31-Sept. 1 Dr. James Shanks.
 Clinton—Agri. & Mech. Assn. of Henry County, July 30-Aug. 1, Mrs. Charles W. Glines.
 Cole Camp—Cole Camp Fair, Sept. 8-9 John W. Hagland.
 Columbia—Boone Co. Fair Assn Aug. 7-11 O. A. John.
 Dexter—Stoddard Co. Fair Assn Sept. 17-22 W. L. Arnsel.
 Eldon—Eldon Community Fair, Aug. 1-4 H. E. Bruer.
 Farmington—St. Francois Co. Fair Assn Sept. 8-9 Floyd E. Becker.
 Glasgowville—Glasgowville 4-H Fair, Aug. 8-11 Mrs. Norman Fallman.
 Hillsboro—Hillsboro Horse Show & Festival July 27-30 Sam Martin.
 Holden—Holden Free Fall Fiesta Sept. 25-28 W. L. Banes.
 Houston—Old Settlers Reunion & Texas Co. Fair Aug. 8-11 L. C. Hardin.
 Hume—Hume Fair Assn Aug. 30-31 Marion H. Cox.
 Ironton—Iron Co. Fair Assn Aug. 24-25 Harold P. Klaus.
 Jefferson City—Jaycees Co. Fair, Aug. 1-4 Chas. Mueller.
 Kahoka—Clark Co. Fair Assn July 24-28 Gilbert Sargent.
 Kansas City—American Royal Livestock & Horse Show Oct. 30-31 G. M. Woodard.
 400 Livestock Exchange Bldg.

Montana
 Baker—Fallon Co. Fair Aug. 24-26 Gene Hoff.
 Billings—Midland Empire Fair & Rodeo Aug. 13-18 Harry L. Pliton.
 Chinook—Bixbee Co. Fair Assn Sept. 3-4 Floyd Bowen.
 Deer Lodge—Powell & Deer Lodge Co. Fair Assn Aug. 25-26 Tony Sieberger.
 Dedson—Phillips Co. Fair Assn Aug. 11-12 William B. Black.
 Eureka—Tobacco Valley Community Fair Aug. 25-26 H. P. Weydomeyer, Fortine.
 Furayth—Rosebud Co. Fair & Rodeo Assn Aug. 20-22 Mrs. Lucille Borer.
 Fort Benton—Chouteau Co. Fair Assn Aug. 30-Sept. 1 W. J. Shirley.
 Glasgow—Valley Co. Fair Assn Sept. 8-9 Francis Loomer.
 Glendive—Dawson Co. Fair Sept. 2-4 Dale D. Berglund.
 Great Falls—North Montana State Fair Aug. 6-11 Leo G. Dalley.
 Hamilton—Havill Co. Fair, Sept. 8-9 Glenn Chaffin.
 Havre—Hill Co. Fair, Aug. 16-18 Earl J. Brennan.
 Kalispell—Northwest Montana Fair Assn Sept. 13-15 Russell E. Marsh.
 Lewistown—Central Montana Horse Show, Fair & Rodeo, Aug. 1-4 James M. Schultz.
 Miles City—Eastern Montana Fair, Aug. 27-29 J. H. Bohling.
 Plains—Sanders Co. Fair & Rodeo, Aug. 21-Sept. 2 Garth P. Hewser.
 Scooby—Daniels Co. Fair Assn Aug. 8-9 Roy Killenbeck.
 Shelby—Marion Fair, July 26-29, Clifford D. Cooper.
 Sidney—Richland Co. Fair Assn Aug. 30-Sept. 1 Don G. Nutter.
 Terry—Prairie Co. Fair Assn, Aug. 18-19 Ford Martin.
 Twin Bridges—Madison Co. Fair Assn Aug. 17-19 Don Kallsted.

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Kennett—Kennett Fall Festival Sept. 10-15 George P. Bibbey.
 Kirksville—Northeast Mo. Fair Assn Aug. 7-10 N. C. Allen.
 Lamar—Lamar's Farm & Indl Expo Sept. 13-15 Bud Moore.
 Laredo—Laredo Community Fair, Aug. 30-Sept. 1 M. P. Brick.
 Lathrop—Clinton Co. Jr. Livestock & Home Economics Show, Aug. 28, George H. McArthur.
 Lee's Summit—Jackson Co. Fair Assn Aug. 4-11 Hill Garrison.
 Lincoln—Lincoln 4-H Fair & Horse Show Aug. 3-4 Mrs. Walter Fischer.
 Linn—Osage Co. Fair Assn July 26-28 John Klebba Jr.
 Linnus—Linn Co. 4-H Fair Sept. 21-22 Roy T. Young.
 Marshfield—Webster Co. Fair Assn Aug. 28-Sept. 1 Ellis O. Jackson.
 Maryville—Nodaway Co. Fair Assn Aug. 13-18 Gilbert L. Ponce.
 Mendon—Northwestern Fall Festival Sept. 14-15 Mrs. L. L. Emrich.
 Meador—Audrain Co. Fair Assn July 21-Aug. 2 Horace Skinner.
 Montgomery City—Montgomery Co. Fair Assn July 26-28 E. F. Kamer.
 Oregon—Holt Co. Autumn Festival Sept. 6-8 Mrs. N. D. Kee.
 Osceola—St. Clair Co. Fair Assn Sept. 6-8 M. D. Harris.
 Owensville—Gasconade Co. Fair Assn Aug. 16-18 Oscar Hallemann.
 Palmyra—Palmyra Fall Festival & Homecoming Sept. 8-8 Mildred L. Briscoe.
 Paris—Menroe Co. Free Fall Festival & Livestock Show Aug. 16-17 Ray B. Threlkeld.
 Perryville—Perry Co. Agri. & Mech. Soc. Sept. 7-8 J. W. Hilpert.
 Pilot Grove—Pilot Grove Community Fair, Aug. 3-4 Clarence Rice.
 Platte City—Platte Co. A. & M. and Stock Assn July 25-29 J. Frank Sexton.
 Prairie Home—Prairie Home Fair Aug. 1-2 Robert M. Kirkpatrick.
 Princeton—Mercer Co. Fair Assn Aug. 1-4 Harvey Wright.
 Rolla—Central Mo. Regional Fair Sept. 12-13 James Smith.
 Safe—Safe Community Fair Aug. 16-18 S. M. Copeland.
 St. Charles—St. Charles Co. Fair Assn Sept. 3-9 Kurt E. Schneider.
 Salem—Dent Co. Fall Festival Sept. 6-8 Mrs. Otto H. Cope.
 Savannah—Andrew Co. American Legion Fair Aug. 7-12 Francis E. Turner.
 Sedalia—Missouri State Fair, Aug. 13-20 W. H. Riltenthaler.
 Senath—Dunklin Co. American Legion Fair Sept. 17-22 Lyle Richmond.
 Shelbyville—Shelby Co. Fair Assn Aug. 26-31 J. A. Hall.
 Springfield—Ozark Empire Dist. Fair Aug. 11-17 G. B. Boyd.
 Stewardville—Southwest DeKalb & Northwest Clinton Counties Fall Festival Sept. 13-16 Mrs. Lee Clouse.
 Trenton—North Central Mo. Fair, Aug. 11-17 Leland L. McMullen.
 Vienna—Marion Co. Fair Assn Aug. 21-Sept. 1 Roy L. Hager.
 Unionville—Putnam Co. A. & M. Soc. Sept. 4-7 Marple S. Wyckoff.
 Urbans—Urbans Four-County Fair Oct. 6 H. R. Klein.
 Vandalia—Vandalia Community Fair, Aug. 28-Sept. 1 Mrs. L. E. Kohn.
 Versailles—Morgan Co. Fair Assn, Aug. 28-Sept. 1 James R. Scribner.
 Warrenton—Warren Co. Fair Assn Aug. 2-4 Al Grater.
 Washington—Washington Fair Assn Aug. 6-12 Anthony J. Beckmann.
 Wellington—Wellington Community Fair Sept. 8-9 Herbert W. Wiperman.
 West Plains—Howell Co. Fair Assn Sept. 8-9 Mrs. Ann Alsworth.

Nebraska
 Alton—Boone Co. Fair Assn, Aug. 21-24 Tom Johnson.
 Arlington—Washington Co. Fair, Aug. 22-24 H. O. McCellan.
 Auburn—Nemaha Co. Fair Assn, Aug. 14-17 Thomas J. Adamson.
 Aurora—Hamilton Co. Agri. Fair Assn Aug. 27-30 Welley Hunsford.
 Bartlett—Wheeler Co. Fair Assn Aug. 21-Sept. 3 Ernest R. Collins.
 Bassett—Rock Co. Fair Assn, Aug. 3-5 Earl L. Anderson.
 Beatrice—Gage Co. Fair Assn, Aug. 20-23 Eldon F. Gebbe.
 Beaver City—Purnas Co. Fair Assn, Aug. 20-22 Ivan D. Steiner.
 Benkelman—Dundy Co. Fair Assn, Aug. 8-11 Joe Laughlin.
 Bloomfield—Knox Co. Fair Assn, Aug. 19-21 P. E. Stepp.
 Bridgeport—Morrill Co. Fair Assn, Sept. 1-4 H. Dwin Hiddle.
 Broken Bow—Custer Co. Agri. Soc. Aug. 30-33 M. L. Gould.
 Central City—Merrick Co. Free Fair, Aug. 16-18 Dick Lippincott.

Nevada
 Elko—Elko Co. Fair Assn, Aug. 21-Sept. 3 Floyd Edsall.
 Ely—Nevada Fair of Industry, Aug. 23-26 Darwin Lambert.
 Reno—Washoe Co. Fair, Sept. 12-16 C. J. Thornion.
New Hampshire
 Alton—Atkinson Fair Assn, Aug. 24-26 Eleanor C. Feyer.
 Canaan—Mascota Valley Fair Assn, Aug. 24-26 Bernard B. Gross.
 Contoocook—Hopkinton Fair, Aug. 31-Sept. 3 Charles A. Jones.
 Deerfield—Deerfield Fair Assn, Sept. 27-30 W. C. Maxwell.
 Keene—Cheshire Fair Assn, Aug. 23-26 Clifford H. Coles, West Swapey.
 Lancaster—Coos & Essex Agri. Soc. Aug. 31-Sept. 3 A. J. Kenney.

Chadron—Dawes Co. Fair Assn Aug. 27-29 Harry Meyer.
 Chambers Hill Co. Fair Assn Aug. 21-24 Edwin A. Wink.
 Clay Center—Clay Co. Fair Assn Aug. 4-6 Lisle Hanna.
 Columbus—Platte Co. Agri. Soc. Aug. 28-31.
 Concord—Dixon Co. Agri. Soc. Aug. 28-31 Roy E. Johnson.
 Crete—Saline Co. Agri. Assn Aug. 23-26 Kenneth D. Moneypenoy.
 Culbertson—Hitchcock Co. Fair Assn Aug. 16-19 Ervin Coyle.
 David City—Butler Co. Fair Assn Aug. 19-21 Robert Gingery.
 DeSler—Thayer Co. Fair Assn Aug. 9-11 M. E. Becker.
 Dunning—Blaine Co. Fair Assn Aug. 30-Sept. 1 M. G. Harris.
 Elwood—Gosper Co. Fair Assn Aug. 15-17 M. R. Morgan.
 Eustis—Eustis Agri. Soc. & Cerd Show Aug. 20-22 Dean Huefle.
 Fairbury—Jefferson Co. Fair Assn Aug. 7-10 S. M. Gressman.
 Franklin—Franklin Co. Fair Assn Aug. 26-29 Kenneth Kingsley.
 Fullerton—Nance Co. Fair, Aug. 13-16 E. M. Black.
 Geneva—Fillmore Co. Agri. Soc. Aug. 15-17 S. J. Vesi Weis.
 Gordon—Sheridan Co. Fair & Rodeo Sept. 7-9 George B. Comer.
 Grand Island—Hall Co. Fair Assn Aug. 21-24 Howard Rainforth.
 Grant—Perkins Co. Fair Assn Aug. 18-18 Mrs. Elsie Stevens.
 Harrison—Slous Co. Fair Assn Aug. 3-5 Dean Lundy.
 Hastings—Adams Co. Fair Assn Aug. 27-30 Wallace Chaloupha.
 Hemingford—Box Butte Co. Fair Assn Aug. 23-25 Paul Stull.
 Holdrege—Phelps Co. Fair Assn Aug. 13-16 Edgar M. Borg.
 Homer—Dakota Co. Fair Assn Aug. 23-25 James Alloway.
 Humboldt—Richardson Co. Agri. Soc. Sept. 12-14 L. E. Watson.
 Hyannis—Grant Co. Fair Assn Aug. 25-27 Mrs. Earl Hayward.
 Imperial—Chase Co. Fair Assn Aug. 22-25 Herman Brill.
 Johnston—Brown Co. Fair Assn Sept. 1-3 Kenneth Graff.
 Kearney—Buffalo Co. Agri. Assn Aug. 27-31 W. S. Wimberly.
 Leigh—Colfax Co. Fair Assn Aug. 23-26 N. F. Lowe.
 Lewellen—Garden Co. Fair Assn Aug. 11-Sept. 3 James Patterson.
 Lexington—Dawson Co. Agri. Soc. Aug. 27-30 Monte Kiffin.
 Lincoln—Nebraska State Fair, Sept. 1-7 Ed in Schultz, P. O. Box 1966, Lincoln.
 Loup City—Sherman Co. Agri. Assn Aug. 11-14 Clark S. Reynolds.
 McCook—Red Willow Co. Fair Assn Aug. 22-24 Dale P. Thompson.
 Madison—Madison Co. Agri. Soc. Aug. 30-22 Dale N. Stewart.
 Minden—Kearney Co. Fair Assn Aug. 10-22 Mervin Peterson.
 Mitchell—Scotts Bluff Co. Agri. Soc. Sept. 5-8 W. W. Flickman.
 Neligh—Antelope Co. Fair, Aug. 24-26 Clinton Stonebraker.
 Nelso—Rockwell Co. Agri. Fair Assn Aug. 1-3 H. McAdams.
 Nerden—Keas Paha Fair Assn, Sept. 1-9 Leonard McCormick.
 North Platte—Lincoln Co. Fair Assn Aug. 19-23 H. B. Manners.
 Oakland—Rurt Co. Fair Assn Aug. 30-24 Orrin Kohlmeier.
 Ogallala—Keith Co. Agri. Soc. Aug. 13-18 Roy G. Nelson.
 Omaha—Ak-Sar-Ben Live Stock Show & Rodeo Sept. 21-30 J. L. Thurmond.
 Ord—Valley Co. Fair Assn, Aug. 27-30 Stanley Solte.
 Orleans—Harian Co. Fair Assn Aug. 18-18 James H. Mitchell.
 Osceola—Polk Co. Fair Assn, Aug. 8-10 Harold Klingman.
 Pawnee City—Pawnee Co. Fair Assn Aug. 30-31 Max Martin.
 Pierce—Pierce Co. Agri. Soc. Aug. 23-26 Herman Scheer.
 St. Paul—Howard Co. Agri. Soc. Aug. 25-21 H. E. Elstermeier.
 Scribner—Dodge Co. Fair Assn, Sept. 12-14 Elmer Stoltzman.
 Seward—Seward Co. Fair Assn Aug. 6-8 Norman Gerkenmeyer.
 Shirley—Cheyenne Co. Fair Board, Aug. 22-26 Lowry Lindell.
 Spaulding—Greeley Co. Free Fair Aug. 15-15 D. R. Smith.
 Spencer—Boyd Co. Agri. Soc. & Fair Assn Aug. 13-15 Richard P. Jones.
 Springfield—Barny Co. Fair Assn Aug. 23-25 Elmer F. Wittmus.
 Stanton—Stanton Co. Agri. Soc. Aug. 22-25 Ken McCormick.
 Stapleton—Logan Co. Fair Assn Aug. 24-26 V. K. Magnuson.
 Stockville—Frontier Co. Fair Assn Aug. 23-26 Dean Huefle.
 Syracuse—Otoe Co. Fair Assn Aug. 21-30 Frank Sorrell.
 Tecumseh—Johnson Co. Fair Assn, July 31-Aug. 3 G. L. Betzelberger.
 Wahno—Saunders Co. Fair Assn, Aug. 23-25 Eric J. Ericson.
 Walthill—Thurston Co. Fair Assn, Aug. 28-Sept. 1 Ronald K. Samuelson.
 Waterloo—Douglas Co. Fair Assn Sept. 12-15 R. D. Herrington.
 Wayne—Wayne Co. Fair Assn, Aug. 12-14 Al Babe.
 Weeping Water—Cass Co. Agri. Soc. Aug. 21-24 Joe Bender.
 West Point—Cuming Co. Fair Assn, Aug. 26-28 Ed M. Baumann.
 York—York Co. Fair Assn, Aug. 9-11 Robert V. Jones.

New Mexico
 Alamogordo—Otero Co. Fair Assn Sept. 21-22 Joe W. Roessler.
 Albuquerque—New Mexico State Fair Sept. 28-Oct. 7 Leon H. Harms.
 Farmington—San Juan Co. Fair Assn Sept. 21-23 James Sage.
 Albuquerque—Bernalillo Co. 4-H Fair, Aug. 22-24.
 Belen—Valencia Co. Fair Assn Sept. 14-16 Ray Sanderson.
 Capitlan—Lincoln Co. Fair Assn Sept. 15 Mary F. Werner.
 Carlsbad—Eddy Co. 4-H & FFA Show & Sale Oct. 25-27 Richard B. Marrk.
 Chacon—Chacon Community Fair, Oct. 13 Epifanio Romero.
 Clayton—Union Co. Fair Sept. 25-27 John Wheatley.
 Clovis—Curry Co. Fair Sept. 19-22 Phillip E. Crystal.
 Deming—Lund Co. Fair Assn Oct. 11-14 Mrs. Thelma Inmon.
 Farmington—San Juan Co. Fair Sept. 21-23 A. J. Zimmerman.
 Las Cruces—Doña Ana Co. Show & Fair Sept. 21-23 Marshall Thompson.
 Lordsburg—Hidalgo Co. Fair Assn Sept. 21-22 Ed H. Hiltson.
 Lovington—Lex Co. Fair Sept. 12-15 Dorman C. Brooker.
 Portales—Roosvelt Co. Fair Assn, Sept. 24-28 W. G. Vinsant.
 Roswell—Eastern New Mexico State Fair Oct. 8-13 Roy F. Davis.
 Socorro—Socorro Co. Fair Assn Sept. 8-9 Pat Baca.
 Springer—Colfax Co. Fair, Sept. 12-15 Royce Herndon.
 Truth or Consequences—Bierre Co. Fair Assn Sept. 14-18 Allan H. Beck.
 Tucuman—Quay Co. Fair Sept. 20-22 C. D. Ciampitt.

New York
 Afton—Afton Driving Park & Agri. Assn Aug. 13-18 Frederick Crane.
 Albion—Orleans Co. Ext. Service Assn Aug. 8-11 David M. Barnes.
 Alexander—Genesee Co. Agri. Soc. Aug. 13-18 Jay W. Keller, Bergen.
 Altamont—Altamont Tri-Co. Fair, Aug. 20-25 Stuart T. Rombough.
 Angelina—Allegany Co. Agri. Soc. Aug. 8-11 L. L. Stillwell.
 Avon—Genesee Valley Breeders' Assn Sept. 1-3 Dr. J. C. O'Dea.
 Ballston Spa—Saratoga Co. Agri. Soc. Aug. 27-31 Wendell Townley.
 Bath—Steuben Co. Agri. Soc. Sept. 3-8 J. Victor Faucett.
 Beonville—Beonville Fair Assn, July 30-Aug. 4 Charles H. Fickbohm.

New Jersey
 Aua—Gloucester Co. 4-H Fair Assn Aug. 1-8 J. L. Glass Court House, Woodbury.
 Branchville—Sussex Co. Farm & Horse Show, Aug. 7-11 John W. Raab, 14-16 Church St., Newton.
 Burlington—Burlington Co. Farm Fair July 26-28 D. L. Kensler, Grant & High Sts., Mount Holly.
 Bridgeton—Cumberland Co. Co-Op Fair Assn Sept. 3-8 Raymond R. Riley.
 Caldwell—Essex Co. 4-H Fair, Aug. 7-8, James W. Gearhart.
 Dunham's Corner—Middlesex Co. Fair, Aug. 15-18 Mrs. Fred C. Heyl.
 Far Hills—Somerset Co. 4-H Fair, Aug. 10-11 Mrs. Stanley Voorhees, Administration Bldg., Somerville.
 Flemington—Flemington Fair, Aug. 28-Sept. 3 William J. Kinnamon.
 Harmony—Warren Co. Farmers' Fair, Aug. 15-18 Harry E. Serfass, Belvidere.
 Lakewood—Ocean Co. Fair, Aug. 1-2, Fred B. Scammell, Dover Rd., Tom's River.
 Parsippany—Morris Co. Fair Assn Aug. 20-25 Swante C. Swenson.
 Pomona—Atlantic Co. 4-H Fair Aug. 16-18 Mrs. Doris Lockyer, Surrogate Bldg., Mays Landing.
 Preakness—Passaic Co. 4-H Fair July 26-28 Melville Lockwood, Administration Bldg., Paterson.
 Trenton—New Jersey State Fair, Sept. 23-30 Norman L. Marshall.
 Washington Crossing—Mercer Co. Picnic & 4-H Show Aug. 10-11 Joseph B. Turpin, Court House, Trenton.

New Mexico
 Alamogordo—Otero Co. Fair Assn Sept. 21-22 Joe W. Roessler.
 Albuquerque—New Mexico State Fair Sept. 28-Oct. 7 Leon H. Harms.
 Farmington—San Juan Co. Fair Assn Sept. 21-23 James Sage.
 Albuquerque—Bernalillo Co. 4-H Fair, Aug. 22-24.
 Belen—Valencia Co. Fair Assn Sept. 14-16 Ray Sanderson.
 Capitlan—Lincoln Co. Fair Assn Sept. 15 Mary F. Werner.
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 Deming—Lund Co. Fair Assn Oct. 11-14 Mrs. Thelma Inmon.
 Farmington—San Juan Co. Fair Sept. 21-23 A. J. Zimmerman.
 Las Cruces—Doña Ana Co. Show & Fair Sept. 21-23 Marshall Thompson.
 Lordsburg—Hidalgo Co. Fair Assn Sept. 21-22 Ed H. Hiltson.
 Lovington—Lex Co. Fair Sept. 12-15 Dorman C. Brooker.
 Portales—Roosvelt Co. Fair Assn, Sept. 24-28 W. G. Vinsant.
 Roswell—Eastern New Mexico State Fair Oct. 8-13 Roy F. Davis.
 Socorro—Socorro Co. Fair Assn Sept. 8-9 Pat Baca.
 Springer—Colfax Co. Fair, Sept. 12-15 Royce Herndon.
 Truth or Consequences—Bierre Co. Fair Assn Sept. 14-18 Allan H. Beck.
 Tucuman—Quay Co. Fair Sept. 20-22 C. D. Ciampitt.

New York
 Afton—Afton Driving Park & Agri. Assn Aug. 13-18 Frederick Crane.
 Albion—Orleans Co. Ext. Service Assn Aug. 8-11 David M. Barnes.
 Alexander—Genesee Co. Agri. Soc. Aug. 13-18 Jay W. Keller, Bergen.
 Altamont—Altamont Tri-Co. Fair, Aug. 20-25 Stuart T. Rombough.
 Angelina—Allegany Co. Agri. Soc. Aug. 8-11 L. L. Stillwell.
 Avon—Genesee Valley Breeders' Assn Sept. 1-3 Dr. J. C. O'Dea.
 Ballston Spa—Saratoga Co. Agri. Soc. Aug. 27-31 Wendell Townley.
 Bath—Steuben Co. Agri. Soc. Sept. 3-8 J. Victor Faucett.
 Beonville—Beonville Fair Assn, July 30-Aug. 4 Charles H. Fickbohm.

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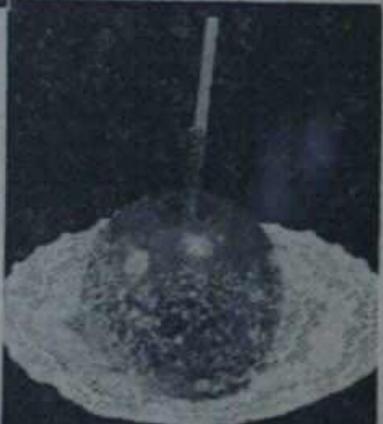
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Brookfield—Madison Co. Fair. Aug. 21-23. Raymond F. Burdick. Caledonia—Caledonia Fair, Ind. Aug. 7-11. Victor Scroger. Canandaigua—Ontario Co. Agri. Soc. July 31-Aug. 4. Christine H. Smith. Chatham—Columbia Co. Agri. Soc. Aug. 31-Sept. 3. J. Vincent Hartigan. Cobleskill—Cobleskill Agri. Soc. Sept. 11-13. Dr. D. Beard. Cortland—Cortland Co. Ext. Service Assn. Aug. 8-11. Robert Blatchley. DeRuyter—Firemen's Fair. Aug. 23-26. Ray Wells. Dundee—Dundee Fair Assn. Sept. 20-22. Lewis R. Hanmer. Dunkirk—Chautauque Co. Agri. Corp. Sept. 3-8. William Haynes. Elmira—Chemung Co. Agri. Soc. Aug. 12-18. Robert S. Turner, Horseheads. Fonda—Montgomery Co. Agri. Soc. Sept. 1-3. Fred L. Lowe, Fultonville. Gouverneur—Gouverneur & St. Lawrence Co. Fair. Aug. 6-11. Hugh A. Dodds. Grahamsville—Sullivan Co. Ext. Service Assn. Aug. 29-30. Karl L. Grant. Greenwich—Washington Co.-Cambridge Valley Agri. Soc. Aug. 21-23. Edwin Russell, Fort Edward. Hamburg—Erie Co. Agri. Soc. Aug. 13-25. Frank A. Elade. Hemlock—Hemlock-Lake Union Agri. Soc. Aug. 29-Sept. 1. Charles R. Irwin. Henrietta—Monroe Co. Fair & Recreation Assn. Aug. 21-25. Albert Lockner. Horseheads—Chemung Co. Agri. Soc. Aug. 12-18. Robert Turner. Ithaca—Tompkins Co. Agri. & Hort. Soc. Aug. 6-11. Richard K. Blatchley. Kingston—Ulster Co. Agri. Soc. Aug. 15-18. Albert Kurdt. Little Valley—Cattaraugus Co. Agri. Soc. Aug. 29-Sept. 1. J. W. Watson. Lockport—Niagara Co. Ext. Service Assn. Aug. 14-18. John L. Shookery. Lewisville—Lewis Co. Agri. Soc. Aug. 14-18. Asa Gordon, Carthage. Malone—Franklin Co. Agri. Soc. Aug. 20-26. H. J. Pinnegan. Middletown—Orange Co. Agri. Soc. Aug. 4-12. Fred Germain Jr. Morris—Otsego Co. Fair Assn. Aug. 27-Sept. 1. Robert M. Holbert. Morrisville—Clinton Co. Agri. & Ind. Fair. Aug. 26-31. W. E. Hudson, Plattsburgh. Norwich—Chenango Co. Agri. Soc. Aug. 8-11. Len Tyler.

Owego—Tioga Co. Agri. Soc. July 22-29. Charles B. Estey. Palmyra—Union Agri. Soc. Aug. 14-18. W. Ray Converse. Pike—Wyoming Co. Fair Assn. Aug. 20-21. Henry Wagenblaus, Warsaw. Plattsburgh—Clinton Agri. & Industrial Fair. Aug. 18-31. W. E. Hudson. Rhinebeck—Dutchess Co. Fair. Aug. 24-29. H. C. Murray. Sandy Creek—Oswego Co.-Sandy Creek Agri. Soc. Aug. 21-25. Seymour S. Hicks, Parish. Schaghticoke—Schaghticoke Fair Assn. Aug. 31-Sept. 3. Gordon L. Banker, 748 Hookick Road, Troy, N. Y. Syracuse—New York State Fair. Sept. 1-8. William F. Baker. Trumansburg—Union Agri. & Hort. Soc. Sept. 12-15. Lloyd Ellis. Walton—Delaware Valley Fair Assn. Aug. 28-Sept. 1. Carl G. Williams. Warrensburg—Warren Co. Extension Service Assn. Aug. 15-18. Mrs. Marshall Harrington. Waterloo—Seneca Co. Agri. Soc. Aug. 27-31. J. G. Grisfield. Watertown—Jefferson Co. Agri. Soc. Aug. Westbury—Nassau Co. Agri. Soc. Sept. 8-15. 21-25. Glenn L. Feistel. Raymond G. Fish. Westport—Essex Co. Agri. Soc. Aug. 14-18. Keeton Lobdell. Whitney Point—Broome Co. Agri. Soc. July 28-Aug. 4. Dr. C. R. Leaby. Windham—Greene Co. Ext. Service Assn. Aug. 10. Stewart H. Fish, Court House, Catskill.

North Carolina Asheville—Atlantic Dist. Fair Assn. Oct. 14-20. C. E. Robbins. Albemarle—Stanley Co. Fair Assn. Sept. 17-22. Bailey Gulledege. Ashboro—Center of N. C. Fair Assn. Sept. 17-22. W. C. York. Beaufort—Carteret Fair. Oct. 22-27. T. E. Kelly. Burgaw—Pender Co. Fair Assn. Oct. 3-8. W. C. Blackmore. Burlington—Alamance Co. Vets. Agri. Fair. Sept. 3-8. M. G. Rogers. Carthage—Moore Co. Agri. Fair. Oct. 22-27. Tom Caddell. Charlotte—Southern States Fair. Oct. 3-8. J. S. Dorton Jr. Charlotte—Piedmont Colored Fair Assn. Oct. 16-20. Lem Long. Cherokee—Cherokee Indian Fair Assn. Oct. 3-8. Charlotte R. Speed. Concord—Cabarrus Co. Agri. Fair. Sept. 17-22. Clyde L. Probst Jr. Drexel—Drexel Community Fair. Aug. 22-25. Ralph A. Abernathy Jr. Durham—Durham Co. Fair. Oct. 1-8. R. E. Long. Enfield—Firemen's Agri. Fair. Oct. 1-8. Harold H. Burrows. Fayetteville—Cape Fear Fair Assn. Oct. 1-8. Alex G. McBryde. Gastonia—Spindle-Center Agri. Fair. Sept. 10-13. Howard Robbins. Goldsboro—Wayne Co. Agri. Fair Assn. Sept. 10-13. Orlend F. Perle. Greensboro—Greensboro Agri. Fair. Oct. 3-8. Max Clyde Kendall. Greenville—Pitt Co. Fair. Oct. 8-13. W. T. Kyzer. Henderson—Golden Bell Fair. Sept. 24-28. C. M. Night. Henderson—Vance Co. Colored Fair Assn. Oct. 1-8. Brooks Hawkins. Hendersonville—Western N. C. Fair. Aug. 12-18. Dave W. Cooley. Hickory—Catawba Fair. Sept. 24-28. Corbin Green. High Point—High Point Fair Assn. Sept. 17-22. T. C. Poils. Kings Mountain—Beth-Ware Community Fair. Sept. 12-15. Stokes Wright. King—King Livestock Show & Stokes Co. Agri. Fair. Sept. 24-28. N. Glenn Ashburn. Lenoir—Caldwell Co. Agri. Fair. Sept. 4-8. Max A. Culp. Lexington—Davidson Co. Agri. Fair Assn. Oct. 1-8. Curtis A. Leonard Sr. Lillieston—Lillieston Tri-Co. Fair. Oct. 8-13. T. R. Walker. Lenoir—Franklin Co. Fair Assn. Oct. 1-8. Dr. A. H. Fleming. Lumberton—Robeson Co. Agri. & Industrial Expo. Sept. 10-15. W. G. Hall. Madison—Madison Agri. Fair Assn. Oct. 1-8. W. N. Schultz Jr. Morganton—Burke Co. Fair Assn. Sept. 3-8. Miller Bignon. Monroe—Union Co. Fair Assn. Oct. 8-13. M. W. Williams. Mount Airy—Greater Mount Airy Fair. Sept. 24-29. James R. McNeil. New Bern—Tri-Co. Agri. Fair Assn. Oct. 15-20. W. B. House. Raleigh—N. C. State Fair. Oct. 18-28. Dr. J. S. Dorton. Reidsville—Reidsville Fair. Sept. 24-28. Mrs. Katy Price Oliver. Roadnote—Harris & Northampton Fair Assn. Sept. 17-22. Mrs. Fay Gilsdorf. Rocky Mount—Rocky Mount Agri. Fair Assn. Sept. 24-29. Norman T. Chambliss Sr. Roxboro—Person Co. Agri. Fair Assn. Oct. 15-20. Thomas A. Bowles. Rutherfordton—Rutherford Co. Agri. Fair Assn. Sept. 10-15. John H. Jones. Salisbury—Rowan Co. Agri. & Industrial Fair Assn. Sept. 17-22. David S. Clay. Sanford—Lee Co. Agri. Fair Assn. Sept. 24-28. M. B. Harper. Shelby—Cleveland Co. Fair Assn. Sept. 15-22. Dr. J. S. Dorton. Shelby—Cleveland Co. Negro Fair. Oct. 3-8. Rev. A. W. Foster. Statesville—Iredell Co. Agri. Fair. Sept. 24-29. Clyde Smyre. Trenton—Jones Co. Agri. Fair. Oct. 22-27. W. J. Johnson. Warrenton—Warren Co. Fair. Sept. 24-28. Duke Miles. Washington—Beaufort Co. Fair Assn. Sept. 17-22. Blount B. O'Neil. Wilson—Wilson Co. Fair. Oct. 8-13. Ernest P. Balton. Winston-Salem—Winston-Salem Fair. Oct. 9-13. Winston-Salem—Carolina Colored Fair. Oct. 22-27. E. G. Hill. Zebulon—Zebulon Five Co. Fair. Sept. 24-28. R. Vabre Brown.

Ohio Andover—Andover Street Fair. Sept. 7-9. Wm. S. Grabers. Ashland—Ashland Co. Fair Assn. Sept. 20-28. James E. Nelson. Athens—Athens Co. Fair Assn. Aug. 8-11. Emory Allen. Attica—Attica Fair Assn. Aug. 8-11. M. J. Ramsey. Barlow—Barlow Fair Assn. Sept. 25-28. F. H. Proctor. Bellefontaine—Logan Co. Fair Assn. Aug. 15-23. C. Emery Johnston, R. 2, Belle Center. Bellville—Bellville Fair. Awn. Sept. 12-15. Victor Roberts. Beres—Cuyahoga Co. Fair Assn. Aug. 15-19. Wm. H. Kroesen. Bowling Green—Wood Co. Fair Assn. Aug. 6-11. John L. Clarke. Blueyus—Crawford Co. Fair Assn. July 31-Aug. 4. Richard Shreay. Burton—Geauga Co. Fair Assn. Aug. 20-Sept. 2. Thane Atwood, Middlefield. Cadis—Harrison Co. Fair Assn. Sept. 13-15. L. H. Barger. Caldwell—Noble Co. Fair Assn. Aug. 29-Sept. 1. J. K. Walkenshaw. Canfield—Mahoning Co. Fair Assn. Aug. 20-Sept. 3. Grace E. Williams, 14-4 Central Tower, Youngstown. Canton—Stark Co. Fair Assn. Sept. 1-7. Mrs. Fern Sael. Carroll—Carroll Co. Fair Assn. Sept. 26-29. E. Weaver Casper, Sandy Valley, Malvern. Celina—Mercer Co. Fair Assn. Aug. 11-16. W. F. Archer. Chillicothe—Ross Co. Fair Assn. Aug. 20-24. Chas. J. Beisch. Cincinnati—Hamilton Co. Fair Assn. Sept. 12-13. C. A. Peters. Circleville—Pickaway Co. Fair Assn. Sept. 13-15. Henry Held Jr. Circleville—Circleville Pumpkin Show. Oct. 17-20. Ned H. Dresbach. Columbus—Ohio State Fair. Aug. 24-31. Sam Gashman. Coshocton—Coshocton Co. Fair Assn. Oct. 3-8. John Senter. Croton—Harford Fair Assn. Aug. 7-11. William Arter. Dayton—Montgomery Co. Fair Assn. Sept. 1-5. Goldie V. Schmitz, 709 Reibold Bldg. Delaware—Delaware Co. Fair Assn. Sept. 16-21. William B. Deal. Dover—Tuscarawas Co. Fair Assn. Sept. 18-21. W. G. Findley, New Philadelphia. Eaton—Preble Co. Fair Assn. Sept. 9-14. Carl O. Gauth, Rt. 2, Lewisburg. Findlay—Hancock Co. Fair Assn. Sept. 3-8. Wade Marshall, Rt. 1, Bluffton. Fremont—Sandusky Co. Fair Assn. Sept. 3-7. Russell B. Hull. Gallipolis—Gallia Co. Fair Assn. Aug. 8-11. Jimmie Evans, Mercerville. Georgetown—Brown Co. Fair Assn. Oct. 3-8. Luther Kestel. Greenville—Darke Co. Fair Assn. Aug. 18-24. Robert L. Brumbaugh. Hamilton—Butler Co. Fair Assn. Sept. 23-28. Barton Truster, Seven Mile. Hicksville—DeKalb Co. Fair Assn. Aug. 15-23. Gerald Mastic. Hilliards—Franklin Co. Fair Assn. Aug. 15-18. Harold Hart. Hillsboro—Highland Co. Fair Assn. Sept. 5-8. Clarence Larkin. Jefferson—Ashland Co. Fair Assn. Aug. 7-11. E. F. Walburn. Kenton—Kenton Co. Fair Assn. Sept. 25-28. James H. Jackson. Lancaster—Fairfield Co. Fair Assn. Oct. 10-13. Russell W. All, 131 1/2 W. Main St., Lancaster. Lebanon—Warren Co. Fair Assn. July 20-23. Corwin Nixon. Lima—Allen Co. Fair Assn. Aug. 18-23. Robert G. Pickering. Lisbon—Columbiana Co. Fair Assn. Aug. 21-25. Clarence Crosser. Logan—Hocking Co. Fair Assn. Sept. 25-29. J. E. Maloney. London—Madison Co. Fair Assn. Aug. 19-23. Richard Thomas, Rt. 1, W. Jefferson. Loudonville—Loudonville Fair Assn. Oct. 1-4. Walter Luse. Lucasville—Scioto Co. Fair Assn. July 31-Aug. 4. L. Wm. Burns, 2828 Willow Way, Portsmouth. McConelsville—Morgan Co. Fair Assn. Sept. 5-8. Ray G. Smith. Mansfield—Richland Co. Fair Assn. Aug. 7-11. Mrs. Elmer Snively, Rt. 1, Lexington. Marietta—Washington Co. Fair Assn. Sept. 2-5. V. C. Schriver. Marion—Marion Co. Fair Assn. Aug. 18-23. William Haley. Marysville—Union Co. Fair Assn. Sept. 11-14. Walter Low. Maumee—Lucas Co. Fair Assn. Aug. 2-5. Orville W. Dishar, Waterville. Medina—Medina Co. Fair Assn. Sept. 8-8. C. W. Mapes. Millersburg—Holmes Co. Fair Assn. Aug. 18-23. Verie H. Spreng, Lakerville. Montpelier—Williams Co. Fair Assn. Sept. 9-13. Woodrow Schlegel. Mount Gilead—Morrow Co. Fair Assn. Aug. 14-18. Dwight McClarren. Mount Vernon—Knox Co. Fair Assn. July 22-28. Henry G. Richards. Napoleon—Henry Co. Fair Assn. Aug. 14-18. James D. Murray. New Lexington—Perry Co. Fair Assn. Aug. 1-4. Edgar W. Newlon. Norwalk—Huron Co. Fair Assn. Sept. 11-15. Mrs. Elfreda Grayton. Old Washington—Guernsey Co. Fair Assn. Sept. 28-29. Thomas E. Grady, Cambridge. Ottawa—Putnam Co. Fair Assn. Sept. 19-22. Aaron Donaldson, Rt. 2, Continental. Owensville—Clermont Co. Fair Assn. Aug. 13-18. L. D. Lewis, Rt. 2, Bethel. Palmsville—Lakes Co. Fair Assn. Aug. 23-28. Herbert Beicher, Mentor. Paulding—Paulding Co. Fair Assn. Aug. 29-Sept. 1. A. E. Allenworth. Piquette—Pike Co. Fair Assn. July 22-28. Plain City—Plain City Fair Assn. Aug. 1-4. Walter Minshall. Pomeroy—Meigs Co. Fair Assn. Aug. 10-13. Allen G. Hill. Proctorville—Lawrence Co. Fair Assn. July 23-28. Mrs. Edna Gholson, 413 S. 6th St., Ironton. Randolph—Randolph Fair Assn. Sept. 7-9. R. P. Hamilton. Richwood—Richwood Fair Assn. Sept. 1-3. Dana D. Lowe, Route 2, Marysville. St. Clairsville—Belmont Co. Fair Assn. Sept. 5-8. W. R. Butcher Jr. Sandusky—Erie Co. Fair Assn. Aug. 14-17. Ari McCall. Seaman—Seaman Fall Festival Assn. Sept. 19-22. H. M. Battersfield. Sidney—Shelby Co. Fair Assn. July 24-Aug. 2. Russell Borland. Smithfield—Jefferson Co. Fair Assn. Sept. 19-22. W. E. Rose, Bayland. Springfield—Clark Co. Fair Assn. Aug. 18-21. W. P. Sandles. Tiffin—Seneca Co. Fair Assn. Aug. 18-22. Don Measard.

Minnesota—North Dakota State Fair. July 29-Aug. 4. Merrel O. Dabie. Hughy—Pierce Co. Fair. July 1-4. August Schueblis.

Tray—Miami Co. Fair Assn. Aug. 12-17. L. J. George, 308 College, Covington. Upper Sandusky—Wyandot Co. Fair Assn. Sept. 11-15. Ross A. Wloter. Urbana—Champaign Co. Fair Assn. Aug. 5-10. Mrs. Howard Goddard. Van Wert—Van Wert Co. Fair Assn. Sept. 2-7. N. E. Stuckey. Wapakoneta—Auglaize Co. Fair Assn. Aug. 4-10. Harry Kahn. Warren—Trumbull Co. Fair Assn. July 20-Aug. 4. Frank M. Neal Fowler. Washington C. H.—Fayette Co. Fair Assn. July 24-28. Frank E. Ellis. Wauson—Pulaski Co. Fair Assn. Sept. 2-8. Geo. W. Conely. Wellington—Lorain Co. Fair Assn. Aug. 20-24. Clair L. Hill. West Union—Adams Co. Fair Assn. Aug. 6-11. A. A. Veith. Wilmington—Clinton Co. Fair Assn. Aug. 6-11. A. A. Veith. Woodfield—Monroe Co. Fair Assn. Sept. 19-21. Ralph Schumacher. Wooster—Wayne Co. Fair Assn. Sept. 11-15. W. J. Bunn. Xenia—Greene Co. Fair Assn. July 31-Aug. 4. Mrs. J. Robert Bryson. Zanesville—Muskingum Co. Fair Assn. Aug. 14-18. Peri D. Elliott, New Concord.

Oklahoma Ada—Pontotoc Co. Fair. Sept. 17-20. C. E. Halley. Alva—Woodco Co. Fair. Sept. 5-8. Frank Rolf. Arapaho—Custer Co. Fair. Sept. 12-13. Ailon R. Patrick. Ardmore—Carter Co. Free Fair Assn. Sept. 18-22. J. F. Taylor, Woodford. Beaver—Beaver Co. Free Fair Assn. Sept. 5-8. Mrs. Alice Shook. Boise City—Cimarron Co. Free Fair Assn. Sept. 19-22. Eugene Williams. Chandler—Lincoln Co. Free Fair Sept. 13-15. Urban Stupe. Cheyenne—Roger Mills Co. Fair. Sept. 1-15. John R. Teakell. Chickasha—Grady Co. Fair. Sept. 13-21. Bob Lamar. Claremore—Rogers Co. Free Fair. Sept. 21-28. William B. Whitten. Collinsville—Collinsville Tri-Co. Fair. Sept. 13-15. John Fox. Cordell—Washita Co. Free Fair Assn. Sept. 17-20. James V. Son. Dewey—Washington Co. Free Fair Assn. Sept. 15-22. Nelson J. Adams, Box 1079, Bartlesville. Duncan—Stephens Co. Free Fair. Sept. 13-15. Edward Gregory. Durant—Bryan Co. Fair. Sept. 13-14. John Stogner. El Reno—Canadian Co. Free Fair Assn. Sept. 13-15. L. D. Warkenton. Enid—Garfield Co. Fair. Sept. 8-14. Roy W. Davis, Box 588. Eufaula—McIntosh Co. Fair Assn. Sept. 16-22. Tully E. O'Reilly. Fairview—Major Co. Free Fair. Sept. 11-13. Harold Miller. Frederick—Tillman Co. Free Fair. Sept. 11-14. Laxton Malcolm. Guthrie—Logan Co. Fair. Sept. 11-14. Harold Casey.

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Guyton—Tex. Co. & Panhandle Dist. Free Fair, Sept. 11-15. Robert G. Sheets.
 Holdenville—Hughes Co. Free Fair, Sept. 13-15. Jesse M. Barbra.
 Hugo—Choctaw Co. Fair, Sept. 8-9. Robert Massengale.
 Kingfisher—Kingfisher Co. Fair Assn. Sept. 10-14. Gerald W. Cupp.
 Madill—Marshall Co. Free Fair, Sept. 13-15. Dale Oment.
 Medford—Grant Co. Fair, Sept. 17-20. J. D. Edmonson.
 Miami—Ottawa Co. Free Fair, Sept. 4-8. J. D. Blakemore.
 Mountain View—Mountain View Free Fair Assn. Aug. 23-25. Karl K. Koba.
 Muskogee—Oklahoma Free State Fair, Sept. 15-21. Margaret Coddens.
 Newkirk—Kay Co. Fair, Sept. 10-12. W. R. Hutchinson.
 Norman—Cleveland Co. Free Fair, Sept. 4-8. Vernon J. Frye.
 Nowata—Nowata Co. Free Fair, Sept. 20-22. Mrs. O. W. Marley.
 Oklahoma City—Okla. Co. Free Fair, Sept. 17-19. Harry F. James.
 Oklahoma City—State Fair of Oklahoma, Sept. 22-29. C. G. Baker.
 Okmulgee—Okmulgee Co. Free Fair, Sept. 24-27. Bob Smith.
 Pauls Valley—Garvin Co. Fair, Sept. 12-14. Alton Perry.
 Pawhusk—Osage Co. Fair, Sept. 10-13. A. A. Sewell.
 Pawnee—Pawnee Co. Free Fair, Sept. 10-12. Merle Johnston.
 Perry—Noble Co. Fair, Sept. 13-15. Emil Vogt.
 Pryor—Mayes Co. Fair Assn. Sept. 10-15. Elsworth Hammer.
 Purcell—McCain Co. Fair, Sept. 10-11. L. J. James.
 Sallisaw—Sequoyah Co. Free Fair, Sept. 12-14. Phil Nowlin.

Shattuck—Ellis Co. Free Fair, Sept. 17-19. Dan W. Rader.
 Shawnee—Pottawatomie Co. Fair, Sept. 17-20. Otto T. Krauss.
 Stillwater—Payne Co. Free Fair, Sept. 17-20. Myri Gray.
 Taloga—Dewey Co. Free Fair, Sept. 13-15. Donald Tallent.
 Tulsa—Tulsa State Fair & Expo, Sept. 28-Oct. 5.—Clarence C. Lester.
 Walters—Cotton Co. Fair, Sept. 12-14. Jasper M. Harl.
 Watonga—Blaine Co. Fair, Sept. 17-20. Bud Nelson.
 Waurika—Jefferson Co. Free Fair Assn. Sept. 12-14. Fred Huffline.
 Wewoka—Seminole Co. Free Fair, Sept. 10-13. Warren Jones.
 Woodford—Carter Co. Fair, Sept. 18-22. J. P. Taylor.
 Woodward—Woodward Co. Fair, Sept. 12-14. Bill Taggart.

Oregon

Albany—Linn Co. Fair, Aug. 27-29.
 Albany—Linn Co. Fair 4-H & FFA Show, Aug. 20-22. H. Joe Myers.
 Astoria—Clatsop Co. Fair Assn. Aug. 21-24. James A. Elliott.
 Burns—Harney Co. Fair Assn. Sept. 14-16. Jack Catterson.
 Canby—Clackamas Co. Fair Assn. Aug. 15-19. F. G. Lawrence.
 Condon—Gilliam Co. Fair Assn. Sept. 20-22. Ernest J. Kirsch.
 The Dalles—Wasco Co. Fair, Aug. 23-26. Victor G. Peterson.
 Deer Island—Columbia Co. Fair, Aug. 18-19. Jewett A. Bush.
 Enterprise—Wallowa Co. 4-H Club Fair, Aug. 20-25. John Schmid.
 Eugene—Lane Co. Fair, Sept. 12-16. Mrs. Hallie Huntington.
 Fossil—Wheeler Co. Fair & Rodeo, Sept. 7-9.
 Gold Beach—Curry Co. Fair Assn. Aug. 10-12. Ellen E. Dougherty.
 Grants Pass—Josephine Co. Fair, Aug. 8-11. Lee Boner.
 Gresham—Multnomah Co. Fair, Aug. 2-11. Duane Hennessy.
 Halfway—Baker Co. Fair Assn. Sept. 4-5. Leroy Wright.
 Heppner—Morrow Co. Fair & Rodeo, Aug. 20-Sept. 2.
 Hermiston—Umatilla Co. Fair Assn. Aug. 15-18. Bernie Hicks.
 Hillsboro—Washington Co. Fair, Aug. 22-26. Mary E. Hadley.
 John Day—Grant Co. Fair Assn. Sept. 19-22. Wayne Blain.
 Klamath Falls—Klamath Junior Fair, Aug. 19-21.
 LaGrande—Union Co. Fair Assn. Aug. 23-25. Ella Steinbeck.
 Lakeview—Lake Co. Fair & Rodeo, Sept. 1-3.
 Madras—Jefferson Co. Fair Assn. Aug. 17-19. Russell R. Sumner.
 Medford—Jackson Co. 4-H & FFA Fair, Aug. 20-23. Earl Jossey.
 Moro—Sherman Co. Fair, Sept. 6-9. Mary O. Coons.
 Myrtle Point—Coos Co. Fair, Aug. 15-19. Newport—Lincoln Co. Fair Assn. Aug. 16-18. Kelly Gilkenson.
 North Portland—Pacific Intl. Livestock Expo, Oct. 19-20. Walter A. Holt.
 Odell—Hood River Co. Fair Assn. Aug. 14-17. Lee R. Foster.
 Ontario—Malheur Co. Fair, Aug. 29-Sept. 1. Harry Sandquist.
 Prineville—Crook Co. Fair Assn. Aug. 23-26. Jerry Brees.
 Redmond—Deschutes Co. Fair Assn. Aug. 24-26. Norman I. Swanson.
 Rickreall—Polk Co. Fair, Aug. 24-26.
 Roseburg—Douglas Co. Fair, Aug. 22-26. Dick Turley.
 Salem—Marion Co. 4-H Fall Show, Aug. 22-24.
 Salem—Oregon State Fair, Sept. 1-8. Leo G. Spitzbart.
 Tillamook—Tillamook 4-H Club Fair, Aug. 11.
 Tillamook—Tillamook Co. Fair, Aug. 15-18. H. G. Smith.
 Tygh Valley—Wasco Co. Fair, Aug. 23-26.
 Woodburn—North Marion Co. Fair, Sept. 20-22.

Pennsylvania

Abbottstown—Adams Co. Fair, Aug. 21-25. Mary E. Eider.
 Albion—Albion Community Fair, Sept. 13-15. Douglas Pesce.
 Allentown—Great Allentown Fair, Sept. 17-22. Mrs. Reba D. Schall.
 Arendtsville—South Mountain Fair Assn. Sept. 4-8. Harry McDannell. Biglerville—Bangor—Blue Valley Farm Show, Aug. 15-18. Millard L. Glaim.
 Beaver Springs—Beaver Community Fair, Sept. 15-22. Frank C. Gill.
 Bedford—Bedford Co. Fair Assn. Aug. 6-11. Jean B. Eichelberger.
 Bloomsburg—Bloomsburg Fair, Sept. 24-29. J. Howard Dely.
 Bellwood—Bellwood Antis Community Fair, Sept. 18-20. Mrs. Paul Reisler.
 Bloomsburg—Jr. Achievement Show, Aug. 23-25. Harry A. Everett.
 Bloomsburg—Jr. Achievement Show, Aug. 26-28. Harry A. Everett.
 Butler—Butler Fair & Agri. Assn. Aug. 6-11. Don O. Oesterling.
 Butler—Butler Farm Show, Aug. 15-17. Les Roy Miller.
 Carlisle—Carlisle Fair, Aug. 13-19. Bradford S. Swartz.
 Centre Hall—Grange Fair, Aug. 20-30. Samuel Grove.
 Claysburg—Claysburg Community Fair, Sept. 12-14. Janet H. Museiman.
 Clearfield—Clearfield Co. Fair, July 30-Aug. 4. Joseph R. Hogenotler.
 Cochranton—Cochran Community Fair, Sept. 8-8. W. R. Crooks.
 Cookport—Green Twp. Community Fair, Sept. 13-15. Eugene Forsythe.
 Connellsville—Pleasant Valley Grange Fair, Sept. 4-8. Eugene V. Keefer.
 Dallastown—Dallastown Fair Assn. Aug. 13-18. John H. Kell.
 Dalmatia—Lower Mahanoy Fair, Oct. 4-6. Mrs. Ruth E. Tressler.
 Dayton—Dayton A. & M. Fair, Aug. 14-18. Mrs. Maine Jordan.
 Dillsburg—Dillsburg Community Fair, Oct. 18-20. Robert A. Cocklin.
 East Greenville—U. Perkiomen Valley Fair, Sept. 22-22. V. S. Ensminger.
 Ebensburg—Cambria Co. Fair Assn. Sept. 1-8. Mary A. Rupert.
 Edinboro—Edinboro Community Fair, Sept. 13-15. J. C. Ondrey.
 Ephrata—Ephrata Farmers' Day Assn. Sept. 26-29. Mrs. Samuel Mohler.
 Forkville—Sullivan Co. Agri. Soc. Aug. 29-Sept. 1. Lawrence Higley.
 Gifford—Gifford Community Fair, Aug. 23-25. Edna Walters.
 Gilbert—West End Fair, Aug. 26. Edward C. Doney.
 Gratz—Gratz Fair, Sept. 16-22. Dr. C. J. Umholtz.

Greensburg—Harrod Fair Assn. Aug. 22-25. Mrs. Jacob L. Errett.
 Harford—Harford Agri. Fair, Sept. 6-8. R. T. Benning.
 Harrisburg—Pennsylvania Farm Show, Jan. 14-18, 1957. J. H. McCool.
 Hollidaysburg—Hollidaysburg Community Fair, Oct. 9-11. Robert W. Walker.
 Honesdale—Wayne Co. Agri. Soc. Sept. 11-15. R. W. Gammell.
 Hughesville—Lycoming Co. Fair Assn. Sept. 10-15. Clarence F. Stoik.
 Huntington—Huntington Co. Agri. Assn. Aug. 13-18. John McCracken.
 Indiana—Indiana Co. Fair Assn. Aug. 20-25. L. R. Feloni.
 Iona—S. Lebanon Community Fair, Oct. 2-5. A. L. Lamm.
 Jamestown—Pymatuning Joint Community Fair, Sept. 15-15. K. K. McElhaney.
 Kimberton—Kimberton Fair Assn. July 18-28. Howard Wilson.
 Kutztown—Kutztown Fair Assn. Aug. 20-25. O. E. Hauck.
 Lakewood—N. Wayne Community Fair, Aug. 14-18. George F. Orner.
 Lampeter—West Lampeter Fair, Sept. 26-28. Wayne B. Rentschler.
 Lauriston—West End Fair Assn. Sept. 5-8. Chas. W. Teichman.
 Lehighton—Lehighton Fair, Sept. 3-8. Grant A. Bossard.
 Library—Allegheny Co. Fair & Indl. Expo. Aug. 30-Sept. 1. George E. Kelly.
 Mansfield—Tioga Co. Fair, Aug. 29-Sept. 1. Philip W. Farrer.
 Manheim—Manheim Community Fair, Oct. 4-6. Mrs. A. H. Weidman.
 Martinsburg—Morrison Cove Com. Fair Assn. Oct. 10-12. Ella S. Eberole.
 McConnellsburg—Fulton Co. Fair Assn. Aug. 22-25. H. Howard Peck.
 Meadville—Crawford Co. Fair, Aug. 30-25. Mrs. E. C. Baldwin.
 Mechanicsburg—Orangeton Free Fair, Aug. 26-Sept. 2. Robert Richwine.
 Meyersdale—Somerset Co. Fair Assn. Aug. 27-Sept. 1. H. A. Fingan.
 Milford—Delaware Valley Fair, Aug. 23-25. Mrs. Margaret Gaville.
 Millport—Oswayo Valley Rural Community Fair, Aug. 15-18. Mrs. Laura Hemphill.
 Montandon—Tri-Township Fair Assn. Sept. 19-22. John E. Frederick.
 Mount Cobb—Jefferson Community Fair, Aug. 30-Sept. 1. Mrs. Agnes C. Hreha.
 Mount Joy—Mount Joy Community Exhibit, Oct. 10-12. Jos. G. Shaeffer.
 Myerstown—Myerstown Community Fair, Oct. 10-12. John R. Sherman.
 Nazareth—Nazareth Farm Show, Nov. 15-17. Paul R. Seifert.
 New Bethlehem—F. & M. Agri. Show, Aug. 15-17. Loudon Stuart.
 New Castle—Lawrence Co. Farm Show, Aug. 22-24. J. Francis Book.
 New Stanton—Stanton Community Fair, Aug. 15-18. Craydon Long.
 Newfoundland—Greene-Dreher-Sterling Fair, Aug. 23-25. Clayton F. Northrup.
 New Holland—New Holland Farmers Fair, Oct. 3-6. E. O. Zimmerman.
 North East—North East Community Fair, Sept. 27-29. Hazel E. Phanco.
 Oley—Oley Valley Community Fair, Sept. 27-29. Carl W. Blank.
 Oriental—P.O.S. of A. Fair, Aug. 15-19. Wallace Horkenbroch.
 Ox Hill—Ox Hill Community Fair, Sept. 3-5. David W. Simpson.
 Pittsburgh—Allegheny Co. Fair & Industrial Expo, Aug. 30-Sept. 1. Betty Colosimo, 411 Court House, Pittsburgh 19.
 Port Royal—Junata Co. Agri. Soc. Sept. 3-8. Dwight E. Hower.
 Reading—Reading Fair, Sept. 9-16. Charles W. Swayer.
 Rostraver—Rostraver Twp. Fair, Aug. 14-16. Mrs. Henry Bush.
 Shade Gap—Soldiers & Sailors' Fair Assn. July 30-Aug. 4. A. L. Blackmon.
 Shanksville—Shanksville Community Fair, Sept. 12-15. Mrs. Donald Stull.
 Sinking Valley—Sinking Valley Farm Show, Oct. 4-4. John S. Lutz.
 Smithport—McKean Co. Fair Assn. Sept. 3-8. Lloyd E. Mulvihill.
 Spartansburg—Spartansburg Community Fair Assn. Sept. 13-15. Henry Balley.
 South Williamsport—Community Fair, Sept. 17-22. Mickey Perrell.
 Tionesta—Forest Co. Fair Assn. Aug. 28-Sept. 3. Karl W. Flowers.
 Tioga—Tioga Valley Fair, Aug. 23-25. Mrs. Arlene Whitney.
 Towanda—V.F.W. Farm Fair, July 30-Aug. 4. Howard N. Hally.
 Troy—Troy Fair Assn. Aug. 7-11. Mae L. McGlenn.
 Turbotville—Turbotville Community Fair Assn. Sept. 13-15. William W. Weitzer.
 Uniontown—Uniontown Poultry & Farm Show, Jan. 1-4. Wilbur D. Cook.
 Unionville—Unionville Community Fair, Oct. 4-6. Mrs. A. Woodward.
 Washington—Washington Co. Fair, Aug. 21-23. J. Ed Smith.
 Washingtonville—Montour-DeLong Fair, Sept. 19-21. Chas. W. Hunselman.
 Waterford—Waterford Community Fair, Sept. 5-8. O. L. Bowman.
 Wattsburg—Wattsburg Agri. Soc. Aug. 28-Sept. 1. H. M. Burrows.
 Waynesburg—Greene Co. Free Fair, Aug. 15-18. C. R. Clark.
 West Alexander—West Alexander Agri. Assn. Sept. 12-12. Mrs. John F. McMurray.
 West Chester—Goshen Co. Fair, July 30-Aug. 4. Horace J. Neff.
 Westmoreland—Westmoreland Agri. Fair, Aug. 22-24. W. B. Rowe.
 Wind Ridge—Jacktown Fair, Aug. 8-11. Thomas M. Tharp.
 Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 4-8. Mrs. Bialbe Cesana.
 York—York Inter-State Fair, Sept. 11-15. Mrs. Catherine O. Margart.
 Youngsville—Youngsville Community Fair, Sept. 6-8. Mrs. Rosa Davis.

Rhode Island

East Greenwich—Rocky Hill Fair, Aug. 21-26. Warren F. Moorehead.
 South Carolina
 Anderson—Anderson Fair, Oct. 15-20. I. V. Hulme.
 Bennettsville—Mariboro Co. Fair Assn. Sept. 24-29. J. Murray Jackson.
 Camden—Kershaw Co. Fair, Oct. 15-20. B. H. Gardner.
 Charleston—Charleston Agri. & Indl. Fair, Oct. 29-Nov. 5. W. M. Frampton.
 Columbia—South Carolina State Fair, Oct. 22-27. Paul V. Moore.
 Florence—Eastern Carolina Agri. Fair, Oct. 22-27. E. D. Ballenger.
 Greenville—Greenville Co. Legion Fair, Sept. 24-29. Karl E. Nussener, Box 1367.
 Greenwood—Greenwood Co. Fair Assn. Oct. 1-8. George P. Free.
 Kingstree—Williamsburg Co. Fair, Sept. 17-22. H. C. Crawford.
 Laurens—Laurens Co. Fair, Oct. 22-27. John G. Gatlin.

(Continued on page 100)



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Alamo Expo.; Lamar, Colo.
American Beauty; (Fair) Kahoka, Mo.;
(Fair) Donnellson, Ia., 30-Aug. 4.
A. & T.; (Fair) Piketon, O., 24-29; (Fair)
Lucasville Aug. 2-4.
Babcock United; (Fair) Santa Maria, Calif.,
25-29; (Fair) Antioch Aug. 2-3.
Badger State; Rogean, Minn., 24-28; Mah-
nomen 27-28; Black Duck 30-Aug. 1; Wa-
seca 2-5.
Baker United; (Fair) Clinton, Ind.; Walk-
erton 31-Aug. 4.
Barker, Al. Ollis; Ia. Keota 30-Aug. 3.
Beau's Attr.; Prossburg, Md.; Charles
Town, W. Va., 30-Aug. 4.
Becht, Lee; (Fair & Kenyon) Cincinnati, O.,
24-29; (West College Hill) Cincinnati
31-Aug. 5.
Bee's Old Reliable; (Fair) Columbia, Ky.;
(Fair) Shelbyville 30-Aug. 4.
Belle City; (Fair) Peshigo, Wis., 24-29;
(Fair) Antigo Aug. 2-5.
Bernard & Barry; Montreal South, Que.,
Canada; St. Hyacinthe, Que., 30-Aug. 4.
B. & J. Greater; Brilliant, O.; Xenoville
Aug. 4-5.
Big City; Sebewaing, Mich.
Blue Grass; (Fair) Urbana, Ill.; Charle-
ston 30-Aug. 4.
Bogle, P. C.; (Fair) Downs, Kan.; (Fair)
Oberlin 30-Aug. 1; (Fair) Hostie 2-3;
(Fair) Scott City 4-5.
Borderland; Espanola, N. M.
Briggs, A. B.; Caldwell, O., 25-28.
Brown's Al. Tri-State; Hudson, S. D., 23-
24; Adrian, Minn., 25-26; Madison, S. D.,
27-28; Comfrey, Minn., 30-31; Fults Aug.
1-2; Balaton 3-5.
Buck O. C.; Ticonderoga, N. Y.
Burdick's Greater; Driftwood, Tex.
Burkhart; Lexington, Ill.
Byers Bros. No. 1; Tabor, Ia., 23-24; Gris-
wold 26-28; Blackton 30-Aug. 1; What
Cheer 3-5.
Byers Bros. No. 2; Piegah, Ia., 30.
Capital City; Lancaster, Ky.; (Fair) Cor-
bin 30-Aug. 4.
Caravella Amusements; Monangshela, Pa.
Carpenter Bros.; Bellevue, O., 24-28.
Carr Am. Co.; Rosindale, Mass.; Dedham
30-Aug. 4.
Carroll's Greater; Belgrade, Minn., 23-25;
Winsted 27-28; Echo 30-Aug. 1; Buffalo
2-4.
Casey, E. J.; Nipawin, Sask., 23-25; (Fair)
The Pas, Man., 27-28; (Fair) Roblin 31-
Aug. 1.
Central States; Hanover, Kan., 23-25;
Jewell 26-28; Burwell, Neb., Aug. 1-4.
Cettin & Wilson; Niagara Falls, N. Y.;
Ionia, Mich., Aug. 6-11.
Cherokee Am. Co.; Cherrysvale, Kan.; Ft.
Scott, Aug. 1-3; Erie 6-11.
Coleman Bros.; Oliverville, N. Y.
Collins, Wm. T.; Devils Lake, N. D.
Continental; Tupper Lake, N. Y.
Cote Am. Co.; Brown City, Mich.; Flushing
Aug. 1-4.
Crafts Expo.; Hillister, Calif., 25-29
Crafts 30 Big. Los Altos, Calif., 25-29.
Cross Road Am. Co.; Howard City, Mich.,
25-28.
Cumberland Valley; Murfreesboro, Tenn.;
(Fair) Alexandria 30-Aug. 4.
Davis Am. Co.; Joseph, Ore., 24-29; Baker
31-Aug. 4.
Dickson Greater; Fletcher, Okla.
Dickson United; (Fair) Alex. Okla.
Dixie Am. Co.; Bedford, Ia.
Dobson's United; Hudson, Wis., 23-25;
Bloomington, Minn., 27-29.
Douglas Greater; West Seattle, Wash.;
Burien 28-Aug. 4.
Down River Am. Co.; Michigan Center,
Mich., 24-29; Augusta 31-Aug. 4.
Drags, No. 1; Hamilton, Ind.; Hartford
City 30-Aug. 4.
Drags No. 2; Cicero, Ind.; Flora 30-Aug. 4.
Drex, James H.; (Fair) Nappanee, Ind.;
(Fair) Gibson City, Ill., 30-Aug. 4.
Dudley, D. S.; Wray, Colo.; (Fair) Phillips-
burg, Kan., 30-Aug. 4.
Dumont, Tenn.; Lawrenceburg, Tenn.; Mt.
Pleasant 30-Aug. 4.
Eastern Am. Co.; Boothbay, Me.
Eddie's Expo.; Elwood City, Pa.; Apollo
30-Aug. 4.
Emshoff; Waterford, Wis., 27-29; Union
Grove Aug. 2-5.
Evans United; Centralia, Kan.
Fair Time; Arnesa, Calif., 25-29.
Foley & Burk; Santa Rosa, Calif., 27-Aug. 3.
Frame's Greater; (Fair) Wolcott, N. Y.,
24-28; (Fair) Towanda 30-Aug. 4.
Franklin, Don; (Fair) Stoughton, Wis., 26-
29; Parisville, Minn., Aug. 1-3.
Frontier; Spanish Fork, Utah, 25-24.
Fun Fair; Peru, Ind.; Genoa, O., Aug. 1-4.
Futland; (Fair) Boonville, Mo., 23-28;
(Fair) Memphis 30-Aug. 2.
Gayland; Swan River, Man., 26-28.
G. & B.; Ravenswood, W. Va.
Gem City; Carlisle, Ill.
Gentson, J. A.; Booneville, Miss.
Georgia Am. Co.; Jasper, Ga.; Canton 30-
Aug. 2.
Glades Am. Co.; Manassas, Va.
Gladstone Expo.; (Fair) Central City, Ky.;
Morganfield 30-Aug. 4.
Gold Bond; (Fair) Portage, Wis., 26-29;
(Fair) Monroe Aug. 1-5.
Gold Medal; Johnson City, Tenn.
Golden Valley; Black Duck, Minn.
Gooding Am. Co., No. 1; Washington C. H.,
O.
Gooding Am. Co., No. 2; Logansport, Ind.
Gooding Am. Co., No. 3; Mount Vernon, O.
Gooding Am. Co., No. 4; Strangerville, O.
Gooding Am. Co., No. 5; Wadsworth, O.
Gooding Am. Co., No. 6; Proctorville, O.
Gooding Am. Co., No. 7; Madison, Ind.
Gooding Am. Co., No. 8; Euclid, O.
Gooding Am. Co., No. 9; Sidney, O.
Gooding Am. Co., No. 10; Independence, O.
Greater Dixieland Expo.; (Fair) Mount
Pleasant, Ia., (Fair) Indianapolis, Aug. 1-4.
Grand American; Ashley, Ia., 23-24; Clarion
26-28; Jessup 30-31; Allison Aug. 2-5.
Griggs Bros.; Winchester, Ky.; Fort Knox
30-Aug. 5.
Hale's Shows of Tomorrow; Craig, Mo., 24-
29; Tecumseh, Neb., 31-Aug. 1.
Hames, Bill; McKinney, Tex.
Hammond, Bob; Hico, Tex., 25-Aug. 4.
Hush Springs, Okla., 6-11; Anadarko 13-
18.
Hannah's Amusements; Greensburg, Pa.;
Allison 30-Aug. 4.
Hannum, Morris; Patross Hills, Pa., 26-
Aug. 4.
Happy Attr.; Lorain, O.; Fremont 30-Aug.
4.
Hartsock Bros.; Hunsnewell, Mo., 25-28;
Bucklin Aug. 1-4.
Heth, L. J.; Mt. Carmel, Ill., 25-27; Harris-
burg 29-Aug. 2.
Hill's Greater; Carson, N. D., 24-28.

Holiday Am. Co.; (Fair) Cordec, Mo.;
(Fair) Prairie Home Aug. 1-2.
Holly Bros.; (Maple & Hunter) Atlanta,
Ga.; (Fair) Franklin 30-Aug. 4.
Hollie, Buff. No. 1; (Fair) Aledo, Ill.;
(Fair) Mount Sterling 30-Aug. 4.
Hollie, Buff. No. 2; (Fair) Pinckneyville,
Ill.; (Fair) Arthur 29-Aug. 4.
Howard Bros. Rides; New Salem, Pa.
Hugo's Novelty Expo.; Paltin City, Mo.;
(Fair) Cassville Aug. 1-4.
Ideal Rides; Piper City, Ill., 24-28; (Fair)
Clay City, Ind., 31-Aug. 4.
Imperial; (Fair) Lewistown, Ill., 24-28;
(Fair) Knoxville 30-Aug. 4.
Inland Empire; Mountain Home, Idaho,
31-Aug. 4.
Jack's United; (Fair) Flora, Ill.; (Fair)
Highland Aug. 1-5.
Johnny's United; (Fair) Rockport, Ind.;
(Fair) Huntington 30-Aug. 4.
Joyland Midway Attr.; Harper Woods,
Mich., 23-29.
Kellogg, Robt. D.; Brandon, Vt.; Ludlow
30-Aug. 4.
Ken-Penn Am.; New Galilee, Pa.
Kile, Floyd O.; Linn, Mo.; (Fair) Central
City, Iowa, 31-Aug. 3.
Klein Am. Co.; Minneapolis, Minn., 24-28;
Crystal 27-29; Elmore Aug. 1-3; Wells 4-8.
Lagasse Am. Co., No. 1; Nashua, N. H.;
Lebanon 30-Aug. 4.
Lagasse Am. Co., No. 2; Natick, R. I.; New
Bedford, Mass., 30-Aug. 4.
Lagasse Am. Co., No. 3; E. Bridgewater,
Mass.; Bedford 30-Aug. 4.
Lee United; Present, Mich.
Lindie Am. Co.; Concord, Ill., 25-24; Hull
25-28.
McKenna's Rides & Am.; Oakdale, Wis.,
23-29; Elroy Aug. 1-4.
Maddox Bros.; Sterling, Kan., 25-28.
Majestic Greater; Knox, Ind.
Manning, Ross; Gaston, N. C.
Marks, John H.; Hampton, Va.
Marvel; Lanark, Ill.; Leaf River 29-31.
Maryland Bazaars; Prince Frederick, Md.
Meekers; The Dalles, Ore.
Merriam's Midway; Grand Meadow, Minn.,
23-25; Sleepy Eye 27-29; Ogden, Ia., 31-
Aug. 1; Missouri Valley 2-4.
Miami Valley Am.; Richmond, Ind., Aug.
6-11.
Midway of Mirth; (Fair) Benton, Ill.
Mighty Hoosier State; (Fair) Worthington,
Ind.; (Fair) Olney, Ill., 30-Aug. 4.
Mighty Interstate; Manchester, Ky.
Mo-Ark; Raymondville, Mo., 25-28.
Monarch Expo.; Belleville, Ill., 23-Aug. 3.
Moore's Modern; Ponca City, Okla.; (Fair)
Pratt, Kan., 31-Aug. 4; (Fair) Bladen,
Neb., 6-8.
Motor State; New Bremen, O., 24-28; (Fair)
Maumee (Toledo) Aug. 2-5.
Mound City; Nokomis, Ill.; (Fair) Mexico,
Mo., 30-Aug. 4.
Mountain State; Independence, Va.
Mullins Royal Pine; Lubec, Maine.
Myers, Sonny; Oldburg, Kan., 23-24; Red-
field, Ia., 27-28; (Fair) Avoca 30-Aug. 2.
Neelson, Geo. W.; Winslow, Neb., 23-28; Ben-
ner 25-29; Stampfshurst 30-31; Friend
Aug. 1-2.
Nolan Am. Co.; Johnstown, O.; (Fair) Com-
mercial Point Aug. 2-4.
Northern Expo.; Shelby, Mont., 26-28.
Northern Rides; Ekalaka, Mont.
Oklahoma Expo.; Kansas, Okla.; (Fair)
Gravette, Ark., 30-Aug. 4.
Olsen; Milwaukee, Wis., 30-29.
Page Bros.; Greensburg, Ky.; Paris 30-
Aug. 4.
Pan American; Union City, Tenn.
Parade; Louisville, Mo., 23-24; Warsaw 28-
29; (Fair) Clinton 30-Aug. 2.
Peck Amusements; Crawfordville, Ind.
Perrin Premier; Fairmont, W. Va.
Playtime; Provincetown, Mass.; Orleans 30-
Aug. 4.
Port City Rides; Brimfield, Ill., 24-28.
Powellman Greater; Woodfield, O., 24-27;
(Fair) New Lexington 30-Aug. 4.
Prell's Broadway; Harrington, Del.; Har-
rington, Pa., 30-Aug. 4.
Reiner; Anacortes, Wash.; Lake City 29-
Aug. 5.
Raney United; Hopkins, Minn., 27-29; Kas-
on, Aug. 2-5.
Raines Amusements; Westville, Okla.; Os-
wego, Kan., Aug. 1-4.
Raley Bros' Expo.; Tarboro, N. C.; Clayton
30-Aug. 4; Durham 6-11.
Reid, King; Newcastle, N. B., Canada.
Reithoffer Blue; Oswego, N. Y.
Reithoffer, Uley; Athens, Pa.
Robinson Greater; Omaha, Neb., 23-28.
Rock City; Malta, Ill.
Rocky Mountain Empire; Carter, S. D.
Rogers Bros.; Savage, Minn., 27-29; Braham
30-Aug. 1; (Fair) Duluth-Procter 2-5.
Rohr's Modern Midway; Stronghurst, Ill.,
24-27; Aroma Park 28-29.
Rose City Rides; Margusand, Mo.
Royal American; Baskettown, Sask.; Regina
30-Aug. 4; Ft. William, Ont., 6-11.
Royal, Jack; Hartsville, S. C.
Royal United; LaHarpe, Ill., 23-24; Port
Byron 25-26; Coggon, Ia., 27-28; Straw-
berry Point 29-31; Greene Aug. 1-2; Traer
3-4.
Rumble Greater; English, Ind.
Schaefer's Just for Fun; Menomonic, Wis.
Shamrock; Table Rock, Neb., 23-25; Blue
Hill 28-30; Diller, Aug. 1-3.
Shop-O-Rama; Ulta, Kan., 23-25; Jetmore
26-28.
Siebrand; Anacosta, Mont., 26-29.
Smith's Funland; Chapmanville, W. Va.
Smith, Geo. Clyde; Carrigantville, Md.
Snapp Greater; Slinger, Wis., 23-29; Sey-
mour 30-Aug. 5.
Stanley, Wm. D.; Douglas, N. D., 23-24;
Madock 25-28; Edmore 27-29; Waltham
30-31; Mountain Aug. 3; Argyle, Minn.,
2-4.
Star Am. Co.; Charity, Mo.; (Fair) Buffalo
30-Aug. 5.
Stephens, C. A.; Harrodsburg, Ky.; Russell
Springs 30-Aug. 4.
Stephens, Otto; Centerville, Ia., 23-25.
Step's; Chetek, Wis., 27-29; (Fair) Ham-
mond Aug. 1-4.
Strates, James E.; Batavia, N. Y.; Clear-
field, Pa., 30-Aug. 4.
Strong's Am.; Fairmont, Neb., 28-28; Swan-
ton 28-29.
Sugar State; Pierre Pass, La.
Sunny, A. J.; Garfield Heights, O.; (Fair)
Bucyrus 30-Aug. 4.
Sunset Am. Co.; (Fair) Manson, Ia., 24-28;
(Fair) Webster City 21-Aug. 5.
Sylvester, Ernie; Denton, Md.; Easton, Aug.
4-9.
Tatham Bros.; (Fair) Roberts, Ill., 25-28;
(Fair) Millford 31-Aug. 4.
Tennessee Valley Am.; Springfield, Tenn.;
Guthrie, Ky., 30-Aug. 4.
Thomas, Art B., No. 1; Nation, N. D., 23-
25; (Fair) Perham, Minn., 26-29; (Fair)
Littlefork 30-Aug. 1; (Fair) Hibbing 3-5.
Thomas, Art B., No. 2; Montezuma, Ia., 25-
24; North English 25-26; Adair 27-28;
Cumberland 30-31; Jefferson Aug. 2-5.
Thomas Joyland; Lawrenceburg, Ind.
Thomas, W. A.; Fremont, Neb.; Newman
Grove 30-Aug. 1; Ashland 3-4.
Tidwell, T. J.; (Fair) Waverly, Kan.; (Fair)
Milvern 30-Aug. 4.

**St. Louis Lot
Sold for 500G**

ST. LOUIS—Property at the
southwest corner of Grand and
Laclede, long used by circuses and
carnivals, has been purchased by
the Lindburg Cadillac Company.
Price was reported as \$500,000.
Altho plans for the development
of the property are still in the
hopper, it is understood that over
\$1,000,000 will be spent to con-
struct an air-conditioned auto sales
and service center on the site.
Latest show to use the lot was
Royal American Shows, which
played the location last spring.

**Storytown Adds
New Kiddie Train**

GLENS FALLS, N. Y.—Story-
town, U. S. A., amusement spot
operated here by Charles Wood, re-
cently put its new Miniature Train
into operation on a half-mile track.
A "pay-as-you-leave" ticket system
is being used for the train as well
as the spot's Swan Boat Ride and
Pumpkin Coach. By means of ticket
punches, the amount due is deter-
mined as the patron leaves.

CIRCUS ROUTES

Beers-Barnes; Gnadenhutzen, O., 25.
Carson, Tex.; Enderlin, N. D., 26; Kindred
25; Wyndmere 28; Lidgerwood 27; Sles-
ion, S. D., 28; Britton 29.
Cole, Geo. W.; Baldwin, Wis., 25; Colfax
26; Chetek 27; Clear Lake 28; St. Cruz
Falls 29; Frederic 30; Spooner 31; Grants-
burg Aug. 1; Hush City, Minn., 2; Mora 3;
Sandstone 4.
Crisland Bros.; Rome, N. Y., 24; Ultes 25;
Amsterdam 26; Glens Falls 27; Troy 28;
Elmira 29.
Gould, Jay; New London, Minn., 24; West-
brook 25-26; Henderson 27-29.
Hagen Bros.; Sheboygan, Wis., 24; N. Fond
du Lac 25; Oconomowoc 26; Waukesha
27; Burlington 28.
Hunt's Three-Ring; Port Chester, N. Y., 24;
Wilton, Conn., 25; Guilford 26; Newing-
ton 27; Windsor Lock 28; Rockville 29;
Unionville 31; Canan, Aug. 1; Great Har-
rington, Mass., 2; Saugerties, N. Y., 2;
Ellenville 4; Monticello 5.
Kelley-Miller; Princeton, Ill., 30.
Mills Bros.; Flourtown, Pa., 24; Lansdale
25; Allentown 26; Green Lane 27; Boyer-
stown 28; Lebanon 29; Pottstown 31; Col-
lingdale Aug. 1; New Castle, Del., 2;
Harrington 3; Salisbury, Md., 4.
Packs, Tom, Eastern; Natchez, Miss., 24;
Lafayette, La., 25; Baton Rouge 27-28;
Gulfport, Miss., 30; Birmingham, Ala.,
Aug. 1-4.
Packs, Tom, Western; Winnemucca, Nev.,
24; Hawthorne 25; Bishop, Calif., 26; Au-
burn 28; Fallon, Nev., 29; Susanville,
Calif., 30; Lakeview, Ore., 31; Medford
Aug. 1-3.
Polack Bros. Eastern; Clinton, Ia., 24-25;
Galshurg, Ill., 27-28; Bloomington 30-31;
Peoria Aug. 1-4; Rockford 8-10.
Polack Bros. Western; Vallejo, Calif., 27-
28; Modesto Aug. 2-4; Reno, Nev., 5-11;
Klamath Falls, Ore., 13-14.
Von Bros.; Jeffersonville, N. Y., 24; Roscoe
25; Grahamsville 28; Loch Bieldrake 27;
South Fallsburg 28; Kethonkon 30.

Miscellaneous

Brunk's Comedians; Montrose, Colo., 24-28.
Burke's Wild Cargo; Logansport, Ind., 24-
27.
Fraker's Wild Life; Chirubusco, Ind., 23-28.
Hiller's Personal Armored Car, Jack W.
Hurks, Mgr.; Logansport, Ind., 24-27.
O'Day's, Maris, Palace Car; Henderson,
Tenn., 25-31; Jackson Aug. 1-4.
Schaffner Players; Woodhouse, Ill., 24-28.
Vandalla, Mo., Aug. 6-12.

**Business Fair
Despite Blowdown**

BOYNE CITY, Mich.—Wilber's
Wolverine Shows trucked here last
week after suffering damage when
a windstorm hit the midway Sun-
day (1) at Manistee, Mich. Most
of the damage was repaired by the
time the show arrived here in
Boyne City.
The bingo was blown down, the
Merry-Go-Round top damaged and
four concession tops badly torn.
Despite the storm, the show was
ready for the following matinee.
Business for the show has been fair
since the opening.
Clifford Matter, mailman and
agent for The Billboard, purchased
a new 33-foot Sportsman house
trailer for his wife in Manistee.
Matter has floss, popcorn, duck
pond, pitch and ball game on the
front end.

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THE FINAL CURTAIN

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

COWAN—William D., 42, fat man with the James E. Strates Shows, recently in Henrietta, N. Y. (Details in Carnival section.)

FRANKEL—Lieut. Joseph, 73, bandmaster and a former soloist with the old John Philip Sousa and Victor Herbert bands, July 12 at his home in Philadelphia. He was conductor of municipal and military bands in Philadelphia for many years, staged concerts at Steel Pier, Atlantic City, and was the official conductor of music at the Sesqui-Centennial Celebration in Philadelphia. Surviving are his widow, Mrs. Rebecca K. Frankel, and a son, Dr. Leon A. Frankel. Services July 15 in Philadelphia, with burial there.

GOULD—Belle, for many years cookhouse and frozen custard operator on La-Casse Amusements and other Eastern carnivals, July 12 in Dania, Fla. She was a member of the Ladies' Auxiliary of the Miami Showmen's Club. Survivors are her husband, Max, also well known in the business; a daughter, Sylvia, and three grandchildren.

JABLONSKI—Francis, 40, Side Show talker, July 21, in Touro Shakespeare Nursery Home, New Orleans, of cancer of the bone, after a year's illness. He died destitute and pleaded not to be buried in Potter's Field. Last year the deceased was on the Morris Hannum Shows, and previously had been with Blue Grass, L. J. Heth, W. G. Wade and Al Wagner's Great Lakes Exposition shows. Efforts are being made to obtain funds from friends for burial. Remains are at Lamma, Panno & Fallo Funeral Home, 625 N. Rampart Street, New Orleans. He had no known relatives.

MARKLEY—Rodney Vernon, 68, active for 50 years as aerialist and performer on circuses in the United States and British Isles, at Reno Nev., General Hospital, July 13. Survived by widow, Colleen, and son, Rodney Jr., of Reno; a brother, Alton, and three sisters, Janette, Irene and Madelaine, of Ireland.

MAY—Jacob Sillman, 62, for many years in outdoor show business, principally as manager of the cookhouse for Mrs. Pounds on the Sheesley Shows and with the Wade & May Shows, July 3 in Veterans' Hospital, Huntington, W. Va., after an illness of several years. A veteran of World War I, he was the son of the late William H. and Katherine May and a brother of the late Edgar Clay May. Surviving are a sister, Mrs. Fred Hudson; Minor C. May and E. H. May, all of Huntington. Burial in Spring Hill Cemetery, Huntington, following services at the Chapman Mortuary.

SEAVERN—Charles F. T., 77, president of Bushnell Memorial Auditorium, Hartford, Conn., and a civic leader there, July 11 at his Camden, Me., summer home.

SLENK—Frank, ride operator, recently in Chicago. He was a member of the Showmen's League of America. Burial July 21 in that organization's cemetery plot in Chicago.

SMITH—Marvin David II, infant son of Mr. and Mrs. Mar-

Mills Tells Of Successful Canvas Season

VINELAND, N. J.—Jack Mills, manager of Mills Bros. Circus, took sharp issue with any thought that days of the tent show are over. Mills said that Ringling-Barnum never would have had more than 10,000 people in its tent on the final night if the business 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 admission taxes. He said that on Friday (13) in Mount Holly the show had capacity business in heavy rain. 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. I. Okay, Hunt Heads For New Eng.

INWOOD, L. I., N. Y.—Hunt Bros. Circus gathered good business thruout Long Island. With one date remaining before the show heads up thru Eastern Westchester County to Connecticut, the two-week tour was described as highly successful.

The Hunt family was unperturbed by the pronouncement of John Ringling North that the day of the tented circus is over and done with. Queries from newspapermen and others were answered by pointing to attendance and interest. They contend that small shows, well managed and with good performances, will go on, forever.

vin F. Smith, in a San Antonio Hospital June 29. Burial in San Jose Park, that city.

MARRIAGES

PILAND-MASSEY— Jimmie Piland, foreman, Bell Amusements, to Helen Olene Massey, non-pro of Geneva, Ala., July 4 at Leaksville, Miss.

BIRTHS

DAUSCO— A son, Antonio, to Mr. and Mrs. Jerry Dausco. Parents are concessionaires with Thomas Joyland Shows.

MOREHOUSE— A daughter, Ona Keme, to Mr. and Mrs. H. C. (Doc) Morehouse recently in Petersburg, Va. Father is mail agent for The Billboard on the John H. Marks Shows.

MURPHY— A son, Michael Edward, July 14 to Mr. and Mrs. Ed Murphy, East St. Louis, Ill. Father is salesman with Young-Burdy Motors, Inc., of that city, and is well known to outdoor show-folks.

ZARLENGO— A son, Patrick Joseph, July 1 to Mr. and Mrs. Anthony Joseph Zarlengo at J. W. Perkins Hospital, McKeesport, Pa. Parents are Side Show performers.

ARENAS & AUDITORIUMS

Arena, Ringling Circus Give Each Other the Eye

HOW RINGLING BROS. AND BARNUM & BAILEY CIRCUS and arena executives. This follows John Ringling North's assertion that he plans to reorganize his show as an indoor attraction. He said he would play a route of air-conditioned arenas in 1957.

Ringling holds a new five-year contract with Madison Square Garden, New York, and expects to reopen there in April of next year. As usual, the Boston Garden will follow. Those are regular stops 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 adequate for accommodating a big circus and heavy equipment, are becoming more numerous. Even so, people close to both businesses wondered last week how Ringling-Barnum could find enough such buildings to make an extended route.

Moreover, the circus will have to undergo the most radical kind of rebuilding if it is to play arenas only. Only a small part of the present physical property could be used. It is difficult to envision an indoor show using Ringling's 50 elephants or its menagerie.

Present indoor shows frequently find it necessary to vary the number of rings and other factors of their performance. Ringling, too, could be framed to fit any arena. With all such changes as these being made, North would find himself with a new indoor circus unit—but he still would have his present outdoor show intact 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 and they were interested in getting it signed early. But it was recognized that in some cases hitches would develop quickly. Some buildings have other commitments that limit available time or restrict bookings they might make with attractions other than similar ones they already have.

Once in arenas, a Ringling circus, like others, might be expected to find it difficult to succeed without strong local auspices. That would soon entail Ringling's winning sponsor's contracts, some of them long-term agreements held by present well-intrenched circuses.

North long 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 sending his tent equipment home in the early fall and continuing his tour with indoor stands.

Whatever the necessary changes and the complications might be, it seems certain that the circus will make the switch. Arena stands may well prove to be highly successful as the future home of Ringling Bros. They may prove the means by which 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 enjoying excellent business for its various occupant events since opening on April 28. Events held have reported very good responses from exhibitors and the public.

Estimates are that nearly 1,000,000 people have visited the shows in the first three months. Five of the shows have been open to the public, the rest have been of a trade nature.

Show Comments

Comments on some shows to date include the following:

Seventh National Plastics Exposition, June 11-15—36,700 registered attendees, twice as many as recorded at either of the two previous shows in Cleveland and Philadelphia, according to William T. Cruse, executive vice-president of the Society of the Plastics Industry. There were 71,996 square feet occupied by 319 booths, both figures likewise being new highs.

Oil Heat and Air-Conditioning Show, June 11-15—Good attendance, registration, and exhibit space sold.

Sewing Fashion Festival, June 11-17—The initial show of its type, it drew 59,720 attendance to the fourth floor of the Coliseum, according to James C. Boldt, of Singer Sewing Machine Company.

International Housewares Show, June 25-29, and International Antiques Exhibition and Sale, likewise were encouraged by results. The latter's manager, J. C. Nuttall, said that before the show closed June 3, 95 per cent of exhibitors

had signed for a similar fall exhibition October 17-23:

David J. Jacobson, of the International Automobile, said exhibitors claimed more than \$4,000,000 in sales. The Fifth International Philatelic Exhibition and National Photographic Show were other tenants.

There will be a six-day series of pop music concerts starting August 10, with D'Artega as conductor.

Bookings Spotty

When the International Home Building Exposition opened the huge show structure, there were numerous complaints about union jurisdictional squabbles involving featherbedding, overcharge. (Continued on page 118)

"BIG" MONEY MAKERS

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PUBLIC INTEREST IS TREMENDOUS

Burge Ice Rinks now operating have proved to be good, profit-producing businesses. We have facts and figures on cost of installation, receipts from admissions, concessions, etc.

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IN MEMORIAM PHILIPP KREIS



Who left us July 29, 1950

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HELEN—RIETTA
WALLEDA FAMILY
GROTEFENT FAMILY

Dear Philipp, You Are Sadly Missed.

IN LOVING MEMORY Of My Father

EARL TAYLOR

July 29, 1944
FRANK TAYLOR

IN LOVING MEMORY OF SIDNEY PRESSON

Called Away July 30, 1955

Sadly Missed by Wife
MILDRED

You Are Always in My Heart

IN REMEMBRANCE

PHILIPP KREIS

WHO PASSED AWAY

JULY 29, 1950

JACK A. LEONTINI

IN MEMORY Of My Husband

NATHAN RAY SPEER

Who passed away July 22, 1952.

"To us it was just Good Night, and some bright day it will be Good Morning."

Always in my heart.

CECIL L. SPEER

IN LOVING MEMORY Of My Beloved Husband

ALLEN W. WEST

who passed away July 31, 1955.

"Words cannot express how much I miss you."

Wife **CORDA**

IN LOVING MEMORY OF

FRANK ISAAC STEVENS

who passed away JULY 28, 1944.

Always in my heart.

FLORENCE ELIZABETH STEVENS

SOLONS DEFEAT N. J. GAME OK

1956 Season Lost; Future Rests On November Referendum Passage

NEW YORK—A special State Senate committee has been set up in New Jersey to study the possibility of offering a referendum on concession games for the voters in the November general election. Until such a referendum is voted on successfully, there can be no game operations in the traditional fashion, anywhere in the State.

This action came on the heels of Governor Meyner's success in

suppressing games this month. Unexpected Republican support for the Democratic Governor's stand put the kibosh on operations for the remainder of this year, and certainly caused severe financial pain to hundreds of operators with paid-up rents and stocked shelves.

The situation came to a final head on Monday (16) when the Legislature assembled, its galleries jammed with sympathetic concessionaires, in attempts to override Meyner's veto of a bill by State Senator Charles Sandman of Cape May County, a major resort area. His measure would have exempted from the state's ban all games in which skill is a factor. This bill was rushed thru the Legislature on Thursday (5), already too late to save operators the Fourth of July holiday, but in attempts to secure at least partial operation for the rest of a season which has been the victim of bad weather almost from its outset.

Bingo Cited as Precedent

Meyner vetoed the bill, saying it was unconstitutional. The only way to legalize any form of gam-

(Continued on page 95)

THREE ACTS

Dorney Signs Animals for Circus Week

NEW YORK—Three animal acts from the Clyde Bros.' Circus will be featured August 1-5 at Dorney Park in Allentown, Pa., booker Abe I. Feinberg notes. Owned by circus operator Howard Suesz, they are Howard's Liberty Horses, Ponies and (3) Baby Elephants. Clowns will also be provided, and the animals will arrive Monday (30) for advance publicity purposes.

The circus ring will be set up in the center of the park, where Bob Plarr had an old-time Merry-Go-Round set up two years ago for the park's golden anniversary. Liberal sawdust, tanbark and decorations will be used to provide a circus motif, and bleacher seats will be erected.

Feinberg last week arranged with a Midwest drive-in theater chain to offer aerial thrill acts for the remainder of the season at three of its operations. Acts get 10 consecutive days, with one show nightly Monday thru Wednesday, and two a night on the other four days. Booked on the route so far are Fleurette and the Delrays.

OLDTIMER OUTING REAPS GOOD NOTICES FOR AGAWAM

AGAWAM, Mass.—You're never too old to have fun, is one of the slogans of the Springfield Golden Age Club, and Ed Carroll, of Riverside Park, co-operates with the oldtimers to the fullest. The result is a slew of favorable publicity for the park, with the only expense being a few ride tickets that it donates.

Golden Agers are age 65-90. Carroll and publicist Harry Storin had the club at the park Wednesday (18) and they were photographed at the various devices, with local papers giving the outing very good coverage.

Food and novelty stands, and concession elements, all got a spurt in business from the oldtimers, and the publicity kept the Riverside name in the public's eye, which, the management notes, doesn't hurt a bit.

Coast Hosts Prep for NAAPPB Summer Meet

ANAHEIM, Calif.—A summer meeting of the National Association of Amusement Parks, Pools and Beaches will be held at Disneyland here for three days starting September 18.

Walt Disney, who designed and created the fabulous park, has issued invitations to association members to tour the grounds.

Visiting parkmen will stay at the Disneyland Hotel, across the highway from the park. A hotel spokesman urged that all NAAPPB members planning to attend make their room reservations early thru the association's secretary, Paul Huedepohl, in Chicago.

With the meeting closing on September 21, a number of the delegates are expected to go from Los Angeles to San Francisco, where they will be guests at Whitney's-at-the-Beach. Because of the absence of George Whitney Sr., who is in Europe, his daughter, Beatrice, and her husband, Floyd Gilman, will be hosts at a dinner there on September 22. George Whitney Jr., who is an executive with Disneyland, Inc., said that he hopes to fly there to attend the function. He added, however, that his plans

may be altered because of a planned trip to Europe.

Coincidental with the announcing of plans for the meeting, John C. Ray, operator of Belmont Park in Mission Beach, has launched a NAAPPB membership drive among Western park men. Letters have been sent all association members asking that they obtain three applications. A mailing was also made to kiddieland operators.

Survey Shows Atlantic City Bookings Good

ATLANTIC CITY — Atlantic City played host to 171 conventions and trade shows that brought 182,538 visitors the first six months of this year. Another 118 meetings and exhibits are slated for the remainder of 1956 with an anticipated attendance exceeding 100,000. Wayne Stetson, manager of the Convention Bureau, said that compared with the first half of 1955, the number of conventions is slightly lower, but attendance is up by some 24,000.

Biggest attraction this year was the Packaging Show in April, attended by some 29,000 persons. Largest gathering scheduled in the coming six months is the Dairy Show, to be held in October, with an estimated attendance of 28,000.

Stetson said bookings for next year are good.

Another major project on rebuilding of the Boardwalk will get started after the season. Specifications provide for putting in new planking and redecking the oceanward half of the Boardwalk from Georgia to Albany avenues. The inside portion was redecked under two previous contracts completed in the past two years.

Conn. Drive-In Installs R. R.

HARTFORD, Conn. — Interested in drawing additional family groups during the pre-performance hours, Milton LeRoy, of the Blue Hills Drive-In Theater, has installed a miniature railroad, and is providing free nightly rides on a track which circles the drive-in grounds.

Railroad rides are latest off-screen lure provided by LeRoy, who some months ago offered free fire engine rides for small fry. He acquired an antique fire engine, had it painted in gay colors.

Pennsy Meet Set for Aug. 15 At Willow Gr.

WILLOW GROVE, Pa.—The 22d annual meeting of the Pennsylvania Amusement Parks Association will be held at Willow Grove Park here Wednesday, August 15. Joe Helprin, park general manager, will be host.

The meeting is being held earlier than usual this year to allow sufficient time for those parkmen who plan to attend both the Pennsylvania meeting and the summer meeting of the National Association of Amusement Parks, Pools and Beaches at Disneyland, Anaheim, Calif., September 18-20.

Registration, luncheon, a business session and a banquet will be held at the Ashbourne Country Club located near Jenkintown, Pa. A full program has been planned and ladies are invited to attend.

Reservations for rooms can be made thru Helprin, general manager, Willow Grove Park, Willow Grove, Pa. A number of good motels are located in the area.

Important matters are slated for discussion at the business session, according to Robert F. Irwin, Jr., president and W. J. Tarr, secretary-treasurer.

Vamp Jubilee Good Park Gate Boost

PHILADELPHIA—One of the more successful promotions staged at Willow Grove Park is the Firemen's Jubilee, a contest display and demonstration of volunteer fire-fighting units from more than 70 nearby suburban Pennsylvania and New Jersey communities.

The affair was held Wednesday (18) starting at 8:15 p.m. and included a parade of equipment, fireworks, and water barrage.

Joseph Helprin, general manager, awarded silver cups and trophies to winners in the following categories: Best appearing company, best appearing company with music, best appearing auxiliary with music, company coming the greatest distance, company with most uniformed firemen, and auxiliary with most uniformed women.

Winner of the Miss Willow Grove Park contest took part in the awarding.

Cool Nights Hurt Nu-Pike After Good July 4 Week

LONG BEACH, Calif.—Cool nights have caused business at the Nu-Pike of the Long Beach Amusement Company here to be spotty. With new features added and the weather almost certain to get better, the company is expecting things to pick up.

Business over the Fourth of July was reported as surpassing that of '55 for most of the concessionaires. The area also got additional business last week from crowds pulled to the city by the annual Miss Universe Pageant.

The park company, headed by Dr. Frank Stanton Jr., president; Elmer Velare, vice-president, and Wesley Worthington, general manager, is going heavy for parties with strips of tickets being sold that offer sun bathing, the plunge, picnic area, ocean bathing and rides. Wednesday is being pitched by Fred J. Schwankovsky, public relations director, as kids' day and the park is offering its facilities as "Fun Day at Nu-Pike" for underprivileged children. Nearly 1,500 children have already been entertained. Food is donated by local merchants with Art Marfleet, a food concessionaire here for 36 years, in charge of serving.

Add Lagoon, Monkeys

Added features at the park this year include free entertainment such as the sea lion lagoon with 10 underwater lights, and the monkey cage. New rides are the Hi-Way kiddie auto ride manufactured by Arrow Development Company, and the Roto-Jet, operated by Velare Bros. The Velares also opened this year the Laff-o-Rama, which utilizes the Variscope mirrors, each with three optical curves in three directions superimposed in glass, each consisting of convex and concave, invented by Ernest R. Hoffmeister, who designed the Rotor. Lew Dufour has a "Life" show on the West Pike walk.

Also on the West Pike are Frank Zambrino's Penny Arcade, the Velare "Whispering River" dark ride

and concessions. The Velares also operate the Giant Sky Wheel, Tilt-a-Whirl, Racing Derby, Octopus, Double Roll-o-Plane, a second Laff in the Dark, and are associated in the operation of a Coaster, this year flashed with a new front.

A new addition in the area is the flea circus handled by Bob Matthews.

Al Rossi, who bought the interest of Toney Martone in the Hi Tide Company, has three rides, including a boat ride to which a 20-seat scale model packet boat, the Robert E. Lee, was added last week.

The company also operates the permanent Rotor, now in its fifth year.

The Long Beach Amusement Company also has Virginia Park, separated by a block of concessions, and includes eight major and five kid rides. A skating rink and motor-drome also operate.

Plans are under way to demolish the old Rialto Theater, one of the first movie houses in the city, to make way for a 150-car parking lot. The regular area handles about 600 cars.

Ocean Beach Income High

NEW LONDON, Conn. — Ocean Beach Park income is trailing last year by \$17,000, but City Manager Edward R. Henkle is depending upon August weather to improve the financial picture at the city-owned-and-operated park.

The city's share of receipts so far this season totals \$122,785.53. While that figure is behind the 1955 mark for a comparable period, Henkle noted it is about even with 1953 when an all-time high of \$241,000 was reached. August weather was persistently good that year, he recalled.

ROLLER RUMBLINGS

Results of USARSA Melrose Park Meet

NEW YORK — The United States Amateur Roller Skating Association has announced results of its 1956 national championships held July 1-7 at North Avenue Rollerway, Melrose Park, Ill.

Elizabeth, N. J. Juvenile figures, girls, Sandra Elliott, Livonia, Mich.; Tony Savanetti, Mineola, N. Y.; Michele Gaudenzi, Bayonne, N. J. Juvenile figures, boys, Gregory Brooks and Dickie Pessopane, Melrose Park, Ill.; Paul Franks, Livonia, Mich. Dancing, juvenile, Stevens Courtney and Gays Nelson, Marion, Ind.; Robert Cochran and Cheryl Werner, Levittown, N. Y.; Carl Henderson and Sue Cramer, Marion, Ind. Mixed pairs, juvenile, Allen Kinsley and Patricia Selbel, Elizabeth, N. J.; Kim Griffith and Sandra Durbin, Livonia, Mich.; John DiChiara and Dianne Orfe, Mount Vernon, N. Y. Speed, juvenile boys, Kent Wall, Marion, Ind.; Allen Kinsley, Elizabeth, N. J.; Kurt Wall, Marion, Ind.

Figures, sub-novice girls, Linda Kobane, Livonia, Mich.; Jacki Zimmerman, Melrose Park, Ill.; Alene Geschwinder, Mineola, N. Y. Sub-novice boys' figures, George Frazer and Warner Frazer, Livonia, Mich.; Richard Jackson, Sun Valley, Calif. Dancing, sub-novice, Arnold Vanderflucht and Sharon Mitty, Melrose Park, Ill.; Ronald Derham and Linda Beston, Livonia, Mich.; Warner Frazer and Sandra Elliott, Livonia, Mich. Sub-novice mixed pairs, Warner Frazer and Sandra Elliott, Livonia, Mich.; Ronald Derham and Linda Kobane, Livonia, Mich.; Robert McDonald and Eunice Prokop, Trenton, N. J. Figures, novice ladies, Susan Lesne, Levittown, N. Y.; Ruth Riegle, Davison, Mich.; Dianne Ludwig, Elizabeth, N. J. Figures, novice men, Robert McDonald, Trenton, N. J.; Paul Kreilick, Washington; Larry Patrick, Dallas, N. Y. Novice dance, John and Marilyn Sorrentino, Melrose Park, Ill.; Larry Harris and Dianna DeLisle, Noblesville, Ind.; Donald Galbraith and Linda Kobane, Livonia, Mich.

Pairs, novice ladies, Linda Kobane and Sandra Somerville, Livonia, Mich.; Barbara Blair and Ruth Riegle, Davison, Mich.; Adeline Petranto and Barbara Prokop, Trenton, N. J. Novice, mixed pairs, George Frazer and Sharon Minton, Livonia, Mich.; Paul Kreilick and Doris Woods, Washington; Paul Fiesler and Nancy Wilson, Worcester, Mass. Speed, novice girls, Sandra Pettit, Bladensburg, Md.; Linda Kobane, Livonia, Mich.; Diana Bandstra, Paterson, N. J. Speed, novice boys, Robert Leonard, Bayonne, N. J.; Keith Wall, Marion, Ind.; Edmund Gilday, Elizabeth, N. J. Intra dance, John Hartnett and Anne Kessler, Levittown, N. Y.; James Brady and Nancy Allin, Mineola, N. Y.; Edward Wertz and Edna Schaefer, Levittown, N. Y.

Figures, intermediate ladies, Dawn Brown, Trenton, N. J.; Judy Snyder, Mineola, N. Y.; Barbara Searles, Livonia, Mich. Figures, intermediate men, David Julien, Livonia, Mich.; Paul Zukowski, Elizabeth, N. J.; Jack Becker, Bladensburg, Md. Dancing, intermediate, Jay Slaughter and Janet Larsen, Chicago; Leonard Wolfey and Barbara Prutti, Levittown, N. Y.; William Bohenstein, Paramus, N. Y., and Patricia Loran, Hackensack, N. J. Mixed pairs, intermediate, Jack Becker and Sue Kalavittinos, Bladensburg, Md.; Lewis Anderson and Ruth Riegle, Davison, Mich.; Larry Beagot and Judy Snyder, Mineola, N. Y. Four, intermediate, Gailly, Caliso, West and Reed, Bayonne, N. J.; Becker, Kalavittinos, Wheeler and Beasley, Bladensburg, Md.; Derham, Kobane, Frazer and Minton, Livonia, Mich. Speed, intermediate ladies, John Hubert, Alexandria, Va.; Judy McGuire, Mount Vernon, N. Y.; Alice Betzler, Bayonne, N. J. Speed, intermediate men, Ronny Villetta, Mount Vernon, N. Y.; Ted Stachurski, Mount Vernon, N. Y.; A. Wilson, Illinois.

Figures, junior ladies, Nancy Galbraith, Livonia, Mich.; Theresa Colajo, Bayonne, N. J.; Barbara Pastern, Mineola, N. Y. Figures, junior men, Fred Wheeler, Bladensburg, Md.; Ronald Fitzgerald, Wor-

cester, Mass.; William Binner, Trenton, N. J. Dancing, junior, Robert Lange and Carol Nanck, Levittown, N. Y.; Patrick McDermott and Judith Riker, Mineola, N. Y.; George Schmitt and Mildred Pelets, Elizabeth, N. J. Junior mixed pairs, William Binner and Dawn Brown, Trenton, N. J.; George Schmitt and Mary Lou Malloy, Elizabeth, N. J.; Orlando Brescia and Gerry King, Mount Vernon, N. Y. Speed, junior ladies, May Hansen, Mount Vernon, N. Y.; Pat Bicknell, Bladensburg, Md.; Ellen Burton, Alexandria, Va. Speed, junior men, Peter Mangone, Mount Vernon, N. Y.; Rony Winchall, Illinois; Mike Nash, Washington.

Figures, senior ladies, Doris Dahl, Bayonne, N. J.; Avis Cook, Pasadena, Calif.; Carol Stull, Livonia, Mich. Figures, senior men, Bill Ferraro, Livonia, Mich.; Terry Eyley, Washington; Hugh Devore, Bayonne, N. J. Senior dancing, Ray and Jeanne Tiedmann, Mount Vernon, N. Y.; Earl Roberts and Madelyn Higgins, Bayonne, N. J.; William Theigen and Carolyn Elias, Bridgeport, Conn. Pairs, senior ladies, Alice Betzler and Elizabeth Cunningham, Bayonne, N. J.; Susan Lesne, Levittown, N. Y., and Judy Snyder, Mineola, N. Y.; Heather and Sharon Wright, Livonia, Mich. Senior mixed pairs, Bill Ferraro and Barbara Searles, Livonia, Mich.; Oliver Helder, Elizabeth, N. J., and Marilyn Pavlick, Hackensack, N. J.; Hugh Devore and Elizabeth Cunningham, Bayonne, N. J. Senior fours, Oliver Helder, Ludwig, Schmitt and Malloy, Elizabeth, N. J.; Binner, Brown, Kungl and Peden, Trenton, N. J.; Fitzgerald, Urbec, Morton and Austin, Worcester, Mass. Speed, senior ladies, Furr Walton, Washington; Barbara Butler, Trenton, N. J.; Barbara Fugel, Washington, D. C.; senior men, Doe Riggs, California; Al Eckwerth, Mount Vernon, N. Y.; Jack Napornik, Melrose Park, Ill. Senior relays, ladies, Furr Walton and Barbara Fugel, Washington, D. C.; senior relays, men, Ronald Spillman and George Thomas, Alexandria, Va.; Bickel and Pennypacker, Reading, Pa.

New Zealanders Arrive For RSROA International . . .

WILMINGTON, Del. — New Zealand roller skating champions who will compete against Canada and the United States in the international championships in August at Richmond, Va., were welcomed to America Friday (13) by Victor and Dorothy Caille at their Printz Roller Way here.

The skaters arrived by air Thursday (12) in Baltimore, where Mr. and Mrs. Caille met them and brought them to Wilmington. A buffet supper for them followed Friday night's session at the rink.

Officials of the Roller Skating Rink Operators of America present for the occasion included Vic Brown, Newark, N. J.; William Brown, Portland, Ore.; Ben Morev, Pennsville, N. J., and Walter Wolf, Pottstown, Pa., all members of the RSROA board of control with Caille.

The New Zealand team was brought here by Mr. and Mrs. George S. Bright. He is president of the New Zealand Amateur Roller Skating Association, which is affiliated with the RSROA. Team members include Eleanor Masterman and Ron Collier, solo champions; Adrienne Creber and William Mudford, free style pairs champions; Marjorie Daverne and Ian Gordon, dance champions, and Ian McPhee, speed champion.

The RSROA championships will be held in Richmond July 25-August 4, and will be followed by the international championships with New Zealand, Canada and the United States competing.

New Empire Operators Plan Beginners' Rink . . .

BROOKLYN — A deal that transferred ownership of the big Empire Rollerodrome, located about a home run's distance from Ebbets Field, was consummated July 5, according to Henry Abrami, president of Abrami Enterprises, Inc., the new operating firm. Previous owner was Empire Rollerodrome, Inc., of Brooklyn, headed by Salvatore (Sonny) Durante. Durante is now in the retail candy business in another State.

Abrami is the father of Henry Abrami Jr., amateur contestant who has won six gold, one silver and two bronze medals in various

Solons Defeat N. J. Game OK

Continued from page 94

bling, he reported, is by constitutional referendum, as was the case with bingo in the state. In order to appear on the ballot in November, a resolution would have to be okayed by both houses of the Legislature in September.

The trouble began on June 25 when the State Supreme Court ruled that all games in which awards were given were illegal, whether or not skill was involved. The situation broke at the very height of the outdoor amusement season, and its effects have, in actuality, been a virtual blanket ban on games at boardwalks, amusement parks, carnivals and fairs.

Many observers have expressed the opinion that the State's action is intended to pave the way for licensing of all operations, with payment of state fees. Meyner has been critical of the lack of public control of games, stating that bingo and raffles are closely regulated.

Richman Criticized

Senator Sandman was highly critical of State Attorney General Grover Richman, for "appealing a case he had already won."

The original suit was filed against Fred Martel of Asbury Park, operator of an electrically-operated "Stop and Go" game. Superior Court held that the games are okay to run if skill is an element. Richman appealed to Supreme Court.

Key votes in the overriding ses-

events at RSROA American Championships. He also placed four times in the N. Y. Journal-American Winged Skates racing. Staff changes under the new management add Mildred Wilkins as instructress and promote Frank Gallagher from professional to manager-pro. Mrs. Wilkins and husband Clifford were at Gay Blades Rollerodrome, Manhattan, last season.

The rollery is to be redecorated by fall and the 238-by-88 unobstructed skating surface will be shortened by 30 feet to provide a beginner's rink at the far end. Plans are to use the latter for beginner's practice from 7:30 to 9 p.m.

Summer skating at Empire continues three nights each week, with the regular schedule of seven evening periods and weekend matinee due to be resumed after Labor Day.

N. Y. Fem Champ Takes Prize Cruise . . .

NEW YORK — N. Y. Journal-American skate queen Jean Chepak of Brooklyn, who led a field of 600 girls last April to win the title at Empire Rollerodrome, Brooklyn, sailed Thursday (19) on her prize Bermuda cruise, aboard the Furness luxury liner Queen of Bermuda. Deal includes four days aboard ship, two going and two returning, and four at Harmony Hall, vacation spot. Other prizes included a pair of Chicago "Gold Medalist" precision skates and a Bulova wristwatch.

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sion were cast by Essex County (Newark) Republicans, who were originally 11-1 against Meyner but who switched when votes were cast.

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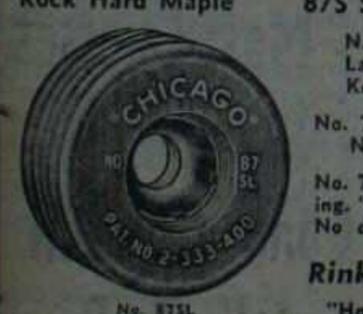
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Ringling Closes in Pittsburgh, Returns to Sarasota Quarters

• Continued from page 82

perhaps the new suspension type menagerie tent, 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 performance but a substantial reduction in costs.

However, that was all academic after he arrived at Alliance. It is likely he had come on to make a number of staff changes but switched to the closing order when 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 types of discipline in certain departments had dropped, and seeing this may have prompted North to call it all off.

Stays on Car

In any case, he penned a statement for newspapers shortly after noon Monday and it was being carried by the wire services as a bulletin by a few minutes after 1 p.m.

North was on his private car, the Jomar, and did not come to the lot in Pittsburgh. Several special policemen were seen around the car after the announcement was made.

Rumors of the closing and even radio reports of it reached the show grounds and Ringling employees before the official word from North got to them. Robert (Bob) Dover, director of performing personnel had the task of making it official between shows.

Altho many persons on the show had expected it to close before and most of them had wondered before joining or opening this season if the show would last out the tour, the actual closing order came as a shock.

The afternoon show did not start until 6:30 p.m. Before that, news photographers, reporters and TV camera men had converged on the lot for coverage of what they came to believe was the last day of the last circus.

A half house attended the first show. The night show started at about 10 p.m. Pittsburgh residents and others turned out in great numbers to be among the witnesses of the last show. After the 9,856 seats were filled, extra seating space was provided. And the house was straddled. One estimate was that nearly 12,000 persons were jammed into the top. The performance was cut somewhat. The band played "Auld Lang Syne."

After the performance, loading out was completed in good time. Altho the show had been very shorthanded for weeks, there now

seemed to be many men. While the dismantling of equipment was speedy some observers said that there seemed to be little supervision at the time.

The Flying Squadron, first section, got off about 1:30, earlier than usual, and other trains followed in good time. The loading was complicated by a haul which made it necessary to take only one seat wagon at a time.

Personnel had been paid off during the evening. Those who wished rode the show trains to Sarasota. Others left the show at Pittsburgh or points along the way.

At Sarasota, the first section was met by a band as the city extended its welcome. Attention then turned to storing the show equipment and getting the quarters into full operation as a tourist attraction and zoo.

NOSTALGIA AND SYMPATHY

Nation's Press Sings Requiem for Big One

NEW YORK—Altho the Ringling Circus, once a model of public relations and publicity endeavor, earned considerable disfavor, and even resentment, over the past two years, the nation's press this week gave it a requiem fit for the king of the big tops.

The coverage ranged from a three-column story with art on page one of the staid New York Times to news service wire reports which probably hit every daily in

the country. Hundreds of newspapers supplemented the news reports with editorial comment, many of which began with nostalgia and ended with sympathy.

Indicative of the royal status of the Big One, the mourning period will be extended beyond that accorded ordinary mortals and things by the feature services of the wire agencies, all busy this week putting

(Continued on page 118)

EDITORIAL

Words and Woes

MANY PEOPLE AND publications have been busy telling everyone that an era has ended again. This, and the statements and actions of John Ringling North, which inspired them, call for considerable setting straight of the record.

North did not sound the death-knell of circus business. Neither did he mark the last gasp of the big top.

Nor did he pronounce the last rites for Ringling Bros. and Barnum & Bailey.

All of these things may some day come to pass, but they didn't happen on July 16.

North did say his circus was closing. But he could not include or speak for the other 35 circuses which continue in normal business. There is nothing inherently wrong with circus business.

North did say that—in his opinion—the tent show was a thing of the past. But at that moment 18 other big tops stood in as many cities as billowing evidence that he spoke only for his own canvas and his own opinion.

North did say his show was going home. But he made it plain he's not out of business, that he will open in 1957.

NEWSPAPERS AND BROADCASTERS expanded what he did say to include what they assumed he meant. And once again they "ended the era."

So far as we have noticed, North's statements did not lay blame to any specific thing. It was others who recalled the show had been in various storms, mud, accidents and similar events which could be only incidental to the whole picture.

We feel sure he could not have blamed television. For if TV kills circuses, it would kill his proposed indoor show as well as his outdoor show.

It wasn't labor unions. Two unions didn't have many Ringling members, didn't have support from other unions and didn't deter many patrons from attending the circus. They would not cause much more than irritation to an otherwise smooth-running show.

But Ringling hasn't been running smoothly. For the past two years it has not been a fair example of the status of circus business, big tops or even itself.

MUD, TRAFFIC, "JINXES" and the dozen other complications that make all circus-ing—all tramping—difficult, didn't make it impossible for North to continue with a show or big top.

The one thing that forced closing was decimation of the once-efficient organization that always before overcame those obstacles and more.

The combination that left the show short on business and short on know-how was ineffective advertising, inability to move an unnecessarily heavy show, and uniformed and indecisive management fearful of arbitrary policies.

Circus people are surprised it lasted so long.

McClosky Hires King As Beatty Show Agent

DEMING, N. M.—Floyd King has been named general agent of the new Clyde Beatty Circus. Show manager Frank McClosky made the appointment after arriving at the show's quarters here last week to take charge of preparations to reopen.

King, who became special agent for Ringling-Barnum after his own show closed this year, was with Beatty two days after the Ringling show closed. He was leaving Chicago Saturday (21) for Deming and already had contacted railroad

offices in Chicago for the new show.

Closing of the Ringling show was putting a new outlook on the Beatty show plans. A number of former Ringling people were expected to join Beatty at once.

How large the Beatty Circus might be this fall was being reconsidered. At one time there was thought of going out on ten cars. However, the Ringling change means the Beatty show will have nearly clear sailing in much territory. Consequently, as the plans now stand the Beatty Circus will be on its full 15 cars at least.

WHO'S ON FIRST WITH R-B OUT?

CHICAGO—For decades, various circuses have billed themselves as the second largest. Ringling-Barnum held first so firmly no one claimed that place. Last week, about five circuses, some of which actively advertised as second biggest, found themselves candidates for first place—at least temporarily.

At Vineland, N. J., Mills Bros. laid claim to first place. At Oregon, Ill., Kelly-Miller publicity said the second runner now is first. Still to be heard from were such shows as Hunt Bros., Cristiani Bros. and others, including Clyde Beatty.

Barney Bros. Halts; Maley Hurt in Wreck

MACON, Ga. — Complications facing Durwood Mercer, trustee of the shuttered King Bros. Circus, and others associated with it, multiplied last week.

Barney Bros. Circus suspended operations Wednesday (18) when its three operators were detained by State authorities at Patton, Pa., on charges of an alleged violation of labor laws. Orlo Sparton was in charge of the Barney equipment, leased from the King show, while it was stored at Altoona, Pa. It wasn't known at once whether the show would resume business or not.

Maley Injured

Arnold Maley, partner in the King operation, was injured in an automobile accident while on his way to Macon. He was treated in South Carolina for lacerations and bruises about the face and head. Six stitches were necessary to close wounds in his mouth and tongue. His nose was broken.

Maley was driving one car, which was badly damaged when it went off the road, and Mrs. Maley was driving another. She continued to Macon, and he joined her there later, but he was still incapacitated.

Meanwhile, Mrs. Maley was negotiating for the possible lease of King equipment by a new corporation she would head. This proposed show would open in August, if plans develop.

Six trucks, most of them carrying animals, were started for Macon from Middletown, Conn., where

one unit of King closed. The convoy was directed to stop at Stroudsburg, Pa., to await more orders from Macon. When it stopped, newspapers reported it as if another circus had closed. The units from the Connecticut show were stored at Stroudsburg with units of the second King show which had been left there earlier.

WHAT NEXT?

Most Guesses Say Ringling Can't Be Idle

SARASOTA, Fla.—As Ringling-Barnum trains arrived here late this week, speculation about the future was rampant. In most cases, there was more guessing than answering.

There was talk of some new plan evolving here after shock of the sudden closing had worn off and the prospects of feeding 50 elephants as well as other stock and animals loomed. Operation of the quarters as a zoological park had been mentioned by North in Pittsburgh, but most believed the off-season tourist business in Florida would fall short of supporting this.

A hope without any apparent (Continued on page 118)

MINORITY INTEREST

Forty-Niners Disclaim Part; Report North 'Doing It All'

CHICAGO — Reaction of the persons who control 49 per cent of the stock of Ringling Bros. and Barnum & Bailey Combined Shows, Inc., remained in doubt late this week.

But, apparently, they disclaimed any part in the decision to close. Whether they might make any move in the future was up for speculation.

Jim Ringling, one of the so-called "Forty-Niners," was on the show. John North is reported to

have told him Sunday of the decision.

Ed Kelly, executor for the estate of Mrs. Charles Ringling, was contacted Monday (16) by The Billboard. He said that the directors had not discussed closing.

"He (North) is doing it all," Kelly said. "We are not making any comment about it at all."

In Evansville, Ind., Mrs. R. C. Bon Seigneur, the former Mrs. Robert Ringling, said she had been notified of the action by her attorney. She said, "Naturally, I am not happy about it."

Last R-B Towns Gave Crowds; Show Ran Late

ALLIANCE, O.—Last stands of the Ringling-Barnum tour just ended were a hectic series of late arrivals, accidents and canceled performances.

Once set up, the show usually won some business.

At Youngstown, O., Thursday (12), the show's advance agents succeeded in getting a revival to move its tents from the Ringling lot only a few hours before the

(Continued on page 118)

SIDELIGHTS

Troupers' Humor Shines Thru; Closing Comes as Surprise

PITTSBURGH — "When John Ringling North came on the show, one circus staffer said, 'I figured he was going to fire someone. I didn't dream it would be all of us.' Michael Burke, executive director of the Ringling show, was in New York at the time of the closing and received the news there. Apparently, he had no indication such a step was coming. Advance billposters of the show were at Middletown, O., when the show closed. This had them five days ahead of the show instead of the usual two weeks. They were given two weeks' severance pay. Clyde Carlton was in charge of the group.

Film "Last Call"

Clown Jimmy Armstrong, in a film for TV news programs, blew "First Call" which alerts performers for the performance. Clown Freddie Freeman interrupted to say, "Today, Jimmy, it's 'Last Call.'" Minutes after wire services flashed news of the decision to fold, TV personality Steve Allen,

whose mother once was a Barnum & Bailey performer, contacted the show. "I'd like for your boss to visit my show," Allen said. "I've got news for you," came the reply. "He doesn't even visit his own show."

The Sarasota officials, upon hearing the news, voted to reject the idea of an indoor Ringling show and urged that the big top be put up permanently in Sarasota.

Miller Bros. concession operation on the show was caught with heavy stocks of novelties and concession supplies. Harry Dube's circus program department was left with a large stock of printed program booklets plus nearly all of a brand new photo book which was to have been sold on the show. Veteran "bug man" Joe Trosey found himself loaded with hundreds and hundreds of cham-leons.

Moss, Carroll Hired

Al Moss, superintendent with other circuses, and Norman Carroll, recent TV publicity agent for R-B, had been hired by the show and were on hand at last stands of the show but did not actually go to work.

Henry Ringling (Buddy) North, brother of the show president, announced in Rome that he and Novella Parigini, an artist, would be married. The announcement came on the same day the show closed. North has been reported at odds with his brother because of differences over circus operating policies. Henry went to Italy during the winter. He came back in the early spring, but after looking in on the show at New York he promptly returned to Europe. Last year, Henry returned to Sarasota when he and his brother, John, disagreed.

Working out of Chicago when the show closed were George Smith, general agent; Floyd King, special agent, and contracting agents Al Butler, Leon Pickett and L. D. Hall. They were contracting Illinois and Wisconsin territory. Smith, Pickett and Hall returned to Sarasota.

Tom Packs Regrets

Ringling was to have played Moundsville, W. Va., near Wheeling, on Tuesday. Tom Packs Circus was playing Wheeling at the same time. Upon learning of the Ringling close-down, Packs representatives expressed their regret during a television interview. The Moundsville newspaper bannered the cancellation and also carried the circus arrival articles it already had set in type. Over each of them was the extra headline, "This Won't Happen."

Tom Packs Circus ads, incidentally, at both Pittsburgh and Wheeling, carried their usual tag line, "Too Big for a Big Top."

For eight years Gene Christian, agent for Beers-Barnes Circus, has hoped to catch Ringling. Last week he figured the time had come, so

EUROPE SAYS:

All Circuses In America On Way Out

COPENHAGEN — The news that the Ringling Bros. and Barnum & Bailey Circus was ceasing its operation as a tent circus was received here Tuesday (17) and created a sensation. It seems to have generated the impression that circuses in the United States are going the way of vaudeville, and it will probably make it difficult for American booking agents to persuade European acts to sign contracts for engagements in America.

Many of the European acts being laid off in America will find it difficult to return to Europe now; even those financially able to do so will find it practically impossible to book passage until the summer tourist rush is over. Many will arrive in Scandinavia during the period least favorable for securing engagements.

Acts able to play vaude and cabaret dates will stand a fair chance as they will find a lot of new spots in Sweden. Winter vaude conditions in all the Scandinavian countries make it possible to lay out good routes, including formerly isolated cities, such as Helsinki, Finland; Gothenburg and Stockholm, Sweden, and Oslo, Bergen and other cities of Norway.

Copenhagen and the large cities of Denmark, which are near Germany, Holland and England, have always been able to use vaude acts year-round.

The only American agents here at present are Leo Grund, of New York, who arrived on Monday (16), and William Selandia, also of New York, who has been here for a week and left for the south on Monday (16)—but will return before leaving for America.

Always Be a Tent Show—Conlinn

HARTFORD, Conn.—Gil Conlinn, president of CFA (Circus Fans of America) asserted here Wednesday (18):

"Any circus that gives the people its money's worth and produces a good show will have an audience."

He said the organization has faith in the tented circus, despite John Ringling North's public pronouncement that it is a thing of the past. "People are only kids at heart," he concluded. "They'll keep coming out to the cleanest form of entertainment for children from eight to 70."

he went to Moundsville—only to learn it was the first of the canceled towns.

UNDER THE MARQUEE

Recent Saturday Evening Post story about tent outfit in San Francisco included a photo showing Denny Helm, former manager of the Beatty show. . . . NBC made a tape recording of a calliope at Dowell Singer's Decatur, Ind., plant, for use on "Monitor." . . . Life magazine carried pictures of King Bros. animals and equipment at Middletown, Conn.

Harry Villeponteaux, former aerialist no longer able to work because of an injury, is with a service station in Charlotte, N. C. . . . Roy Vincent, trick rider and roper, is in Gloversville, N. Y. . . . Louis McNeese has his elephant with

the Aut Swenson Thrillcade, where it is used for a stunt in which an auto is jumped over the bull.

Earl Chapin May has moved recently to Rochelle, Ill., his former home. . . . R. A. Miller's Miller Bros. Circus was playing Chicago area suburbs this week, including Hampshire. Earlier, it played inside the Chicago city limits and also made Waukegan.

Don Rey writes from Tom Packs Western that Bozo Harrell became ill with food poisoning in Portland, Ore. . . . The show's 900-mile

(Continued on page 118)

FOR SALE

Rare collector's item, valuable Steam Calliope, hand-carved body, unique, distinctive and has value in excess of \$10,000.00 including Tractor and Trailer. Can be seen on Municipal Parking Lot, Steubenville, Ohio. ALSO, splendid Air Calliope mounted on Ford Truck which is included. Can be seen at Mercer Motor Company, Princeton, West Virginia. Will receive bids on each Calliope addressed to Referee in Bankruptcy, Post Office Building, Macon, Georgia, marked "King Brothers' Circus Bid" through 12 o'clock noon, August 2, 1956. Delivery made within 24 hours of receipt of payment at present location.

DURWARD B. MERCER, Trustee

504 Persons Building Macon, Georgia

THE RED MENACE SHOW

Wants Phonemen now, 25% for three Police Deals. Circus Contracting Agent with ability and reputation. Bondable Promotional Directors.

TOM TERRELL, General Agent

Phone Chattanooga, Tenn., 9-82221

MILLER BROS.' CIRCUS

WANTS Ground Acts doing two or more; Girls for Aerial Ballet. All summer under canvas; winter indoors. Need Men for Popcorn and Snow. Three more Seat Butchers. Can use two more Billposters. Red Maynard can use Working Men in all departments. Will place Clowns who can cut it. No time to write.

Wire or Call M. A. MILLER, 3602, Sevierville, Tenn.

FLOYD KING WANTS FOR RING BROS.' CIRCUS

Contracting Agents, Promotional Directors and Phonemen, Working Men in all departments, come on. Bill Gaines, answered your wire, what happened; are you at liberty? Contact Floyd King or Franco Richards as per route: Ripon, Wis., July 24; Winneconne, 25; Markensan, 26; Randolph, 27; Mayville, 29; Pardeeville, 30; Mazomenie, August 1.

WANTED

Circus Double Drummer for Mills Bros. Circus. Salary \$55.00 and all. Wire

OVILA (FRENCHY) LEOEUF As per route in The Billboard

WANTED 2 PHONEMEN

Capable, experienced. Circus Banners and U.P. Tickets. Good habits, no collects. Wire, mail.

AGENT—CRISTIANI BROS.' CIRCUS Hotel Petersburg Petersburg, Va.

PHONEMEN—25%

Two Police Deals. 17 weeks' work. One Book Man, top Banner Man, experienced L.D. Man. No Ticket Men. Ed Smith, Charlie Smith and Bob Adams, phone Chattanooga, Tenn., 98-2221.

FOR SALE

Good Dog Act, two females, four years old. Including props with revolving table. Wonderful dogs. Also have equipment for Bird Act, complete. No birds, just outfit. Headquarters for sale, or will rent.

George E. Roberts, Pamshesika's Studio, 3504-4 N. 8th St., Philadelphia 40, Pa. SA 2-5524

PHONEMEN

Radio-TV Programs M. KAPLAN—"KAPPY" A. H. FISH DE 1-0626 Providence, R. I. Ed Mosley, call J. E. Leonard

WANTED—WANTED—WANTED VON BROS.' CIRCUS

Phone Crews, phones ready. Electrician and Mechanic, useful Circus People in all departments. Contact HENRY VONDERHEID July 24, Jeffersville, N. Y.; 25, Roscoe, N. Y.; 26, Grahamsville, N. Y.; 27, Loch Sheldrake, N. Y.; 28, So. Fallsburg, N. Y.; 30, Kerhonksan, N. Y.

FOR SALE DOG and PONY ACT

B. DUGAN 1330 West Thomas St. Chicago, Illinois

Monarch Productions WANTS

OPENING SEPT. 24th. Acts that can work inside, must do two or more; Clowns that can clown, must have transportation. Concession Help and Novelty Men: Chin Blay, Stoner and Ollie, answer. All replies to TODD HENRY Riverside Branch, 18 Kansas City, Mo.

PHONEMEN

UPC's—Block Tickets Circus Banners (2) Chamber of Commerce date. Office opened July 20. (2) Elks' Club date. Office opens July 25. (3) Lions' Club date. Office opens July 25. Daily collection and pay. Must be able to work 9 to 5. Lush and limbers, save your time.

J. F. SHAFER

Edison 1-5686, Cleveland, Ohio Fleetwood 4-1197, Indianapolis, Ind. No collects.

CIRCUS ACTS & CLOWNS

FOR AUGUST 30-31—SEPTEMBER 1ST CHAIRMAN COMMITTEE HOTEL CAPRI BUILDING OFFICE 476 TEL. CA 4-4220, ST. PAUL, MINN. Can use Hammond Organist with Organ.

PHONEMEN

5 sober Producers who can Grind. 3 months' work. 2nd Annual V.F.W. Exposition. Tickets, Banners, Books. 25% pay daily. Unlimited leads. Air-conditioned Phone Room. RALPH W. STEVENS 417-19 Houston Bldg., San Antonio 5, Tex. (Capitol 4-2922)

-PHONEMEN-

Need high caliber Phonemen. Permanent deals in cities of size. Also Traveling Crews. Good shows, strong auspices. 20%-25% paid daily. No drunks or drifters. Bob Stevenson and Bob Richman, call. SWAY Woodward 3-1486 Detroit, Michigan

PHONEMEN

No collects, no drunks. Tickets and Banners. The big Chamber of Commerce sponsoring Christian Bros. Circus. This is a short but powerful deal. Many bigger and better to follow. Air Mail or Wire CLIFF DARLING c/o Chamber of Commerce 988 Main St. Peekskill, N. Y.

Animal Trainer Wanted

All round experience, reliable. Steady work. State all details in first letter. Reply to BOX D-225 c/o The Billboard, Cincinnati 22, O.

CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

"THE CIRCUS PARADE" SOUVENIR Booklet, nationally known exhibit, featured Life magazine. Contains eight four-color pictures, parade details, circus history. Mailed anywhere. 30c. Address: Circus Parade, 2370 Westfield St., West Springfield, Massachusetts.

CIRCUS PHOTOS—20 CLYDE BEATTY 1500 with lens and color photo included. \$2. Bill Van Winkle, Club 150, Morton, Ill.

2500 CIRCUS PICTURES, 20 GED. COLE \$2.50; 15 Hagen Bros. \$2; 15 Leonard Bros. \$2; 20 Cristiani Bros. \$2.50. Very clear 3 1/2" x 5". Johnny Vegelsang, 713 Oak, Niles, Michigan.

TRADE YOU DUPLICATE CIRCUSIANA for clean old lithos, heralds, booklets, routes, letterheads, photos, etc., from world's finest collection or send buck for lists, samples. State actual preference. P. M. McClintock, Franklin, Pa.

PHOTOS KING BROS.' CIRCUS, BANK-rupt and stranded Middletown, Conn. Animal and lot scenes. Two sets. Al Pitt, 42 Marimar Rd., New Britain, Conn.

RATES

Regular Classified ads . . . set in usual want-ad style, one paragraph, no display. 20c a word—Minimum \$4.00 Cash with copy

Display Classified ads . . . larger type permitted and displayed to best advantage. No illustrations or cuts permitted. 1 inch (14 space lines) \$14.00 Cash with copy

FAMOUS HUNT BROS.' CIRCUS ELEPHANT ACT

available for Indoor Circuses, TV, etc., starting October 1. Reply to Burlington, N. J., quarters, as per route, or call mobile telephone ZL 44465, 1-3 or 7-10:30 p.m.

WANT TO BUY

Performing Animal Acts of all types. NO DOGS. State all details with photo in first letter. Reply BOX D-226 c/o The Billboard, Cincinnati 22, O.

4—PHONEMEN—4

Office opens Monday, July 23. Repeat dates—laps, pay daily—UPC's read Program. Have several more police and sheriff deals to follow. Contact A. J. WIENNER Phone: Hamlock 4-8479 or Hemlock 3-2122. 1721 Hanover Ave., Allentown, Pa. Night Phone: Express 3-2522. No collects, please.

Edmonton Ex Races 10% Ahead of 1955

Pari-Mutuel Take Up 15% First 4 Days; Young Show, Royal Get Big Grosses

EDMONTON, Alta.—Aided by ideal weather throught the week, the Edmonton Exhibition was racing well ahead of last year in nearly every department. Thru Thursday (19), fourth day in the six-day run, attendance was a substantial 10 per cent ahead of '55, with total gate count to that point being 179,639.

N. C. Group Nixes Co-Op Beauty Contest

HICKORY, N. C.—A lack of interest on the part of members resulted in the cancellation of the planned state-wide beauty contest sponsored by members of the North Carolina Association of Agricultural Fairs.

The publicity effort, which called for the selection of a winner at each of the member fairs with the finale scheduled for the State Fair, Raleigh, was accepted by the association at its spring short course meeting in Raleigh. The winner was to have been crowned a "queen" and given numerous prizes.

Association officials said that only 18 of the 50 member fairs answered a questionnaire on the project. Of this number only 7 said they would definitely participate while 3 others said they would join if their help was needed to put the contest over. The original planning called for a minimum of 15 participating fairs to insure the success of the promotion.

Altho canceling out for this year, officials urged those fairs that expressed interest to stage their own contests as a prelude to an all-out association effort next year if approval is voted at the association's January meeting.

Rain, Mire Slash Gate At Moose Jaw

MOOSE JAW, Sask.—A day-long rain that left the fairgrounds ankle deep in mud washed out the last day of the Moose Jaw Exhibition and Stampede, Saturday (7), and dropped attendance for the three-day fair to its lowest figure in eight years.

Fewer than 1,700 people had paid admission to the grounds before ticket sales were suspended late Saturday afternoon. Only 585 paid admission to the behind-schedule grandstand show at night. The Saturday afternoon stampede events were washed out and prizes were presented on the basis of performances during the first two days.

Gate attendance for the three days was 24,216, below even the 1949 figure. Each year it has increased, and last year's total was a record 35,260. Attendance was

(Continued on page 99)

Attraction-wise, the fair was also well over last year. Horse racing with pari-mutuels, the afternoon grandstand fare, was producing an estimated 15 per cent more money than last year, and Royal American Shows was racking up sizable grosses, particularly Friday (20), a big day for kids.

The night grandstand show, an Ernie Young Revue, was well received, well reviewed and as a result scored big crowds throught the first four days of the run.

Secretary Barbara Bannerman reported that weather during the week was ideal. Not one drop of rain fell and the temperature was in the 80's in most cases.

Livestock departments, commercial exhibits and other departments were all crowded and attracting large throngs throught the week.

Vallejo, Calif., Shatters '55 Gate Record

VALLEJO, Calif.—The Solano County Fair, which closed a 10-day run here Sunday (15) set a new paid attendance record of 51,172, Fred Bruderlin, secretary-manager, reported.

The new mark beat that of '55 by 6,880 fairgoers. Bruderlin, who staged his first fair here after several years as manager of the Farmers Festival in Hemet, Calif., said a drive was made to reduce, and in some instance, eliminate passes.

Cold weather hit the area Wednesday night (11) and remained thru Thursday and Friday, causing the latter two days to fall below last year's paid marks.

The pari-mutuel handle for eight days of racing totaled \$2,398,082 for a daily average of \$299,760, shattering last year's mark of \$2,297,152.

A rodeo with Max Barbour supplying the stock was featured on the first Sunday (8). Isabelle Whall of Fun Unlimited booked the grandstand show which played for six nights. John A. Strong's Circus was presented as a free attraction. Miss Whall handled the booking. An Armed Forces Talent show was presented for four nights.

The fair opened a new commercial exhibits building, "Dancing Waters," in the structure, with a 50-cent admission, was well received, the fair manager stated.

Crafts Exposition Shows, with some rides being moved here from the Crafts 20 Big Shows were featured on the midway.

San Mateo Inks Kings

SAN MATEO, Calif.—The King Sisters will open the grandstand show schedule at the San Mateo County Fair, which opens here August 3 for nine days, William M. Wilson, secretary-manager, announced.

The vocal quartet is scheduled to appear for four nights, closing August 6. On the show with the Kings will be Johnny Matson, comedian; the Mason-Kahn Dancers, who are playing a return engagement, and Bud Moore's orchestra.



H. L. PIKE

Pike Resigns As President Of Iowa State

DES MOINES—H. L. Pike, 76, a member of the Iowa State Fair board for 54 years and president for the last nine years, has resigned because of health reasons. The board elected him president emeritus.

Named to succeed Pike was W. J. Campbell, 72, of Jesup, who has been vice-president of the board. Lyle Higgins, of Harlan, who has been a district director and superintendent of public safety for the fair, was named vice-president to succeed Campbell.

Also the board named W. P. Manatt, of Audubon, to succeed Higgins as a district director.

Pike had served longer on the fair board than any other fair man and was so honored by the International Association of Fairs and Expositions in 1950.

He was first elected to the board in 1902 and in 1903 was named superintendent of sheep and poultry for the State fair. In 1910, he was named superintendent of the fair's cattle department and in the succeeding years built the Iowa State Fair into one of the greatest cattle shows in the country. He was elected president of the fair December 10, 1947.

Red Lion, Pa., Matches 1955

RED LION, Pa.—The 41st running of the Gala Week Fair closed here Saturday (14) with a total attendance that matched that of '55. R. M. Spangler, general manager, reported that the turnout on the final night was one of the biggest on record.

Rain hit Friday night and cut down the crowds, but matinees on both Wednesday and Saturday afternoon pulled large numbers of kids. Prizes on the kid days and nightly prizes helped to draw and hold the crowds.

Reithoffer Blue Shows provided the midway and did okay business.

DOHERTY NO SLOUCH AT AGRICULTURE

BOSTON—Not all public officials are experts in the departments to which they are appointed, but nobody can say that about Leo Doherty, director of fairs for Massachusetts. Doherty visited Greenfield during June Dairy Month, and won the milking contest.

SETS NAME BILL:

Calif. State Pacts Fisher, Jack Carson

SACRAMENTO — Comedian Jack Carson and singing stars Eddie Fisher, Dennis Day, and Bob Crosby will headline the night grandstand shows at the California State Fair and Exposition here August 29-September 9, Dudley T. Fortin, secretary-manager, announced.

Among the supporting acts will be the King Sisters, the Modernaires, and the Goofers.

The four-segmented presentations will be produced by Music Corporation of America, which has staged several of the past State Fair shows.

Carson's booking fills in the first four days, replacing Dean Martin and Jerry Lewis, who were first reported to be set for the opening three days. Carson's schedule of four days switches Fisher to Sunday rather than Saturday night (September 1). Day, a favorite

with fairgoers, opens Monday, September 3, for three days, with Crosby taking over the last four days. Crosby will appear with his daughter, Cathy.

All of the shows, Fortin declared, will feature a chorus line and a specially assembled orchestra.

Wright to Plan Madison, Wis., Exhibition Hall

MADISON, Wis.—Frank Lloyd Wright, noted architect, has been awarded the contract to design the Monona Terrace Auditorium and Civic Center here.

Whether the famous and sometimes controversial architect would design the building had been a political issue in Madison. Also a question was whether the building would be located on the lake shore, with part of it extending over the water.

The contract provides that the design include an auditorium with a seating capacity of at least 2,000, a flat-floor exhibition hall with a seating capacity of at least 3,500, a community center, a little theater and an art gallery.

The design will also provide for serving large banquets and an undetermined amount of boating facilities, along with parking for a minimum of 750 automobiles. Wright is to receive 7 per cent of the cost of the aud and civic center proper and 4 per cent of the cost of the parking facilities, plus \$40,000 for engineering services.

Prize Money At Barrington Tops \$9,500

GREAT BARRINGTON, Mass.—Premium books for the 1956 Barrington Fair will be distributed late this week. Copies listing all classes in youth and adult divisions will be mailed to regular entrants and additional copies may be had on request.

Total prize money in the book is \$9,665.35, of which \$4,000 is being allocated by the Massachusetts Department of Agriculture and \$5,665.35 by the Barrington Fair Association. There will be \$7,123 offered in the adult division and \$2,542.35 in the youth department. The 1956 book will list 25 classes and 256 units in the youth department and 22 classes and 445 units in the adult division.

Youth classes include livestock, both purebred and grade, 4-H dairy showmanship, sheep, goats, poultry, pets, eggs, canned vegetables, fruits, pickles, jams, etc.; cooking, sewing and crafts, flowers, vegetables, club exhibits and judging contest.

In the adult division classes are field and ensilage corn and other agricultural seeds, vegetables, maple sugar, sirup, honey, farm produce exhibits, fruit, flowers.

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Midway, Shows Do Big Biz At Estevan

ESTEVAN, Sask. — Weather for the three-day fair of the Estevan Agricultural Society was the best in three years and the event was regarded by officials as the most successful in several seasons.

Altho no exact count was made of outside gate admissions, the fact that grandstand ticket sales were higher and midway receipts were the highest on record indicated a larger attendance at the fair, according to W. R. Cantlon, secretary. Grandstand admissions, after a weak start on opening day, gained during the next two days. One Saturday night show was a sellout and the second show was a near sellout.

Baseball was the main feature for the afternoon of the first day but it drew only 125 adults and 17 children. Livestock exhibits were down slightly. Aut Swenson's Thrillcade drew a capacity turnout on the final afternoon.

World's Finest Shows were on the midway and Charles Zemater had the grandstand show.

Zemater acts on the Class B fairs circuit of Western Canada include Freddie Stritt, emcee; Sils Sisters, high acrobatics; Whiz Kids, unicyclists; Cimse's Scottish collies; Betty and Benny Fox, sky dancers; Molly the wonder horse; Valitno and Aldino, acrobatics; Maschino Troupe, acrobatics, and Steve Evans, comedy.

Abilene, Tex., Revives Run

ABILENE, Tex. — The West Texas Fair will be revived this year and will run from September 10 thru 14, John A. Wright, president, announced. The fair has been inoperative for five years while the new Exposition Center was being constructed.

Fair will have a premium list of \$18,454, a complete livestock show, youth department and the Bill Hames Shows as the midway attraction. Free acts are also planned.

Day Set Aside For Politicos At Marshfield

MARSHFIELD, Mass.—Marshfield Fair's seven-day event will run from August 5-11, with Edward M. Dwyer as president, assisted by Frank L. Sinnott, honorary president; Granville Thayer, executive secretary and treasurer, and Charles Langille, vice-president.

Last year Dwyer headed the 4-H exhibits and was racing secretary. That post will be held by Jimmy Picarillo. The event was the first in the Bay State with pari-mutuel racing. The thoroughbreds will have a six-day program.

Boston booker Al Martin brings in the Buddy Wagner Thrill Enterprises for two shows on the opening Sunday, with a program of vaudeville and circus acts for the grandstand night show. Eugene Burr will have charge of the midway. Square dancing and band concerts will be offered free.

Dwyer reports an excellent response by exhibitors in all classes, particularly the horse and oxen-pulling contests, which have attracted some of the best teams in the East. The 4-H exhibits have been stepped up this year.

Featured will be a Politicians' Day, when candidates of both parties will be allowed to give one-minute speeches. Nominees for Governor are allowed two minutes. Gov. Christian A. Herter will attend along with a large Republican delegation.

Because of the effects of the polio epidemic and a hurricane that washed out the end of last year's event, fair officials have kept renovations and expenditures to a minimum altho premiums are set at about the same level as last year.

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 free.

Since the December flood, which inundated part of the grounds for 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 baked goods or candies will be displayed this year. Exhibits of 4-H and Future Farmers of America members will be stressed with the floriculture displays expected to be highlight of the token fair.

Moose Jaw Off

Continued from page 98

down on the opener, Children's Day, but picked up on Travellers' Day. A crowd of 13,000 Saturday would have given the 21st annual fair an all-time attendance record.

Main attraction was the stampe, under the management of Jerry Myers, which drew 2,000 customers on opening day and close to 3,000 on the second. Clown Fess Reynolds was featured.

Fair was opened by Rt. Hon. J. G. Gardiner, federal minister of agriculture, and a fireworks display was staged by the T. W. Hand Company. On the second day the annual Travellers' Day parade was held in the morning. Rain in the afternoon failed to halt the stampe.

Other fair features included farm boys' and girls' camps, a light horse show and a 4-H beef club show and sale, regarded as the largest of its kind in Canada.

Additions to the 36-acre fairgrounds prior to the fair included a 325 by 85-foot show ring, a 100 by 60-foot barn, a parking area for 1,000 cars, sewer and water facilities to the barns and considerable rewiring for outside lighting.

George M. Cooper is president and Verna Hyland is secretary-treasurer. Moose Jaw Exhibition, which broke away from the Class B loop last fall, is now linked with Swift Current, Sask., and Lethbridge and Medicine Hat, Alta. All signed with Bob di Paolo, of KBD Enterprises, Calgary, for the grandstand show, "Parade of Stars," and Royal Canadian Shows, of 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 T. Fortin, secretary-manager announced.

Along with Lee, whose show has been featured on NBC's TV network for three years, the day's activities will also include a clown-rama and children's parade.

Lee will present an open-air show at 2 in the afternoon. 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 cents for the moppet activities.

'Do-It-Yourself' Refurbishes Plant At Annapolis, Md.

ANNAPOLIS, Md.—Members of the board and friends of the Anne Arundel County Fair refurbished the annual's plant at Sandy Point State Park with a "do-it-yourself" program. Friday (13) between 30 and 40 fair directors, business men and farmers turned out for the annual work day.

Scheduled for the day was a new roof on one of the buildings, digging, grading, painting and whitewashing. The workers scoffed at the superstition of working on Friday the 13th. Fair's dates this year are September 19-22.

Humboldt, Sask., Matches '55 Gate

HUMBOLDT, Sask.—Sunny weather prevailed for the three days of the 11th annual Humboldt Fair and Agricultural Exhibition.

Mrs. E. Killeher, secretary of the Humboldt Agricultural Society, said incomplete attendance figures indicated the final total would be close to that of last year. Attendance was particularly good at the grandstand where the revue was staged by Bob di Paolo, of KBD Enterprises, Calgary. 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, leased last year by a farmers' market, will house commercial exhibits at this year's Reading Fair.

Charles W. Swoyer, secretary, said indoor concession space is now being sold in the three interlocking structures, located on the north side of the fairgrounds.

An adjoining structure, normally used for roller skating, will be converted into a modern merchandise mart, Swoyer said.

Fair Week Only

The changes are effective only during fair week, September 9-16. During the off-season, the three interlocking buildings will continue to be used as a farmers' market, and the other structure will be employed for roller skating.

Last year, all concession sales in the four buildings for the week of the fair 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 Swoyer.

Swoyer reports indoor and outdoor space moving at an accelerated pace. He said he is trying to lease one of the three interlocking buildings in its entirety for fair week. The building, located nearest the highway, is 100 feet long by 60 feet wide.

Jacksonville, Fla., Hikes Premium \$\$; Expands Facilities

JACKSONVILLE, Fla.—The Greater Jacksonville Fair, which will operate October 25-November 3 at the Gator Bowl, has expended its premium payments this year, taken over new space for its cattle show and added a boat show.

Ted Chapeau, president of the fair, which will hold its second run this fall, said the premium catalog will list prizes totaling \$10,000 for farm exhibits this year. The fair board has acquired the Jacksonville Baseball Park to house its cattle exposition this year and is sponsoring the first annual Southeastern Boat Show as an added feature. All types of aquatic sporting equipment will be shown, Chapeau said.

Malone Adds New Building, Adds 7th Day

MALONE, N. Y.—A new conservation building is ready for this year's Franklin County Fair, to run for seven days starting August 20. To be directed by William Petty of Saranac Lake, the district forester, it will feature displays of forestry service, disease control, and Adirondack Mountains wildlife. Last year the fair was a six-day event.

The building is adjacent to the home arts and crafts exhibit on the west side of the grounds.

Features this season also include an Al Martin stagershow, O. C. Buck 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 those 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 beauty pageant, in which a girl will be picked to represent the fair at the State Fair contest in Syracuse in September. The winner here will be selected Tuesday night, August 21, in conjunction with the stagershow 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 Fay Hapgood, of the County Agricultural Society, and its president is Elmer McCann, of Chateaugay.

Barrington

Continued from page 98

sewing, furnishings, crochet work, canned and preserved goods, food, grange exhibits, flower exhibits, poultry including large, bantams, pigeons and turkeys, and purebred cattle.

The 115th annual and consecutive Barrington Fair will run from Sunday, September 9, thru Saturday, September 15. Midway will again be provided by Jeff Harris of Revere. Fair president is Edward J. Carroll.

ATTENTION!
FAIRS CELEBRATIONS SPECIAL PROMOTIONS ETC.
 Due to sudden closing of Ringling Bros. Barnum & Bailey Circus, you can now book a unique attraction with unusually strong pulling power for children of all ages. Think of it, in person, six of the world's funniest white-faced circus clowns, all masters of huffoonery. Your public has seen us on TV, in Motion Pictures, magazines and newspapers all over the world. For Grandstand Shows, TV and Radio publicity, special downtown promotions, etc. Nothing will attract more attention than this convulsing contingent of famous clowns, including JENE LEWIS, ALBERT WHITE, DENNIS STEVENS, DUANE THORPE, CHUCK BURNES and "MIDGE" HARRY BURMAN. All reliable offers considered. Contact
ALBERT WHITE
 La Touca Trailer Villa Sarasota, Fla.

Talent Buyers... the only dead Magician "ALIVE."
HARRY ALBACKER
 "THE GHOST OF P. T. BARNUM"
 FREE! Book-by-Mail KIT.
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 Lorain, Ohio (USA)

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 For big
OLD SETTLERS' FAIR
 August 25-28.
 Rides and Bingo Stands. (Have five acre ground.) Contact
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ACTS WANTED
 For night clubs and club dates in this territory. Write or come in.
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ATTENTION!
 SECRETARIES OF
FAIRS—CELEBRATIONS—SPECIAL EVENTS
 THE
ERNIE YOUNG 1956 REVUE
 Played To OVER 140,000 PEOPLE IN 6 NIGHTS At The
CALGARY EXHIBITION 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
 Now As We Are Already Arranging Our Route For Next Year

1956 Fair Dates

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Continued from page 91

Manning—Glendens Co. Agri. Expo. Sept. 24-29. Jim Sprott.
 Marion—Marion Co. Fair Assn. Oct. 8-13. W. L. Drew.
 Moncks Corner—Berkley Co. Agri. Expo. Oct. 22-27. R. W. Mitchell.
 Newberry—Newberry Co. A. L. Fair. Oct. 8-13. Frank Sutton.
 Orangeburg—Orangeburg Co. Colored Fair. Oct. 8-13. W. O. Lewis.
 Orangeburg—Orangeburg Co. Fair. Oct. 13-29. W. A. Schiffley.
 Rock Hill—York Co. Fair Assn. Sept. 17-22. H. D. Black.
 Spartanburg—Piedmont Interstate Fair. Oct. 8-13. Tom Moore Craig.
 Sumter—Sumter Co. Fair. Oct. 13-20. J. Cliff Brown.
 Union—Union Co. Fair Assn. Oct. 1-8. H. L. Kirby.
 Walterboro—Colleton Co. Fair Assn. Oct. 30-Nov. 2. J. L. Schwab.

South Dakota

Aberdeen—Brown Co. Fair Assn. Aug. 27-30. Urie M. Gaynor Jr.
 Edgemont—Fall River Co. Fair Assn. Sept. 2-5.

WANTED CARNIVAL for Monroe County Fair
 Sept. 24 through 29
 (Biggest County Fair in East Tennessee)
 OR would lease 4 or 5 rides on a percentage.
Ralph Duncan, Secy.
 Phone 4234 or 4321
SWEETWATER, TENN.

Everything in Entertainment
AL DVORIN AGENCY
 54 W. Randolph St.
 Chicago 1, Illinois
 Phone: FRanklin 2-4980

TRI-STATE FAIR
 (Ill.—Ky.—Mo.)
 CAIRO, ILL.
September 25-29
WANT RIDES AND CONCESSIONS
 (No gambling)
 FOR STREET CELEBRATION
 Write
CHAMBER OF COMMERCE FAIR COMMITTEE
 CAIRO, ILL.

103rd Ogle County Fair
 OREGON, ILL.
 SEPT. 1-2-3, 1956
 Need Games that comply with Illinois State laws on Fairs, and other concessions, aside from Rides and Eating Places.
GEO. A. CHASM, Concession Mgr.
 127 1/2 S. Fourth St., Oregon, Illinois

CARNIVAL WANTED
 OCTOBER 8-13 for
MACON COUNTY FAIR ASSN.
 MONTEZUMA, GA.
 Send sample contract.
 List Shows—Rides—Concessions.
CLARENCE H. HAIR, Secy-Mgr.
 Montezuma, Ga.

CARNIVAL WANTED
 Week of August 24-25 for
THE INTER-STATE FAIR
NICK P. CRAIG, Mgr.
 Dalhart, Texas

DISPLAY FIREWORKS OF DISTINCTION
 Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone
Continental Fireworks Co.
 R. R. 24 Jacksonvill, Ill.
 Phone R-4912 or 1321

Gettysburg—Potter Co. Fair Assn. Aug. 25-28. Francis Buckley.
 Hermosa—Custer Co. Fair Assn. Aug. 24-25. H. J. Gibson.
 Huron—South Dakota State Fair. Sept. 1-8. Kenneth Balgeman.
 Martin—Bennett Co. Fair & Rodeo. Aug. 22-28. Floyd Wiedmeyer.
 Nialand—Butte Co. Fair Assn. Aug. 21-25. R. W. Milberg, Newell.
 Onida—Sully Co. Fair Assn. Aug. 16-18. Parkers—Turner Co. Fair Assn. Aug. 27-28. T. C. Jensen.
 Rapid City—Black Hills Expo. Aug. 16-19. Kenneth L. Roberts.
 Sioux Falls—Sioux Empire Fair. Aug. 30-36. Tripp—Hutchinson Co. Fair Assn. Aug. 30-Sept. 1.
 Webster—Day Co. Fair Assn. Aug. 22-26. W. H. Cameron.

Tennessee

Alamo—Crockett Co. Fair Assn. Aug. 31. T. M. Moore.
 Alexandria—DeKalb Co. Fair Assn. Aug. 1-4. William T. Eaton.
 Athens—McMinn Co. Fair Assn. Sept. 10.
 Ashland City—Cheatham Co. Fair Assn. Aug. 23-24. Mrs. Inez P. Davis.
 15. Mrs. Jim Buttram.
 Camden—Benton Co. Fair Assn. Aug. 30-31. Mrs. Sara A. Holladay.
 Carthage—Carthage A. M. & L. S. Assn. Aug. 7-11. Stanton Hunter.
 Centerville—Hickman Co. Fair Assn. Sept. 5-8. J. W. Shouas.
 Chattanooga—Chattanooga Hamilton Co. Interstate Fair. Sept. 17-22. Mrs. Maude H. Atwood.
 Church Hill—Eastern Hawkins Co. Fair Assn. Aug. 23-25. Mrs. Dennis Christian.
 Clarksville—Montgomery Co. Negro Fair Assn. Aug. 16-18. Pope G. Garrett Sr.
 Clarksville—Montgomery Co. Fair Assn. Sept. 6-8. Mrs. Louise Bosth.
 Clinton—Anderson Co. Improvement Fair. Aug. 23-25. H. F. Rutherford.
 Coalfield—Morgan Co. Fair Assn. Sept. 2-8. Ross H. Wilson.
 Columbia—Maury Co. Fair Board. Sept. 16-18. B. H. Hardwick Jr.
 Cookeville—Putnam Co. Fair Assn. Aug. 22-25. Dibrail Boyd.
 Cookeville—Putnam Co. Negro Fair Assn. Sept. 13-14. T. B. Maddux.
 Cornington—Tipton Co. Fair Assn. Sept. 17-22. Stanley Shoaf.
 Crossville—Cumberland Co. Fair Assn. Aug. 30-Sept. 1. Mrs. Ruth Hodge.
 Decatur—Meigs Co. Fyres Fair Assn. Sept. 6-8. Mrs. O. H. Burke.
 Dickson—Dickson Co. Fair Assn. Aug. 23-25. E. W. Daniel.
 Dunlap—Sequatchie Co. Fair Assn. Sept. 14. L. L. Swafford.
 Dyersburg—Dyer Co. Fair Assn. Sept. 1-8. George O. Wilson.
 Dyersburg—Dyer Co. Negro Fair Assn. Sept. 13-15. Dorothy Herring.
 Elizabethton—Carter Co. 4-H Fair Assn. Sept. 6-8. Coleen Perkins.
 Fayetteville—Lincoln Co. Fair Assn. Sept. 10-13. Thornton Taylor.
 Gallatin—Sumner Co. Fair Assn. Aug. 22-25. J. O. Barnes Jr.
 Gallatin—Sumner Co. Negro Fair Assn. Aug. 23-25. Ed V. Anthony Sr.
 Greeneville—Greene Co. Agri. Fair. Aug. 29-Sept. 1. Mrs. Bounabella Barkley.
 Harriman—Roane Co. Fair Assn. Sept. 2-8. W. B. Stout.
 Hohenwald—Lewis Co. Fair Assn. Aug. 30-Sept. 1. T. B. Epley.
 Huntingdon—Carrroll Co. Fair Assn. Aug. 27-Sept. 1. J. P. Walters.
 Jackson—West Tenn. Dist. Fair. Sept. 16-15. A. U. Taylor.
 Jonesboro—Washington Co. Fair Assn. Aug. 23-Sept. 1. Mrs. Paul A. Dillow.
 Kingsport—East Tenn. Dist. Fair & Horse Show. Sept. 3-8. A. B. Coleman.
 Knoxville—E. Tenn. Negro Fair Assn. Aug. 20. Lena Luttie.
 Knoxville—Tenn. Valley Agri. & Industrial Fair. Sept. 10-15. Pat W. Kerr.
 Lawrenceburg—Middle Tenn. Dist. Fair. Sept. 24-29. Thomas H. Locke.
 Lebanon—Wilson Co. Fair Assn. Aug. 28-Sept. 1. A. W. McCarty.
 Lebanon—Wilson Co. Negro Fair Assn. Sept. 13-15. A. L. Matlock.
 Linden—Perry Co. Fair Assn. Sept. 17-22. Mrs. Chas. Aray.
 Livingston—Overton Co. Fair Assn. Sept. 6-8. D. E. Benson.
 Lynchburg—Moore Co. Fair Assn. Aug. 17-18. Guy H. Erwin.
 Manchester—Coffee Co. Fair Assn. Sept. 30-32. Ridley Hickerson.
 Maryville—Blount Co. Fair Assn. Aug. 30.
 Maynardville—Union Co. Fair Assn. Aug. 27-Sept. 1. Ernest Jessee.
 McMinnville—Warren Co. Fair Assn. Sept. 12-13. Mrs. Leonard F. Smith.
 23. Ernest A. Smith.
 Memphis—Colored Tri-State Fair. Oct. 4-7. Edwin C. Jones.
 Memphis—Mid-South Fair. Sept. 31-39. O. W. Wynne.
 Milan—Milan Community Fair. Aug. 23-24. Marvin W. Belew.
 Moss. Clay Co. Agri. Fair Assn. Aug. 30-Sept. 1. B. E. Bestland.
 Mountain City—Johnson Co. 4-H Club Fair. Sept. 2. John E. Walker.
 Murfreesboro—Mid-State Negro Fair Assn. Aug. 8-11. Wm. H. Butler.
 Nashville—Tennessee State Fair. Sept. 17-22. L. E. Griffin.
 Newport—Tennessee-Carolina Fair. Sept. Onida—Scott Co. Fair Assn. Aug. 30-Sept. 1. E. C. Terry.
 Paris—Henry Co. Fair Assn. Sept. 2-8. John M. Upchurch.
 Parsons—Decatur Co. Fair Assn. Sept. 17-22. B. C. Dalley.
 Pikeville—Bledsoe Co. Fair Assn. Sept. 13-15.
 Pulaski—Giles Co. Agri. Fair Assn. Oct. 1-6. J. H. Stevenson.
 Rogersville—Hawkins Co. 4-H Fair Assn. Sept. 27-29. Ralph Testerman.
 Rutledge—Grainger Co. Fair Assn. Sept. 6-8. Sidney Bishop.
 Savannah—Hardin Co. Fair Assn. Sept. 17-24. T. B. Garth.
 Sevierville—Sevier Co. Fair Assn. Sept. 3-8. Ernest Thurman.
 Sneedville—Hancock Co. Fair Assn. Sept. 7-9. Smith Garland.
 Somerville—Fayette Co. Negro Fair Assn. Nov. 23. McAdams Sloan.
 Sparta—White Co. Fair Assn. Sept. 2-4. T. Stanton Hale.
 Sparta—White Co. Negro Fair Assn. Sept. 16-18. Emma L. Officer.

Texas

Ableps—West Tex. Fair Assn. Sept. 16-18. Joe Cobley.
 Amarillo—Tri-State Fair Assn. Sept. 17-22. Rex B. Baxter.
 Angleton—Brazoria Co. Fair Assn. Oct. 9-13. N. Leslie Kelley.
 Baytown—Baytown Fair Assn. Oct. 2-8. Nelson McKelroy.
 Beaumont—South Tex. State Fair Assn. Oct. 18-27. Kari D. Schwartz.
 Blanco—Blanco Valley Fair Assn. July 27-28.
 Bowie—Montague Co. Fair Assn. Sept. 28-29. Mrs. Earl Sansom.
 Brenham—Washington Co. Fair Assn. Oct. 11-13. Melvin Kettler.
 Boerne—Kendall Co. Fair Assn. Sept. 1-3. A. McD. Gilliat.
 Center—Shelby Co. Fair Assn. Oct. 2-8. Mann Pinkston.
 Dalhart—Inter-State Fair Assn. Aug. 24-25. Nick P. Craig.
 Dallas—State Fair of Texas. Oct. 8-21. James H. Stewart.
 Denton—Denton Co. Agri. Fair. Sept. 19-22. J. P. Heath.
 Edna—Jackson Co. Fair Assn. Sept. 11-12. Willie Mae Marshalljohn.
 El Paso—El Paso Co. Fair Assn. Aug. 29.
 Fort Worth—Southern Expo. & Fat Stock Show Jan. 23-Feb. 2. W. H. Watt.
 Fredericksburg—Gillespie Co. Fair Assn. Sept. 2. C. W. Swan.
 Goliad—Goliad Co. Fair Assn. Oct. 12-13. Morris N. Dye.
 Iowa Park—Texas-Oklahoma Fair Assn. Sept. 24-29. T. Leo Moore.
 Johnson City—Blanco Co. Fair Assn. Aug. 10-11. Mrs. Bill Strubling.
 Junction—Junction Fair & Race Meet. Aug. 9-11. Rip Martin.
 Kaufman—Kaufman Co. Livestock Show & Agri. Exhibit. Aug. 30-Sept. 1. Wm. D. Percy.
 La Grange—Fayette Co. Fair Assn. Oct. 4-8. Amos Payne.
 Lamba—Dawson Co. Fair Assn. Sept. 13-15. Leveland—Hockley Co. Soil & Oil Fair & Jamboree. Sept. 13-15. Robert Walker.
 15. Guy Weeska.
 Liberty—Trinity Valley Expo. Oct. 17-20. Wyatt Bell.
 Lockney—Floyd Co. Fair Assn. Sept. 13-15. Longview—Gregg Co. Fair Assn. Oct. 1-6. Lubbock—Pamhandle South Plains Fair Assn. Sept. 24-29. A. B. Davis.
 McKinney—Collin Co. Fair Assn. Sept. 28-29. Pat Simpson.
 Marshall—Central East Tex. Fair. Sept. Mesquite—Dallas Co. Fair Assn. Aug. 21-23. Earl C. Cogburn.
 2-8. Joe L. Mock.
 Naogoches—Maogoches Co. Fair & Livestock Show. Oct. 10-13. Ben Ritterskamp.
 New Braunfels—Comal Co. Fair Assn. Sept. 28-30. Marcus J. Adams.
 Palestine—Anderson Co. Fair Assn. Oct. 1-4. C. O. Miller Jr.
 Paris—Red River Valley Expo. Aug. 20-25. J. W. McCoy.
 Pasadena—Pasadena Livestock Show & Fair & Rodeo. Oct. 22-27. Neal A. Jackson.
 Perryton—North Plains Fair Assn. Aug. 23-23. John Mayfield.
 Plainview—Hale Co. Fair Assn. Oct. 11-12. Wayne B. Smith.
 Richardson—Richardson Community Fair Assn. Aug. 22-23. Carl Rowland.
 Rosenberg—Fort Bend Co. Fair Assn. Oct. 2-8. M. L. Sandel.
 San Antonio—Exposition Americas Oct. 1-8. Ralph W. Stevens.
 Seguin—Guadalupe Agri. & Livestock Fair Assn. Sept. 13-15. P. W. Stewart.
 Texarkana—Four States Fair Assn. Sept. 17-22. Ben Misset.
 Tyler—East Texas Fair Assn. Sept. 2-15. Bob Murdoch.
 Waco—Heart of Texas Fair Assn. Sept. 28-Oct. 5. Othel M. Neely.
 Waller—Waller Co. Fair Assn. Sept. 28-29. Mrs. Vannah Warren.
 Wharton—Wharton Co. Fair Assn. Sept. 25-29. H. Chas. Koehli Jr.

Utah

Duchesne—Duchesne Co. Fair Assn. Aug. 30-Sept. 1. Milton Poulson.
 Heber City—Wasatch Co. Fair Assn. Aug. 9-11. Paul Daniels.
 Logan—Cache Co. Fair & Rodeo. Aug. 18-18. Kenneth Cardon.
 Orderville—Kane Co. Fair Assn. Aug. 30-Sept. 1. Madge Bauer, Glendale.
 Salt Lake City—Utah State Fair. Sept. 14-23. Harold Oill.

Vermont

Barton—Orleans Co. Fair Assn. Aug. 18-19. Rena Bledgett.
 Bradford—Connecticut Valley Expo. Aug. 10-12. Vincent E. Poll.
 Essex Junction—Champlain Valley Expo. Aug. 27-Sept. 1. H. K. Drury.
 Lyndonville—Caledonia Co. Fair Assn. Aug. 23-25. H. E. Ross.
 Rutland—Rutland Co. Agri. Soc. Sept. 2-8. Arthur B. Porter.
 Tunbridge—Union Agri. Soc. World's Fair. Sept. 12-15. P. A. Farnham.

Virginia

Bland—Bland Co. Fair Assn. Sept. 8-3. T. E. Mallory.
 Chase City—Mecklenburg Co. Fair Assn. Oct. 8-13. G. E. Moss.
 Chatham Hill—Rich Valley Fair Assn. Aug. 30-31. J. T. Gardner.
 Chesterfield—Chesterfield Co. Fair Assn. Sept. 13-15. Mrs. W. O. Phillips.
 Danville—Danville Fair Assn. Oct. 9-13. B. F. Barr.
 Dublin—Pulaski Co. Fair Assn. Sept. 16-22. Howard Imboden.
 Farmville—Fife Co. Fair Assn. Sept. 24-29. Mrs. Marie Spillman.
 Fredericksburg—Fredericksburg Agri. Fair. Sept. 10-15. Geo. O. Rawlings Jr.
 Goochland—Powhatan-Loudia Fair Assn. Sept. 5-8. Barbara Anna Ragland.
 Harrisonburg—Rockingham Co. Fair Assn. Aug. 31-35. C. W. Wampler Jr.
 Luray—Page Co. Fair Assn. Aug. 30-35.
 Lebanon—Russell Co. Fair Assn. Sept. 13-15. A. L. Kilar Jr.
 Manassas—Prince William Veterans' Farm Club. Inc. Aug. 12-13. Joseph N. Johnson.
 Martinsville—Martinsville Agri. Fair Assn. Sept. 2-8. O. B. Hensley.

New Castle—Craig Co. Fair Corp. Sept. 12-15. Mrs. J. E. Neikirk.
 Pennington Gap—Lee Co. Fair. Sept. 3-8. Virgil Q. Wecks.
 Petersburg—Southside Virginia Fair Assn. Oct. 1-8. Ralph G. Lockett.
 Richmond—State Fair of Virginia. Sept. 21-29. J. A. Mitchell.
 Roanoke—Roanoke Fair, Inc. Aug. 27-Sept. 1. A. G. Walker.
 Rocky Mount—Rocky Mount Fair, Inc. Aug. 29-35. H. P. Fralin.
 South Boston—Halifax Co. Fair Assn. Oct. 15-20. Edward B. Wilkins.
 Staunton—Staunton-Augusta Co. Agri. Fair. Sept. 3-8. Rex Splice.
 Suffolk—Tidewater Fair Assn. Oct. 23-27. H. C. Holman.
 Tazewell—Tazewell Fair. Aug. 21-25. J. Edgar Thomas.
 Tazewell—American Legion Fair. Aug. 16-18. Herbert Ward, Sidney Culling Post 133.
 Warsaw—Northern Neck Agri. Fair Assn. Sept. 3-8. Mrs. J. L. Simon, Tappanhook.
 West Point—Tidewater Fair Assn. Sept. 16-18. J. L. Painter.
 Woodstock—Shenandoah Co. Fair Assn. Aug. 27-Sept. 1. Marvin W. Renalds.

Washington

Benje—Adams Co. Fair. Sept. 13-16. Kenneth Killingsworth.
 Bremerton—Kitsap Co. Fair Assn. Aug. 23-26. Mrs. Ruth B. Siegfried.
 Cashmere—Chelan Co. Fair. Sept. 7-9. George P. Honer.
 Centralia—Southwest Washington Fair. Aug. 23-26. Mrs. Pearl Miller.
 Clinton—Island Co. Fair. Aug. 31-Sept. 3. J. T. Malone.
 Colfax—Palouse Empire Fair. Sept. 13-15. Troy Lindley.
 Coville—Northwest Washington Fair. Sept. 13-15. Fred Wilson.
 Davenport—Lincoln Co. Fair. Sept. 8-8. R. W. Chase.
 Dayton—Columbia Co. Fair. Sept. 21-23. Roy McGee, 1535 S. Fifth.
 Deer Park—Deer Park Fair Assn. Sept. 6-9. Doris Hale.
 Deer Park—Spokane Co. Fair. Sept. 13-16. Vern Kynett.
 Ellensburg—Kittitas Co. Fair. Aug. 30-Sept. 2. W. W. Prater, Rt. 1, Box 71.
 Elma—Grays Harbor Dist. Fair. Sept. 7-8. Chas. Collins.
 Friday Harbor—San Juan Co. Fair Assn. Sept. 8-8. Cecil L. Carter.
 Goldendale—Klickitat Co. Fair. Sept. 7-9. Elmer E. Wilson.
 Grandview—Yakima Valley Jr. Fair. Aug. 18-18. Paul Creighton.
 Kennewick—Benton-Franklin Co. Fair. Aug. 24-26. J. C. Pratt, Box 694.
 Longview—Columbia Empire Fair. Aug. 28-Sept. 1. Ed Ashta.
 Lynden—Bradford Washington Fair. Aug. 13-15. Bradford Knapp, 504 Grover St.
 Manson—Lakes Chelan Valley Fair, Inc. Nov. 19-20.
 Memo—Pacific Co. Fair Assn. Aug. 16-18. Mrs. John Martin.
 Monroe—Evergreen State Fair. Aug. 30-Sept. 3. J. Paul Hilloman.
 Moses Lake—Grant Co. Fair. Sept. 7-9. George Dougherty, Box 445.
 Mount Vernon—Skagit Co. Fair. Aug. 9-11. Mrs. Julia Towall, Rt. 4.
 Odessa—Tri-Co. Fair Assn. Aug. 31-Sept. 1. A. H. Luiten.
 Okanogan—Okanogan Co. Fair. Sept. 7-9. Marie A. Conner.
 Olympia—Thurston Co. Fair Assn. Aug. 17-18. Mrs. Jack Carr.
 Pomeroy—Garfield Co. Fair. Sept. 7-8. Dick Brown.
 Port Angeles—Clallam Co. Fair Assn. Aug. 24-26. Ed R. Haggerty.
 Port Townsend—County Fair Assn. of Jefferson Co. Aug. 18-19. Mrs. Ward H. Williams, 1308 Clay St.
 Puyallup—Pierce Co. Fair. Aug. 23-25. Frank H. Nelson, Rt. 2, Box 706.
 Riverville—Adams Co. Fair Assn. Sept. 21-22. Mildred Welland.
 Puyallup—Western Washington Fair. Sept. 15-22. J. H. McMurray.
 Republic—Ferry Co. Fair. Aug. 31-Sept. 1. T. R. McKean.
 Rockford—Southeast Spokane Co. Fair Assn. Sept. 14-16. Jack L. Olson.
 Spokane—Spokane Interstate Fair. Aug. 23-28. Charles Meebach, Box 143, Parkwater Station.
 Stanwood—Stillaguamish Grange Fair. Aug. 14-15. Mrs. Marie Strangland, Box 266.
 Sumner—Pierce Co. Jr. Fair Assn. Aug. 19-19. Mrs. E. P. Andrews.
 Syden—Northwest Washington Dist. Fair Assn. Aug. 15-18. Jackson Elliott.
 Tacoma—Brookside Community Fair. Sept. 7-9. H. C. Helton, Rt. 1, Box 952.
 Vancouver—Clark Co. Fair. Aug. 22-23. William H. Dawson, Rt. 1, Box 244R.
 Walla Walla—Southeastern Washington Fair. Aug. 30-Sept. 3. Leslie Stewart, Box 1028.
 Waterville—North Central Washington Fair. Sept. 14-16. G. Merton Dink, Box 238.
 Yakima—Central Washington Fair. Sept. 25-30. J. Hugh King, Box 1381.
 Yakima—Wash. State 4-H Fair. Sept. 26-30. Gerald A. Pool, Extension Service, Pullman.

West Virginia

Berkeley Springs—Morgan Co. Fair Assn. Aug. 13-15. Mrs. Lewis Waugh.
 Charlestown—Jefferson Co. Fair Assn. Sept. 27-29. Mrs. Robert McGarry Jr., Shenandoah Junction.
 Circleville—North Fork Community Fair. Sept. 27-29. Byrl L. Law.
 Clay—Clay Co. Fair Assn. Aug. 20-23. Opal Summers.
 Daybrook—Clay Dist. Fair Assn. Aug. 23-25. Nettie Tennant.
 Dunbar—Southern W. Va. Fair, Inc. Aug. 31-Sept. 8. Lavonda Shear.
 Elkins—Mountain State Forest Fair. Oct. 4-8. James A. Hartman.
 Follensbee—Woodwell Grange Fair. Aug. 23-25. W. A. Williams.
 Fort Ashby—Mineral Co. Fair Assn. Aug. 13-15.
 Gassaway—Gassaway Lions Club Free Fair. Aug. 6-11. David N. McElwain.
 Green Sulphur Springs—Green Sulphur Dist. Fair. Aug. 16-18. Mrs. Effie Lively.
 Helvetic—Helvetic Community Fair. Sept. 14-15. Mrs. Arnold Beller.
 Lewisburg—Ronceverte—State Fair of West Virginia. Aug. 30-35. C. T. Sydenstricker.
 Mannington—Mannington Dist. Fair Assn. Aug. 21-25. Goffe H. Sturm.
 Marlinton—Pocahontas Co. Fair Soc. Aug. 12-18. Peggy C. Brill.
 Martinsburg—Berkley Co. Youth Fair. Aug. 29-30. E. J. Harner.
 Matewan—Magnolia Fair Assn. Aug. 13-18. James Abshall.
 Moundsville—Marshall Fair, Inc. Aug. 29-Sept. 1. Blaine Allen.

Oak Hill—Fayette Co. Fair Assn. Aug. 6-11. H. J. Gyness.
 New Hope—Beaver Pond Dist. Fair. Aug. 20-Sept. 1. C. P. Hyllton.
 Parsons—Tucker Co. Fair Assn. Aug. 22-25. Ruth Mary Williams.
 Pennsboro—Richie Co. Fair Assn. Aug. 30-Sept. 1. Ray E. Hiddle.
 Petersburg—Tri-Co. Fair Assn. Sept. 13-15. H. E. Spencer.
 Phillips—Barbour Co. Street Fair Assn. Sept. 5-8. Frank Sigley.
 Pruntytown—Taylor Co. Fair Assn. Aug. 21-25. Mrs. Frances B. Waters.
 Rivesville—Frank Paw Dist. Fair Assn. Aug. 14-18. Frank Arnett Jr.
 Summersville—Nicholas Co. Fair Assn. July 29-Aug. 4. Mrs. Jessie Hume.
 Sutton—Branston Co. Fair Assn. Sept. 16-18. Earle Morrison.
 Terra Alta—Preston Co. Fair Assn. Aug. 30-Sept. 3. Sylvia Collins.
 Welch—McDowell Co. Fair Assn. Sept. 15-16. Howard Hutchinson.

Wisconsin

Antigo—Langlade Co. 4-H Club Leaders Assn. Aug. 5-5. Marvin C. Hanson.
 Athens—Athens A.S.A. Assn. Aug. 24-26. Graydon Peterson.
 Baraboo—Sauk Co. Agri. Soc. Aug. 18-19. A. H. Thayer.
 Beaver Dam—Dodge Co. Fair Assn. Sept. 5-9. Forrest Knapp.
 Black River Falls—Jack Co. Agri. Soc. Aug. 22-26. Douglas Curran.
 Cedarburg—Ozaukee Co. Agri. Soc. Aug. 8-12. Arnold Groth.
 Chilton—Calumet Co. Agri. Soc. Aug. 21-Sept. 3. Herbert Harder.
 Chippewa Falls—Northern Wis. Dist. Fair Assn. July 31-Aug. 6. A. L. Putnam.
 Crandon—Forest Co. Agri. Soc. Sept. 6-9. Lester Grandin, Argonne.
 Darlington—Lafayette Co. Agri. Soc. July 25-29. Joe Sauer.
 De Pere—Brown Co. Agri. & Fair Assn. Aug. 15-19. R. O. Flanert.
 Durand—Pepin Co. Jr. Fair Assn. Aug. 13-14. T. A. Parker.
 Eagle River—Vilas Co. Agri. Soc. Aug. 17-19. Herman H. Smith.
 Eau Claire—Eau Claire Co. Jr. Fair. Aug. 13-16. W. A. Haman.
 Elkhorn—Walworth Co. Agri. Soc. Aug. 31-Sept. 3. R. B. Harris.
 Elkhorn—Pierce Co. Fair Committee. Aug. 17-18. H. G. Seyforth.
 Elroy—Elroy Fair Assn. Aug. 1-3. Lawrence Amberg.
 Florence—Florence Co. Fair Assn. Sept. 1-3. Fritz Johnson.
 Fond du Lac—Fond du Lac Agri. Soc. Aug. 8-12. Harold J. Wills.
 Friendship—Adams Co. Agri. Soc. Sept. 12-14. Robt. W. Roseberry.
 Galesville—Trempealeau Co. Agri. Soc. July 28-29. Frank M. Smith.
 Gays Mills—Crawford Co. Fair & Agri. Soc. Sept. 5-9. Paul L. Paulson, Prairie du Chien.
 Gillett—Oconto Co. Youth Fair. Aug. 17-18. Otto Neuman.
 Glenwood City—St. Croix Co. Fair Assn. Aug. 5-8. Geo. Steffen.
 Grandburg—Burnett Co. Co-Op Agri. Fair Soc. Aug. 23-25. C. H. Sundquist.
 Green Lake—Green Lake Co. Jr. Fair. Aug. 3-6. Francis J. Pizacek.
 Hayward—Sawyer Co. Agri. Fair Assn. Aug. 20-22. Sherman W. Weiss.
 Iron River—Bayfield Co. Fair Assn. Aug. 24-26. Harry Lewis, Washburn.
 Janesville—Rock Co. 4-H Jr. Fair. Aug. 7-11. James Everta.
 Jefferson—Jefferson Co. Fair. Aug. 2-5. Adam Panake, Palmyra.
 La Crosse—La Crosse Interstate Fair Assn. Aug. 8-13. Joseph W. Frisch.
 Ladysmith—Rusk Co. Fair Committee. Aug. 20-22. Ed Strek.
 Lancaster—Grant Co. Agri. Soc. Sept. 6-9. A. S. DeBuhr.
 Lodi—Lodi Union Agri. Soc. Sept. 28-30. Robert L. Hooker.
 Luxemburg—Kewaunee Co. Agri. Soc. July 31-Sept. 3. Eroy C. Hoppe.
 Manitowoc—Manitowoc Co. Fair Assn. Aug. 21-26. Dr. A. F. Hank.
 Marengo—Ashland Co. Fair Assn. Aug. 17-19. David Holt.
 Marshfield—Central Wis. State Fair. Aug. 30-Sept. 3. W. A. Uthemier.
 Mauston—Juneau Co. Agri. Soc. Aug. 9-12. Francis Pfaff.
 Medford—Taylor Co. Co-Op Youth Fair. Aug. 23-26. Joe J. M. Tusz.
 Menomonie—Dunn Co. Fair Board. July 28-29. Howard Kuhn.
 Merrill—Lincoln Co. 4-H Leaders' Assn. Aug. 5-9. William Stocking.
 Milwaukee—Milwaukee Jr. Fair. July 25-28. E. C. Parmlinter, 9035A Watertown Pl. Road.
 Milwaukee—Wisconsin State Fair. Aug. 18-24. Willard M. Masterson.
 Mineral Point—Southwestern Wis. Fair Soc. Aug. 31-Sept. 3. H. S. Ivey.
 Mondovi—Buffalo Co. Agri. Fair Assn. Aug. 9-12. T. W. Schuit, Ollmanton.
 Monroe—Green Co. Agri. Soc. Aug. 1-4. William A. Brown.
 Neillville—Clark Co. Agri. Soc. Aug. 10-12. Harold Huckstead.
 Oakbush—Winnebago Co. Fair Assn. Aug. 28-31. Taylor G. Brown.
 Phillips—Price Co. Agri. Soc. Aug. 23-26. L. F. Wlemer.
 Plymouth—Sheboygan Co. Agri. Soc. Aug. 20-Sept. 3. Philip Anderson.
 Portage—Columbia Co. Fair Assn. July 28-29. Harold Lochner.
 Rhineland—The Hodag Fair. Aug. 16-19. Harvey Becker.
 Rice Lake—Barron Co. Co-Op Agri. Soc. Aug. 10-12. Bruce H. Dairymple.
 Richland Center—Richland Co. Fair Assn. Sept. 13-16. Alan Stuehnenner, c/o County Agent's Office.
 Rocholt—Rocholt Free Fair Assn. Sept. 1-3. Russell Wroelstad.
 St. Croix Falls—Polk Co. Fair Assn. Aug. 3-5. Louis Benesed.
 Saxon—Iron Co. Fair Assn. Aug. 24-26. Mrs. Florence Hardie, Hurley.
 Seymour—Outagamie Co. Fair Assn. Aug. 2-5. Michael Burns.
 Shawano—Shawano Co. Agri. Soc. Aug. 21-Sept. 3. Robert O. Maroz.
 Slinger—Washington Co. 4-H Club Fair. July 25-29. Maurice Haviland, West Bend.
 Spooner—Washburn Co. Jr. Fair. Aug. 13-15. Wm. H. Dougherty.
 St. Croix Falls—Polk Co. Fair Soc. Aug. 3-5. L. A. Benesed.
 Sturgeon Bay—Door Co. Fair Assn. Aug. 23-26. G. I. Mullendor.
 Superior—Douglas Co. Fair Assn. Aug. 14-19. Seagar Swanson.
 Tomah—Monroe Co. Fair Assn. Aug. 3-8. R. H. Pingal.
 Union Grove—Racine Co. Agri. Soc. Aug. 2-5. Edwin G. Levt, Couthouse, Racine.
 Viroqua—Vernon Co. Agri. Soc. Sept. 31-22. Jerome Rindy.
 Wausau—Marathon Co. Agri. Soc. Aug. 18-19. G. J. McAleavy.

Waukegan-Marquette Co. Agr. Soc. Aug. 17-19. Victor Quirk, Box 323, Marinette.

Wyoming

Albion-Lincoln Co. Fair Assn. Aug. 24-25. Doyle F. Child.

CANADA

Alberta

Alhambra-Alhambra Dist. Agr. Soc. Aug. 16-17. E. K. Walker, Perryvale.

Manitoba

Altona-Altona Exhn. Sept. 13. Arborg-Arborg Exhn. Aug. 1.

New Brunswick

Albert-Albert Co. Fair. Sept. 19-20. W. A. Stuart.

Nova Scotia

Amherst-Maritime Winter Fair. Oct. 27-Nov. 1. Alex Thomson.

British Columbia

Abbotsford-Central Fraser Valley Fair Assn. Sept. 4-5.

Prince Edward Island

Alberton-Prince Co. Exhn. Aug. 21-22. W. W. Currie.

Ontario

Aberfoyle-Aberfoyle Exhn. Sept. 14-15.

Orange - Islands Farmers' Institute. Aug. 29.

Oshtemo-Howe Sound Farmers' Institute. Aug. 16-18.

Manitoba

Altona-Altona Exhn. Sept. 13. Arborg-Arborg Exhn. Aug. 1.

New Brunswick

Albert-Albert Co. Fair. Sept. 19-20. W. A. Stuart.

Nova Scotia

Amherst-Maritime Winter Fair. Oct. 27-Nov. 1. Alex Thomson.

British Columbia

Abbotsford-Central Fraser Valley Fair Assn. Sept. 4-5.

Prince Edward Island

Alberton-Prince Co. Exhn. Aug. 21-22. W. W. Currie.

Ontario

Aberfoyle-Aberfoyle Exhn. Sept. 14-15.

Aylmer-Aylmer & E. Egin Fair. Aug. 20-22. H. H. Leachbrook.

Aylmer-Aylmer Agr. Soc. Sept. 21-22. Mrs. I. Schenk.

Manitoba

Altona-Altona Exhn. Sept. 13. Arborg-Arborg Exhn. Aug. 1.

New Brunswick

Albert-Albert Co. Fair. Sept. 19-20. W. A. Stuart.

Nova Scotia

Amherst-Maritime Winter Fair. Oct. 27-Nov. 1. Alex Thomson.

British Columbia

Abbotsford-Central Fraser Valley Fair Assn. Sept. 4-5.

Prince Edward Island

Alberton-Prince Co. Exhn. Aug. 21-22. W. W. Currie.

Ontario

Aberfoyle-Aberfoyle Exhn. Sept. 14-15.

Oakwood-Oakwood Fair Soc. Sept. 17-18.

Oakwood-Oakwood Exhn. Sept. 17-18.

Manitoba

Altona-Altona Exhn. Sept. 13. Arborg-Arborg Exhn. Aug. 1.

New Brunswick

Albert-Albert Co. Fair. Sept. 19-20. W. A. Stuart.

Nova Scotia

Amherst-Maritime Winter Fair. Oct. 27-Nov. 1. Alex Thomson.

British Columbia

Abbotsford-Central Fraser Valley Fair Assn. Sept. 4-5.

Prince Edward Island

Alberton-Prince Co. Exhn. Aug. 21-22. W. W. Currie.

Ontario

Aberfoyle-Aberfoyle Exhn. Sept. 14-15.

Woodstock-Woodstock Exhn. Aug. 23-25.

Quebec

Ayers Cliff-Blanchard Co. Agr. Soc. Aug. 23-25. Mrs. Eloise Corey.

Manitoba

Altona-Altona Exhn. Sept. 13. Arborg-Arborg Exhn. Aug. 1.

New Brunswick

Albert-Albert Co. Fair. Sept. 19-20. W. A. Stuart.

Nova Scotia

Amherst-Maritime Winter Fair. Oct. 27-Nov. 1. Alex Thomson.

British Columbia

Abbotsford-Central Fraser Valley Fair Assn. Sept. 4-5.

Prince Edward Island

Alberton-Prince Co. Exhn. Aug. 21-22. W. W. Currie.

Ontario

Aberfoyle-Aberfoyle Exhn. Sept. 14-15.

FANTASTIC BOX OFFICE! JOAN BRANDON WORLD'S GREATEST HYPNOTIST. SEE THE FEATURED STORY ON JOAN BRANDON in LOOK MAGAZINE, JULY 10 ISSUE. Also CAVALIER MAGAZINE, JULY ISSUE. Hypnotizing 15 to 30 Volunteers at the Same Time. The finest promotional attraction in America. J. BRANDON 430 West 24th Street, New York, N. Y. THRILL SHOW AND RODEO HELP WANTED

For Your Fair...Park...Celebration Book THE MALKO TROUPE Flying Troupe Artists MIKE MALKO P. O. Box 232 Bloomington, Ill.

IN 30TH WEEK

Dominican 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 Dominican Republic's World's Fair, Ciudad Trujillo.

Midway operator Bernard (Bucky) Allen, who returned to the World of Mirth Shows here after a supervisory trip to the Dominican Republic, said that business had increased considerably with the introduction 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 Dodgem 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 enticed the natives. The elimination of gate charges immediately increased attendance and patronage.

The appearance of the fun zone will be further enhanced with the installation of all new canvas in time for the birthday celebration of Generalissimo Trujillo in October. The canvas, which has been ordered by the government thru Bernie Mendelson of the O. Henry Tent & Awning Company, Chicago, will be installed under the supervision of Sam Beatty, resident manager of the fun zone.

The concessions continue to do business with the bingo doing very well. Interest in the latter has been maintained in part by offering free games to ladies and men on alternate nights. Attendance prizes have also been awarded.

The continuing profitable operation is held remarkable in view of the fact that the event has now been in operation for 30 consecutive weeks.

WOM Does Well at Mass., Maine Stands

PORTLAND, Me.—Business was reported good here for Frank Bergen's World of Mirth Shows after an okay week at Worcester, Mass.

The show benefited, publicity-wise, from the announced demise of the Ringling Circus. Local papers paid extra attention to it as a result and Associated Press stories, carried regionally thru New England, at least, credited it as being the successor in size. The differentiation between circuses and carnivals was not made.

With only one week remaining before the beginning of the fair season at Bangor, Me., the work program of the show has been accelerated. The featured Girl Show, Dixie Gordon's Club 18, is in operation and will be expanded.

Franklin Biz Runs Strongly Ahead of '55

LAKE GENEVA, Wis.—Don Franklin Shows have thus far been experiencing its best season on the road. Owner Don Franklin disclosed here last week. Grosses are well ahead of last year.

Rides, shows and concessions scored big winnings at the Salem, Ill., Soldiers and Sailors Reunion and its 11-day stand on the fairgrounds at Topeka, Kan., was also profitable.

Weather hasn't hurt to any extent, Franklin said. Show was hit by rain here Thursday night (19) which marked the second rainout this season.

Three storms hit Topeka while the show was there but all three of them came after midnight when everything was shuttered.

Show is sporting another light plant, a 100-kw. General Motors unit, for a total of five. The Franklin elephants, used as a free attraction, are garnering good publicity for the show and are coming in handy as work animals.

From here the show moves to fairs at Stoughton, Wis., and Fairbault, Minn. Franklin left here Friday (20) for a quickie trip to Peoria, Ill.

Santa Rosa Fair Grosses 50G From Concession Space

SANTA ROSA, Calif. — The Sonoma County Fair will gross close to \$50,000 from concession space sales in its pavilion this year. Fair runs July 20-29.

Officials announced that 35 concessionaires have bought space. Ang Lombardi will operate the cafeteria with beer added to the menu this year. Lou Basso will have three bars on the grounds. In all 13 stands will handle food or drinks.

Ray Cox Biz Runs Ahead Of '55 Level

FRESNO, Calif.—Good weather accounted for better business than in 1955 for the Great Western Shows of Ray Amusement Company at Northern California fairs, Ray Cox, owner-manager of RAC, said here this week.

Formerly working under the title of Ray Amusement Company, Cox said that the Great Western Shows name was registered several years ago in anticipation of the amusement organization's expansion. It is being used this year for the first time.

The show is carrying from seven to 11 rides, all owned by the company. A new addition this year is the "Rock 'n' Roll, which is doing good business and attracting plenty of attention thru a hidden microphone and speakers which broadcast the screams and comments of the patrons.

Prior to the start of the 1956 season, the show changed from incandescent to colored fluorescent decorative lighting on all rides and light towers. Pink and green lights are featured. Also added for the current season was a new shop truck equipped with two power winches, a 14-foot adjustable demountable derrick, auxiliary light plant, air compressor, electric and gas welders, and cabinet space for small tools, nuts and bolts. Cox believes it to be the only mobile shop of its kind on the Pacific Coast.

The show opened its season of fairs at the 12th District Fair at Ukiah, where business was above last year's level. Other California fairs to be played include the El Dorado County Fair, Placerville; Nevada County Fair, Grass Valley, and the Mariposa County Fair, Mariposa.

Great Western, Cox declared, has a strong route thruout the season, which will end following the Caruthers District Fair in Caruthers, Calif., the third week in October. Winter quarters are being removed from here to Kerman in Fresno County.

In addition to Cox, supervisory personnel includes Ewell Harrison, concession manager; Lloyd Crawford, electrical and mechanical superintendent; James Brayles, ride superintendent, and Noradine Cox, secretary.

I. T. Does OK Around N. Y.

NEW YORK — Still holding their own in a season at best described as spotty by most show organizations, the I. T. Shows have been readying for their opening fair date in Middletown, N. Y., August 4.

Rides are being redone steadily at Roosevelt, N. Y., quarters, and a Fred Sindell show unit is being sparkled up at present. The Coney Island show operator will provide two units at Middletown.

The two units of Phil Isser and partner Is Trebish have been canvassing the Bronx, Brooklyn, Queens and Long Island in recent weeks. Business has varied greatly at various lots, but the over-all picture was called satisfactory.

Weather, Crowds Up RAS Edmonton Biz

EDMONTON, Alta. — Royal American Shows, aided by a combination of good weather and increased attendance at the Edmonton Exhibition, thru Friday (20) was racing ahead of last year. Spending on the midway was up sharply and ride and show grosses were reported to be almost 25 per cent ahead of last year.

Back-end shows, always popular here, were getting a big share of the money. Leon Claxton's "Harlem in Havana", perennial favorite, was sharing the lead with Lottie Mayer's "Disappearing Water Ballet", with Dick Best's Side Show and Bill Kemp's Motordrome both getting their share.

Given good weather for the big weekend, the Sedlmayr-owned organization expected to wind up Sunday with a gross that surpassed last year by a wide margin. The fair last year was hurt by weather on several days.

Visitors here were numerous. Included were Tommy McLeod, manager of the Regina Exhibition, and Gordon Grant, board member there; F. G. (Doc) Salisbury, a director of the Saskatoon fair; Ross McKinnon, Alberta Distillers, and George Chapman, former Royal American concessionaire, who is now in the oil supply business here.

Mrs. Frank Morrissey, wife of the shows' press agent, and their son, Tommy, recently joined and are traveling ahead of the show.

Indiana Cele Re-Inks Heth

CONNEERSVILLE, Ind.—L. J. Heth Shows was again signed to provide the midway attractions at the 1957 American Legion July 4 celebration, Floyd R. Heth, owner-manager, announced before the show left here. Next year will be the 17th year the Heth organization will play here.

Ride and show grosses were 50 per cent ahead of last year, Heth reported. Show had 19 rides, nine shows and a long string of concessions.

100 STATIONS

Network TV Show Features Strates Family, Personnel

NEW YORK — The James E. Strates Shows, in effect, covered the NBC-Arlene Francis Home Show paper Thursday (19). The 100-station network television offering featured Strates personnel, paper and title in numerous forms, including the spoken word, for a good half of the hour-long (11-12 a.m., EDT) show in color.

Nate Eagle, midget show im-

pressario, got in the initial plugs as the show opened on the sidewalk in front of its 67th Street Studio with a grouping of Weld-Built Body truck mounted rides running full-tilt at the curb.

Later, in the studio, Mrs. Strates, her married daughter, Theodora, and grandson were interviewed before a backdrop of colorful show posters. The youngest member of the clan wore a hat emblazoned "Strates Shows" and, probably prompted in advance by his showmanly grandfather, kept the title turned to the camera at all times. In keeping with the female interest in the program, Mrs. Strates told of her homes, including a private car on the show train.

Midgets Appear Eagle named some of the fairs that the show will play and then introduced two of his little people, Ann Cuksey and Dottie Williams. The personality of the lilliputians came thru nicely and the cameras hovered for some time. They appeared twice, in street clothes and again in wardrobe.

A candy floss machine added a touch of color and atmosphere and the Strates title in large letters (Continued on page 104)

Lynch Doing OK on 2-Week Legion Date

SAINT JOHN, N. B. — Bill Lynch Shows of Halifax are having a two-week still date under the Canadian Legion on the East End Grounds here, July 10-21.

Show opened on the Common Grounds in Halifax on June 15-27. First move was to Sydney, Nova Scotia, for a date June 29 thru July 7, including the Dominion Day holiday July 1.

Business to date has been fair when it did not rain. Joker is that the rain has killed most Saturdays and the Dominion Day holiday. The night of Friday (13) was the first really good night of the Saint John stand. Pay day in Camp Gagetown put plenty of troops in the Saint John area and the presence of the USS destroyers Bowers and Tills put plenty of sailors in port.

On its still dates the Lynch aggregation is carrying a Merry-Go-Round, twin Ferris Wheels, Tilt-a-Whirl, Roll-o-Plane, a new Roundup, Octopus, Chairplane and eight kiddie rides. A new kiddie motorcycle ride is on order from Bremen, Germany, and will be in operation before the fairs start. Shows include Consuela and the "untamable lion," freak animals, posing show, crazy mirrors, drome and monkey drome. The Ortons, twin sway poles, provide the free act. Plenty of new canvas and fluorescent tubing are in evidence.

Atlanta Dates Good for Holly

ATLANTA—With one third of the season completed, Holly Bros. Shows reported business has been good despite the weather. Show, which is playing in and around Atlanta, had three weeks of inclemency yet lost only one day of operation. In preparation for fairs three rides have new canvas and a new 60-kw. light plant has been added.



"I was the only one in the park still open at 3 a.m. this morning." —James C. Williams, 408 S. Quincy St., Clinton, Ill., winner, July 14 issue GAGSTER Cartoon Contest.

SIEBRAND BROS

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.
GREATER 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
(Inside Post), Fort Bliss, Texas.
LONG STAPLE COTTON CENTENNIAL, Las Cruces, N. M.
TUCSON FAIR AND CATTLE CONGRESS, Tucson, Ariz.

ADDRESS: ANACONDA, MONT., THIS WEEK; FOLLOWED BY HELENA, MONT.

Strates' Net TV

Continued from page 102

again. In the closing moments, and again on the street, Eagle pulled a switch, pitching subscriptions to the program's Home magazine. Chances are he would have preferred to be pitching Bibles to the millions in the unseen audience and directed their donations to his Sarasota home.

The informality of the program allows for levity, intentional or otherwise. Miss Francis created some when she attributed to Strates clan and business to Eagle. Explanations and a recovery were made with Nate explaining that his name was legit and belonged to him as well as to Indian chiefs and feathered friends.

The parts of the program dealing with the carnival business and its people were highly creditable to the industry. It is likely that millions of viewers found the presentation interesting and pleasant.

Jim McHugh.

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

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 Snake Show, Wildlife, Posing, Pit and Mechanical City. Rides Wanted: Spin-a-Roo, Rock-a-Plane, Octopus and Roll-a-Plane. Ride Help: Can use Ferris Wheel, Tilt-a-Whirl and Scooter Foreman.

Write or Wire

C. D. Murray, Mgr., Wade Greater Shows
MILAN, MICH., ALL THIS WEEK.

This show plays Michigan State Fair—get with a winner.

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 SHOWS: First class Attractions only, including a Motordrome. No Girl Shows.
WANT RIDES: Flat Rides of all kinds. Cooper, please contact regarding Roundup.
WANT CONCESSIONS: All kinds of Hanky Panks and legitimate Concessions, Scales and Age. No Shooting Galleries. Flat outfits, save postage, will not book under any circumstances.

CONTACT IMMEDIATELY SINCE MIDWAY AREA IS SMALLEST IN THE EAST AND SPACE IS LIMITED

JEFF HARRIS

BOX 88 or 103 WALNUT AVE.

Phone: (until 11 p.m. only) Revere 83525

REVERE, MASS.

FLOYD O. KILE SHOWS

ALL FAIRS CLOSING IN NOVEMBER IN LOUISIANA ALL FAIRS
LINN, MO., THIS WEEK; THEN INTO IOWA

CONCESSIONS: Cookhouse, Foot Longs, Custard, Age and Scales, Ball Games, Pitch-Till-U-Win, Bears, Birds, Hi-Striker, Novelties, Buckets, Six Cats, Stock Stores only, etc. Come on, will place you.

SHOWS: Mechanical, Funhouse, Animal, etc. No Girl Shows. Will give a party with 2 or more on the back end; low percentage.

HELP: ONLY EXPERIENCED NEED APPLY; must drive, stay sober on the job. Good wages. All equipment A-1 condition. Cat Foreman, Second and Third Men for all Rides; Eli, Twister, Roll-a-Plane. Man for Allan Herschell Kid Rides. Long season, come in now. Tucker and H. Eulah can place Agents.

All replies: Linn, Mo.; then Central City, Iowa, Aug. 1-5.

FLOYD KILE, Mgr.

6 DAYS FOWLerville, MICHIGAN, FAIR 6 NIGHTS
JULY 30 THRU AUGUST 4

WANTED: Girl Show, Snake Show, Pit Show, Wildlife Show, Monkey Show, Rides: Spin-a-Roo, Octopus, Rock-a-Plane. Foremen for Tilt-a-Whirl, Ferris Wheel, Kid Rides. Wire

C. D. MURRAY, Mgr.

W. G. WADE GREATER SHOWS

MILAN, MICHIGAN, JULY 23 THRU 27.

Will be at Fowlerville Fair Grounds July 28; Pinconning, Michigan, to follow.

DRAGO SHOWS #2

NOW BOOKING FOR CARROLL COUNTY FAIR, FLORA, IND., JULY 30-AUG. 4; AND BIG GEORGETOWN, ILL., FAIR AND LIVESTOCK SHOW, AUG. 6 THRU 11.

Want Pitch-Till-U-Win, Bumpers, String, Lung and Sheet Range, Custard, Ice Cream, Pennar Pitch, Ball Games, Novelties, Watch-La, Fish Bowl, Afrtoon Dip, Photos or any Hanky Panks. Need good worth-while Shows. Also Ride Men but must be good drivers.

Have solid string of Fairs for balance of season. All contact

CHET PIERCE

Cicero, Ind., on City Streets this week; then as per route.

D. S. DUDLEY SHOWS

Want for 12 weeks of Fairs in Kansas, New Mexico, Oklahoma and Texas beginning at Phillipsburg, Kan., on the streets, July 30 to August 4.

CONCESSIONS: Can place Hanky Pank Agents. Will sell "ex" on Photos, Jewelry, Long and Short Range Lead Galleries, Hats, Bumper, Duck Pond, Slum Spindle, String Game, Hoopla or any non-conflicting Hanky Pank. RIDES: Will book Live Ponies or any other Ride, not conflicting. Can place Foreman for new Tilt-a-Whirl, Foreman for #3 Eli Ferris Wheel and extra Men on 12 rides. Must drive semi. Must be sober and reliable; place Wives on Tickets. SHOWS: Will book Athletic Show with own outfit.

Wire or phone D. S. Dudley, Wray, Colo., July 23-28

HAMILTON COUNTY EXPOSITION

WEBSTER CITY, IOWA, JULY 31 TO AUGUST 5

Want Electrician, transformers only, no car, must drive truck. Can use Second Man on Rides with chauffeur's license. Can place Age and Weight, Custard, Hi-Striker, Hats and all pitches except Bears, Ball Games and Hanky Panky open. Side Show, Arcade, Athletic and Grind Shows open. Girls for Girl Show.

SUNSET AMUSEMENT CO.

Mansan, Iowa, Fair, this week; Webster City, Iowa, next week.

MODERN ARCADE & CONCESSIONS FOR SALE

All booked for season of good route of Fairs.

BOX D-228

c/a The Billboard Cincinnati 22, O.

RANEY UNITED SHOWS

Want good, clean Concessions of all kinds. Best Fairs in Minnesota beginning Hopkins Raspberry Festival, July 27-29; County Fairs starting Kasson, August 2-3; going through Wilmer, September 12-13. Also top, sober, experienced Ride Help; top wages. Foots Reeves, get in touch with me.

PETE NORMAN WANTS

Six Cat Agents for Inside Store. Also need Truck Driver and Stock Man. Wayne, Mich., this week; Inlay City, Mich., Fair, next week thru Aug. 4. I have fourteen Fairs.

CHEROKEE AMUSEMENT CO.

WANTS

Wheel and Mixup Foreman, must drive semi. Earl Armstrong, contact me.

J. W. MAHAFFEY

Cherryvale, Kan.

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—BILL DWYER — DOT BLACKHALL — ARNOLD RAYBUCK — HY STEIN — CONTACT 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 Merchandise Concessions of all kinds—Popcorn, Apples, Bingo, Diggers, Six Cats, Buckets. One Mizz Camp, Pan Game or Rat Game. Will book Tilt or Octopus for new and Fairs. Good Ride Men who drive—top salary and bonus. Will book Grind Shows, also will book one Girl Show for Ft. Knox only—must have two or more Girls. Jackie Coleman wants Girls for Girl Show, pay every night and P.C. Rita Scott, contact me for soldiers' payday; good proposition for you. Miss Aldeen Hall wants one Girl for Ft. Knox.

Wire Western Union, Winchester, Ky. No phone calls, please.

P.S. Reid Lawrence, contact me at once, very important to you. Anyone knowing his whereabouts kindly advise me immediately.

RIDE SUPERINTENDENT

Want capable Man to take full charge of 11 rides. Must be sober and able to handle help. Also Foremen for Octopus, Cat, Fly-O-Plane and Chairplane. Wages will be in keeping with your ability and experience.

Must be available Aug. 5. Write
BOX D-229
THE BILLBOARD, Cincinnati 22, O

FOR SALE

Popcorn Trailer, 12' long. Complete with all modern equipment and Creators Popper. Glass completely around trailer making it ideal for serving popcorn, candy apples, peanuts, caramel corn, etc. 1940 Ford automobile to go along with trailer. Must sacrifice due to illness, only \$1,600. Photo Gallery mounted on specially built trailer. Takes wallet size and postcard size pictures. Neat and easy to operate. \$700. **FRANK JOHNS**, 157 W. Belmont Ave., Chicago, Illinois. Phone: Lakeview 5-9642.

ATTENTION

CIRCUS OR CARNIVAL MANAGERS

Why not winter in Florida? Make your Winter Quarters in Riverview Amusement Park, Jax. Fla. 25 acres on beautiful Trout River. Make your winter pleasant, profitable and healthful.

Sid Walker, Owner-Mgr.
700 Ocean St. Ph. EL 3-0000

NEW WORLD OF PLEASURE SHOWS

Want for the Following Bona Fide Money-Making Fairs

HALE, MICH.
COLDWATER, MICH.
JAMESTOWN, TENN.

HASTINGS, MICH.
ALPENA, MICH.
FAYETTEVILLE, TENN.
PULASKI, TENN.

BAY CITY, MICH.
CORINTH, MISS.
LAWRENCEBURG, TENN.

CONCESSIONS
Arcade, Darts, Hi-Striker, Derby Racer, Novelties, Snow Cones, Hanky Panks of all kinds.

SHOWS
Glass House, Crime Show, Minstrel Show, Motordrome, Mechanical Circus, Wildlife.

RIDES
Octopus, Scrambler, Roll-o-Plane or any Ride not conflicting.

★★ **ESPECIALLY WANT COOKHOUSE THAT CATERES 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 REPLIES TO: C. STEWART, EP GLOSSER OR ROD LINK

Hale, Michigan, this week; then per route.

DON FRANKLIN SHOWS WANTS

RIDE HELP for Tilt, Roundup, Wheels, Rockoplane, Scrambler, Skooter and Octopus. Licensed semi drivers only. Starting salary \$50 weekly plus bonus. Can use Wives on tickets.

CONCESSIONS—Can place Photos and Glass Pitch.

WILL book non-conflicting Shows, Rolloplane and Looper starting at Tyler, Tex., September 8-15, and Texarkana, September 17-22. Stoughton, Wis., Fair this week; Faribault, Minn., Fair next week.

All replies to:

Don Franklin or Ralph Wagner

DRAGO AMUSEMENTS

WANT FOR THE FOLLOWING FAIRS: BLACKFORD COUNTY FAIR, Hartford City, July 30-Aug. 4; FULTON COUNTY FAIR, Aug. 7-11; JASPER COUNTY FAIR, Aug. 13-18; OWENS COUNTY FAIR, Aug. 20-25; DENVER FAIR, Aug. 27-Sept. 1; MISHAWAKA V. F. W. FREE FAIR, Sept. 3-8; AKRON FAIR, Sept. 11-15. Celebrations on the streets up until 6th day of October.

WANT all kinds Hanky Panks that work for stock and stock only—Balloon Dart, Short Range, Ice Cream, Frozen Custard, Ball Game, Break the Record, African Dip, Foot Long, or what have you? Will book any Show except Girl Show for committee money. Would like to have Monkey Show for Rochester; free privilege. If you want to be with the cleanest and reliable show in the State, write or call Huntington, Ind., this week, or Hartford City, Ind., next week. Tommie Engle wants Raffle Agents. Bing Randolph wants Peek Store Agents.

G & B SHOWS AND RIDES

WANT FOR THE FOLLOWING FAIRS STARTING AUG. 6: GASSAWAY FREE FAIR, PAW PAW DISTRICT FAIR, TUCKER COUNTY FAIR AND THE PRESTON COUNTY FAIR, ALL WEST VIRGINIA.

Scales, Photos, Popcorn and Apples, Coke Bottles, Buckets, Duck Ponds, Pitch-Till-U-Win, Glass Pitch, Slum Spindle, Ball Games, Dart Games and Bumper. Any Concessions working for stock. Will book Shows with own outfits. Positively no Girl Shows or Mitt Camps. Raymond Johnson, Billy Smith, Harry Lynn, get in touch with Danny Royal, c/o this Show. Can place useful Ride Help.

All replies to **GEORGE BROAS**

Ravenswood, W. Va., this week; then per route.

IMPERIAL SHOWS

RIDE HELP: Want useful Ride Men who drive. (No cars, please.)
CONCESSIONS: Can place Coke Bottles, Custard, Shake, Devil's Bowling Alley, Watch-La, Penny Pitch.

Address: **BILL GULLETTE, Mgr.**

Lewiston, Ill., this week; Knox County Fair, Galesburg, July 30-Aug. 4; Mendota Sweet Corn Celebration, Aug. 7-8; Princeville (Homecoming), Aug. 10-11. All Illinois.

FUNLAND SHOWS

MEMPHIS, MO., FAIR, JULY 26-31, AUG. 1-2; KIRKSVILLE, MO., FAIR, AUG. 4-7-8-9-10; TRENTON, MO., FAIR, AUG. 12-13; THEN EIGHT MORE FAIRS TO FOLLOW.

Will book all types Concessions that work for stock. Will book Rides that will not conflict. Will book or buy short-armed Octopus. Can use Agents for office Concessions. One or two Boys that can drive. Four Boys wanted for Kid Rides. Girls, free to travel and of age, to train for wrestling under supervision of Chief Little Wolf. Man and Wife for Girl Show, and other Show People. Bob Kennedy wants Agents.

Boonville, Mo., Fair now until July 26. Contact
R. E. THOMAS, Mgr.

MAJESTIC GREATER SHOWS

Want for Knox County Fair, Aug. 1-4; and Orleans, Indiana, Street Fair, Aug. 6-11. Ring Caller or Manager for same. Merry-Go-Round and Roll-o-Plane Foreman. Second Man who drive. Girl Shows and Grind Shows. Hanky Panks of all kinds. Contact

SAM GOLDSTEIN

Knox, Indiana, this week.

HOARD AND MULLIS AMUSEMENTS

WANT FOR BONA FIDE GEORGIA COUNTY FAIRS AFTER LABOR DAY

GORDON, GEORGIA, Sept. 10-15
HARTWELL, GEORGIA, Sept. 17-22
JEFFERSON, GEORGIA, Sept. 24-29
JACKSON, GEORGIA, Oct. 1-6

McRAE, GEORGIA, Oct. 8-13
WRIGHTSVILLE, GEORGIA, Oct. 15-20
PEMBROKE, GEORGIA, Oct. 22-27
HINESVILLE, GEORGIA, Oct. 29-Nov. 3

ALL GENUINE COUNTY SPONSORED FAIRS

WANT—Cookhouse, Sitdown Grab.

SHOWS: Snake, Side Shows with own equipment, or any Show of merit.

CONCESSIONS—Bingo, X on Popcorn and Candy Apples, Jewelry, Custard, Age and Weight, Hanky Panks, Fish Pond, Long and Short Range, Coke Bottle, Glass Pitch, Penny Pitch or what have you.

RIDES—Will book one Major Ride, Octopus, Tilt, Caterpillar, or Roll-o-Plane. Want 2 or 3 Kiddie Rides.

AGENTS—For office owned Concessions.

HELP—Ride Help on all Rides, Wheel, Spitfire, Merry-Go-Round, Chairplane.

Contact now for a big season in Georgia. Good crops and plenty money.

Will be in park at Indian Springs until Labor Day, then out 8 weeks on good Fair dates.

Contact **DAN HOARD** or **ELBERT MULLIS**

Indian Springs, Georgia



GOOD SHOWS - NEW THRILLS - MODERN CONCESSIONS - "Northwest's Finest Midway" - P. O. BOX 51, WORTHING, SOUTH DAKOTA

CAN PLACE FOR TEN MONTANA "B" CIRCUIT FAIRS
STARTING AT SHELBY, JULY 26

CONCESSIONS—Will give exclusive on Milk Bottles, Punk Racks, Hoop-La, Watch-La, Duck Pond, Coke Bottles or any other Hankies or Stock Concessions not conflicting. No Mitt Camps or Grind Stores.

SHOWS—Can use Ten-in-One, Mechanical, Animal, Snake, Funhouse, Drome or any good Shows with own equipment and transportation. Can place Girls for Revue.

THIS IS A WELL-PROVEN ROUTE OF BONA FIDE FAIRS. NO PROMOTIONS. Write or call

MIKE SMITH, Owner

Shelby, Montana, July 25 thru 29; then Lewistown, Montana, Aug. 1 thru 4; then per route.

GRAND AMERICAN SHOWS

"Clean, Well-Lighted, Modern Midway"

WANT FOR THE FOLLOWING ROUTE OF IOWA BIG FAIRS

Butler County Centennial Fair, Allison, Aug. 2-6; Jackson County Fair, Maquoketa, Aug. 8-12; Cass County Fair, Atlantic, Aug. 14-16; Central Iowa Fair, Marshalltown, Aug. 18-21; Clayton County Fair, Elkader, Aug. 23-26; Audubon County Fair, Audubon, Sept. 10-14.

WANT—Grind Shows, Side Show, Girl Show, any Exhibits, Motordrome, Arcade.

WANT—Concessions, Novelties, Jewelry, Photo, Ice Cream or Custard, Scales and Age, Skill Games, Hanky Panks of all kinds.

WANT—Tilt Foreman, Second Help who drive semis. Charles Campbell, Exhibitor; Marie O'Day's Palace Car, contact me. (I got your letter too late to locate you.)

L. O. WEAVER, Mgr.

Clarion, Iowa, July 26-28; Jessup, July 30-31; then Allison Fair.

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 QUOIN STATE FAIR, DU QUOIN, ILL., WITH CLOSE TO A MILLION ATTENDANCE, AND THEN FIVE OF THE BEST FAIRS IN THE SOUTH, CLOSING IN NOVEMBER.

CONCESSIONS

Short Range Gallery, Photos, Scales, Darts, High Striker, Pitch-Till-You-Win, Ball Games, Shuffle Alleys, Cork Gallery, Shoot-Till-You-Win, Hats, Jewelry, French Fries, Snow, Floss, Coca Bottles, Roman Targets, Hanky Panks of all kinds, Derby Racer (Bob Parker, contact).

SHOWS

10-in-1, Mechanical, Motordrome, Wildlife, Monkey, Fat, Snake, Illusion, Fun or Glass House, Monkey Speedway, Mickey Mouse or any Grind Shows. Very liberal percentage—10% above committee money.

RIDE HELP

Have openings for two good Foremen; also sober, reliable Second Men. Top salaries—long season. OTHER HELP: Bucket and Six-Cat Agents. Useful people in all departments.

RIDES

Round-Up, Rock-o-Plane, Roll-o-Plane. Very liberal percentage.

NOTE: SPACE WILL BE SAVED UNTIL SUNDAY OR MONDAY AT DECATUR, 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.

Twister Hits Capell Show

PLAINEVILLE, Kan.—H. N. (Doc) Capell's Shop-o-Rama moved here last week from Hayes, Kan., where the show was hit by a tornado that caused considerable damage but left the personnel unharmed.

The Merry-Go-Round top was ripped and a large tree was blown down striking the elephant truck but not harming the animal. Bob Huggins' concessions were barely hit. Show stayed over several days in Hayes to repair the damage and by the time they arrived here all rides, shows and concessions were back in operation.

Slim Cantrell and Jean Mercer closed. Johnnie Tippet came on to manage the animal show. Other new arrivals include Bob McHugh, George Lynch, Noble Lewis, Red Harris and Clarence Bolig, all with concessions. Visitors were Fred Brodbeck, Bill Porter, Joe Hines, Jack Vinson, Aut Swenson and Dutch LaBlair.

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 Richland County Fair and Centennial, Olney, Ill., July 30 thru August 4. Hanky Panks, no flats or gypsies. Custard, Ice Cream Bar, Snow Balls, Cotton Candy, Carmel Corn Wagon, Foot Longs, Pronto Pups, Novelties, Ball Games, Gadgets or Demonstrators. 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; Richland County Fair, Olney, Illinois, July 30 to August 4; Knox County Fair, Bicknell, Indiana, August 6 to 11. Followed by County Fairs every week until October 6.

W. R. GEREN

WANT—BUFF HOTTLE—SHOWS—WANT

For MARION, ILL., FAIR, week August 5, and PRINCETON, IND., FAIR, week August 12
SCOOTER, SCRAMBLER, ROUND-UP. SHOWS NOT CONFLICTING for committee money.

For SPRINGFIELD, MO., FAIR, and Balance of Season: SCRAMBLER AND ROUND-UP. SIT-DOWN GIRL SHOW AND MINSTREL SHOW WITH OWN OUTFITS. ANY GOOD GRIND SHOWS NOT CONFLICTING.

Want Manager and Riders for office-owned Motordrome.

All replies **BUFF HOTTLE, Mgr., Aledo, Illinois, this week**

P.S.: Ferris Wheel Man Gully, 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 solid route of Fairs and Celebrations until Thanksgiving

Hanky Panks of all kinds—such as Photos, Novelties, Glass and Bear Pitch, French Fries, Basketball, Penny Pitch, American Palmistry, Hoop-La, Pitch-Till-You-Win, Hi-Striker, Penny Arcade. Positively no flats or gypsies. Especially want Age & Scales. Need Hanky Pank Agents—will frame outfit to suit. SHOWS—Can place any kind of Show except Girl Show. RIDES—Want Flat Rides such as Octopus or Tilt. (Russell Cooper, if open call us.) Want Cookhouse or Sit-Down Grab.

Phone: 10-7-14—Clay County Fair, Flora, Ill., this week.

JACK SETTLE—JACK O'HAVER

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 Workingmen in all departments. We pay union welfare for hospital, sickness and death.

WANT—Hillbilly Band of from 4 to 6 pieces.

CAN PLACE—Good Talker for Mexican Bull Fight and Rodeo Show. This is a big attraction and we must have a good, experienced Talker.

WILL PLACE Scales and Age for all fairs. This will positively be exclusive for Indianapolis, 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., FOLLOWS

CONCESSIONS working for stock. Come in, will place you. SHOWS—Side Show, Baby Show, Monkey Show, Geek and Snake. RIDES—Any Flat Rides not conflicting. Need Foremen for Merry-Go-Round and Swings. 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. F.O.B. Los Angeles. Minimum Order, 45 Birds.

—Call or Wire—
24-Hour Service.

Durkee's Bird Farm
8967 E. Gallatin Rd., Pico, California
Phone: OXford 9-5210

GIRLS—GIRLS FOR GIRL SHOW

Top salary. Also want Ticket Sellers who can drive semi. Must up and down. Also can use good Candy Man.

All replies:

F. W. MILLER

Gooding Shows, Logansport, Ind., week of July 23; Rushville, Ind., July 30-Aug. 4.

CUMBERLAND, MD., July 30 to August 4

Want Ball Game, Pitch Till You Win, Fish Pond, Duck Pond, Hi-Striker, Swinger, Buckets, Hoop-La, Basket Ball, Photos, Balloon Dart, Penny Arcade, Glass Pitch, Age & Scales, Novelties, Bear Pitch, Custard, Candy Floss, Bingo. Want Monkey Show, Wildlife, Girl Show, Agents for office Hanky Panks. Want Truck and Tractor Drivers, General Ride Help, Spitfire Foreman. All replies:

GEORGE CLYDE SMITH SHOWS

Corriganville, Md., this week; Cumberland, Md., next week.

WANTED—RIDE HELP—WANTED

CAN PLACE FOREMEN FOR TILT-A-WHIRL & COASTER, ALSO 2 SECOND MEN.

MONARCH EXPOSITION SHOWS

E. L. WINROD, Mgr.
BELLEVILLE, ILL., FAIR now and until Aug. 4.

TROPICAL MIDWAY SHOWS

"The Show That Straightens Out the Curves"

KENLY, N. C., JULY 23-28

Tobacco crop was two weeks late, they are now cropping tobacco day and night in this section. This is the world's largest tobacco belt.
OPEN MIDWAY. Want Raffle and Blower, Popcorn, Sun and Hankies. Sammy Lewis, contact. Will book Girl Show with own outfit and Side Show. All replies to **BUCK DENBY, c/o Western Union or Police Chief, Kenly, N. C.**
P.S.: Naude and Tom Allen, wire collect your address. H. Hartog, contact.

WANT—GIRL SHOW—WANT

Revise type with at least 4 girls who can do specialties. Must have own sound equipment, wardrobe and lighting effects. We have brand-new top, air-down, with new, beautiful painted wagon front. If you have talent, will also give you Single-O outfit (no impersonators, please). We have outstanding route of 18 Fairs. CAN USE GRIND STORE AGENTS.

L. J. HETH SHOWS

Mt. Carmel, Ill., Fair, this week; Harrisburg, Ill., Fair to follow.

TIVOLI EXPOSITION SHOWS

WANT FOR 14 SOLID WEEKS OF FAIRS

Including Burlington and Dubuque, Iowa, and closing late in fall with 4 Big Louisiana Fairs, including Leesville and Eunice.

CONCESSIONS: Penny Arcade and Hanky Panks of all kinds. Can use one Peek Store and one Count Store Agent. SHOWS: First-class Girl Show or any Show of merit except 10-in-1 Side Show. John T. Hutchens wants one Ticket Seller and one Girl to work Illusion for his Side Show. RIDES: Will book the major Ride (what have you?), also one more Kiddie Ride. HELP: Can place Ride Men on all Rides. Must drive semi.

Address **H. V. PETERSEN, Mgr.**

Paris, Ill. (Fair), this week; Jefferson City, Mo., and Burlington and Dubuque, Iowa, Fairs to follow.

STRATES SHOWS

JAMES E.
AMERICA'S BEST MIDWAY

Want Scrambler, Fat Girl with banners or any Show or Ride not conflicting for our fair route starting July 30 with Clearfield, Pa.; Fair; Erie County Fair, Hamburg, N. Y.; New York State Fair, Syracuse; Interstate Fair at York, Pa.; Cleveland County Fair, Shelby, N. C.; Greenville, S. C.; Fair; Southern State Fair, Charlotte, N. C.; the Great Danville Fair, Danville, Va.; North Carolina State Fair, Raleigh, N. C.; Florence, S. C.; Fair; Charleston Agr. & Industrial Fair, Charleston, S. C.; Winter Fairs: Florida Citrus Expo., Winter Haven, Fla.; Central Florida Fair, Orlando, Fla.

WINTERQUARTERS, ORLANDO, FLA.

Doris Bras' Sky Wheel, Sterling, Colo., get in touch with us.

WALLACE BROS. SHOWS 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.

1300 NORTON AVE.

BERNARDO CASTRO MOTORCYCLE SHOW

When will you join?

CONTACT US AT ONCE.

MIGHTY INTERSTATE SHOWS

Want Shows: Monkey, Wildlife, Snake or any worth-while Grind Show, Girl Shows with own equipment, Tommy Shows, Side Show, Monkey, Wildlife, Snake, any worth-while Shows. Stewart wants Man to help up and down Motordrome, sell tickets, drive semi. Ride Help: Foremen for Tilt, Wheel; drivers preferred, top wages. Concessions: All Hanky Panks open. Good opening for Long Range Gallery, Age and Weight, High Striker, Bear Pitches, Parakeet Pitches, Monogrammed Hats, Frozen Custard, Ice Cream. Want Agents for Buckets, Six Cat. Will book Bingo for balance of season. Want Show Carpenter and Builder with tools to join on wire. Will book set of Kiddie Rides for balance of season. Replies:

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, Ill. Phone: Haymarket 1-5842

B & H AMUSEMENT CO.

OPENING JULY 27 TO AUGUST 4.

Can place Side Shows, Colored Girl Show. Can place Ride Help. All Concessions open except Eats. All tobacco markets and fairs. Mr. Lamont and Thornburg, can place you.

W. E. HOBBS, Johnsonville, S. C.

PEPPERS AMUSEMENT CO.

WANT A-1 Big Eli Foreman. Bill Briggs, contact Bob Harrell; have good proposition for you. Second Men on all Rides. Wife operate Concession. Want Agents for Balloon Darts, Milk Cans and Coke Bottles. CONCESSIONS WANTED—Photos, Age & Scales, Short and Long Range Galleries, Sit-Down Crab or small Cookhouse. Uptown locations. Big tobacco crop, market good. Long season, close December 1.

Claixton, 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 gypsies or gifts. Shows: Committee money only.

Book Manager with Concessions.

CALDWELL, 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

Vermont State Fair, Rutland, Sept. 3-8

Cobleskill, New York, Fair, Sept. 10-15

Great Eastern States Exposition, Springfield, Mass.,

Sept. 15-22

Want

Concessions

Hanky Panks of all kinds, Photos, Novelties, Jewelry, Glass and Pottery Pitches, Parakeet and Toy Pitches, Ball Games, Water Games, Arcade, Derby, Grayhound (Harry Berk, please contact).

Shows

Motardrome, Monkey Drome, Side Show, Monkey Show, Midget Show, One-Ring Circus, Mechanical Show and Grind Shows of all kinds (Max Obie, please contact).

Major Rides

Scrambler, Round-Up, Roll-o-Plane, Rock-o-Plane (Paul Smith, please contact).

Kiddie Rides

Kiddie Auto, Turnpike Ride, Roto-Whip, Jet Fighter, Kiddie Merry.

Help

Can place at once: A-1 Merry-Go-Round Foreman. Top salary for right party. Also need Scenic Artist for balance of season.

Want

Want

SHOWFOLKS—NEED AT ONCE!

Organized Side Show, we have the most beautiful outfit on the road. Liberal terms, no sex. Motardrome Operator, we have our own complete outfit. Will give outstanding proposition to right party, must have at least three riders. Monkey Speedway Operator capable of operating our own Evans Speedway and caring for 22 monkeys. Guy Nineties Revue needs Piano Player, Drummer, Musicians for small combo, Old-Time Singers who can really sell a song, 4-Girl Line for Can-Can Chorus. Also Master or Mistress of Ceremonies. Small Trained Animal Unit for One-Ring Circus, salary out of office. Following showfolk please contact me: Gene Knight, Max Obie, Carroll Miller, Eddie Dyer, Ernie West.

Write, Phone or Wire

KING REID Newcastle, New Brunswick, all this week; then as per route

FRAME'S GREATER SHOWS

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 HANKY PANKS, BALL GAMES, HI-STRIKER, LONG AND SHORT RANGE, ICE CREAM, EATING AND DRINKING STANDS, PAN GAME, CIG BLOCK, BEAR-POTTERY-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

Firemen's Parade, Contests, Free Gate, Car Give-Away

CONCESSIONS—Hanky Panks of all kinds, Age & Scales, Name-on-Hats, African Dip, Basketball, Penny Arcade, Ball Games, Six Cats, Buckets, Photos, Wheels, Blower, 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.

RIDES—Rock-o-Plane, Fly-o-Plane, Comet, Rolloplane, Caterpillar, Live Ponies. Will book set of Rides exclusive for Mansfield, Pa., Fair, Aug. 27-Sept. 1, or sell fence-to-fence contract. HELP—Second Men on all Rides who drive semis.

All replies MORRIS HANNUM

934 Murdock Road

Phone: Philadelphia—Chestnut Hill 7-8176

Philadelphia, Pa.

FAIRS—FAIRS
BUTLER, PA., CENTENNIAL FAIR
 August 6-11—Day and Night
HARFORD CO. FAIR, BEL AIR, MD.
 August 14-18—Day and Night
MONTGOMERY CO. FAIR, GAITHERSBURG, MD.
 August 21-25—Day and Night
 FOLLOWED BY 9 WEEKS OF GOOD FAIRS
 IN VIRGINIA AND NORTH CAROLINA.

Now booking all types of legitimate Game Concessions and Shows for the above Fairs. Can use Wheel, Chairplane or any other Major Ride for Butler. Need several good Talkers for our Shows. Any capable Ride Help can always be placed. Address all replies to

STEVE DECKER
BEAM'S ATTRACTIONS
 FROSTBURG, MD., this week; CHARLES TOWN, W. VA., follows.

VIRGINIA GREATER SHOWS
 SEAFORD DELAWARE VETERANS CELEBRATION, JULY 30 TO AUGUST 4.

Want Custard, Photos, French Fries, Bingo, Long and Short Range, Cigarette Gallery, Pitch-Tilt-Win, Hi-Striker, Fish or Duck Pond, Pea Pool and Beat the Dealer open. Want Concessions Agents, Griddle Man.

WE HAVE 8 FAIRS

Want Side Show Manager with Acts, Half and Half; Girl Show Manager with two or more Girls; have good Girl Show territory and work. Snake, Unicorn, Wildlife and Monkey Show. Want small Rodeo Company for Keller Fair.

Grandstand Show, Rehoboth Beach, Delaware, this week. Mail and wires

WM. C. (BILL) MURRAY

IDEAL RIDES

Want for Clay City 4-H Fair, July 31-Aug. 4; County Fair at Brazil, Aug. 7-11; Decatur Co. Fair, Greensburg; all Indiana. All good Fairs.

CONCESSIONS: Hanky Panks of all kinds except Popcorn, Snow and Jewelry. Sober Ride Help of all kinds who drive semi. Don't misrepresent. Join on wire. Agents for office Hanky Panks. All aluminum and new canvas. You must up and down your own. Wires only.

Piper City, Illinois, on Streets this week.

PAUL T. ROBERTSON

PAGE BROS.' SHOWS

Want for Ten Fairs Starting Next Week at Paris, Ky.

Will book, buy or lease Bingo, Want Lead Gallery, Jewelry, Arcade, Ball Games, Custard, Ice Cream, Slum Concessions of all kinds. Grind Shows of all kinds. Useful Show People in all departments.

Greensburg, Ky., now; Paris, Ky., next week.

FUN FAIR SHOWS

GENOA, OHIO, STREET FAIR, AUG. 1-3-4; PERU, IND., STREET FAIR ALL THIS WEEK. EVERY DAY'S A BIG ONE AT PERU. COME IN ANYTIME, WILL PLACE.

Want Concessions of all kinds for these two big dates. Also want to lease-purchase major capacity Rides. Will buy on terms only. Sorry, fellows, no Ride Help needed. No barometer-readers wanted! Committees, we have some open time in September and October, contact immediately.

CHARLES G. or M. ROBERT STAPLETON

WALKERTON, INDIANA, CENTENNIAL
 JULY 31-AUGUST 4

Can place Custard, Jewelry, Age & Scales, Short Range, Basketball, Diggers, Parakeet Pitch, Balloon Dart, Live Ducks, Novelties or any clean legitimate Concession that works for stock. Will book 6 Cats and Buckets for this week only. Can place Ride Men in all departments who can produce and stand good treatment. Drunks and chasers, don't bother me as you won't last. Can place Glass House, Fun Mouse, Illusion or Flat Show. All replies to

ERNIE ALLEN, Baker United Shows, Clinton, Indiana

MOTOR STATE SHOWS

Want for all Fairs, Toledo, Ohio, Aug. 3-5; Argos, Ind., Aug. 7-11; Allen County 4-H Fair, Ft. Wayne, Ind., Aug. 7-9; Harrison, Mich., Aug. 14-18; Defiance County Fair, Hicksville, Ohio; Erie County Fair, Sandusky, Ohio, Aug. 14-18, and all Fairs following, including late fall fairs in Mississippi and Louisiana. Want for above Fairs and balance of season:

Snake Show, Funhouse, etc. Hanky Panks only. Can place Foremen on Octopus and Kid Rides. Also Second Men who can drive. Long season. Jack O'Haver, contact at once. No phone calls. Wire **JOE FREDERICK**, c/o Libbey Carnival, Buckeye St., Toledo, Ohio, July 23-29; then as per route.

REID'S GOLDEN STAR SHOWS

WANT WANT WANT

FOR TEN FAIRS. NOW OPEN MIDWAY FOR FAIRS.

Johnny Stable wants P.C. Dealers and Hanky Pank Agents. Need First and Second Men on Wheel and Tilt. Top salary. Want Shows of all kinds.

All replies to **ELMER REID**, Tazewell, Va. Phone 8017-31.

EDDIE HOROWITZ WANTS

2 Count Store Agents, 2 Bucket Store Agents for Gloversville, N. Y., week July 22 and Boonsville, N. Y., week July 29.

Contact: **Eddie Horowitz**, Coleman Bros.' Shows, Gloversville, N. Y.

RIDE MEN WANTED

Second Men on all Rides. Must be licensed truck and semi drivers. AGENTS WANTED for legitimate Concessions. Only one of a kind on show. You have the "X."

LEE BECHT AMUSEMENTS
 Barr & Cutter Sts., Cincinnati, Ohio, July 24-29; West College Hill, Cincinnati, Ohio, July 31-Aug. 5.

Aransas Pass Yields Big For Priddy

ARANSAS PASS, Tex. — This winter home for many of the midway clan came up with a big ride, show and concession gross during the week-long July 4 celebration sponsored by the VFW. Rides and shows brought in by F. B. Priddy's Latin-American Shows racked up good takes and the front end, where some 37 concessions operated, all shared in good spending.

Priddy was surprised by the excellent business and said it surpassed all expectations. Biggest night of the run was Saturday (7) when the sponsors gave away a boat, outboard motor and trailer.

Top ride on the midway was the Spinner, built by Speck Priddy. Tex Whitlock's knife rack reportedly led the front end. With upwards of 100 carnival folk in the area there was plenty of help to get the show in the air. A. D. McIntosh was ride superintendent.

Concessionaires included Little's snow cones and cork gallery; Ed Stritch, candy apples; Speck and Bobbie Holbrook, glass pitch and bird pitch; Buttons McCormick, cork gallery; Bates' mug joint; Blackie Martin, darts and hoopla; Lil Priddy, penny pitch; Don Wilson, ball game; Mr. and Mrs. R. White, jewelry and fish pond.

Continental Washed Out In Laconia

SARANAC LAKE, N. Y.— Move to here from Laconia, N. H., was made in good time by Continental Shows, except for the bingo truck which had to replace a clutch. Set-up was almost complete on Sunday night (15), after a hop of more than 200 miles.

High hopes for Laconia were shattered by weather. Being first-in and set up at the ball park, the show expected good crowds and attendance, but rain thru the week resulted in just about the slowest week of the season. At best, the various units hit their expenses, but few showed any profit.

Less than 500 admissions were recorded on opening Monday (16) in threatening weather. It cleared the following day but attendance and spending were just fair. Thursday and Friday were washed out, and overcast skies spoiled Saturday's matinee and evening business.

L. I. County Bingos Shut

NEW YORK—Usually a good enough spot for a couple of weeks for traveling bingo organizations, Long Island's Suffolk County last week felt the pinches of official crackdowns. While the games have been allowed for years, State police have started their new attitude by hitting a Central Islip carnival under Ambulance Fund auspices, and a Lake Ronkonkoma session sponsored by a deaf school.

Auspices groups have been meeting on the problem. The crackdown especially affects groups in unincorporated areas, since State police traditionally operate outside villages which have their local police forces.

Crafts Reaps Steady Takes For Sponsors

RIVERBANK, Calif.—Crafts 20 Big Shows, despite summery days, cool nights and high winds, turned in satisfactory business for the five-day run which ended here Sunday (15). Orville N. Crafts, show owner, reported.

The show played the local annual event sponsored by the Lions Club and the big top was used for commercial exhibits and hobby displays.

The unit, which specializes in sponsored dates, moved here from Oakland, where it played over the Fourth of July for the first time under the auspices of the National Foundation for Boys. Business for the run was reported up to expectations.

The Oakland lot was at the corner of 73d and Foothill and was spacious enough to allow the spotting of additional rides. These included a Looper, Roll-o-Plane, Miniature Train and Little Dipper. Several of the 20 Big regular concessionaires added extra stands, among them Ray Leefe with Derby Racer, C. Hogarth, scales and guess-your-age, and Darwin Glenn, Roman targets. The auspices operated a total of 15 concessions, handled principally by the Optimists Clubs in the area.

Business Manager Martin E. Arthur entertained a number of friends among the local police and city officials.

After the Oakland run closed July 4, most of the rides remained on the lot until Sunday (8). Some rides, including the Round-Up, were rushed to Vallejo for the Solano County Fair, which opened Friday (6) for ten days. Show Manager Frank Warren and Superintendent Roy Shepherd took most of the working crew from Oakland for the setting up. Several of the concessionaires also went to the fair. Among these were Mrs. Charlotte Warren, who worked five days at the Solano affair and then rejoined the show here.

The show played seven weeks in the Los Angeles area and made the jump of more than 400 miles from Hawthorne, Calif., to Oakland. En route a semi, carrying a Roll-o-Plane, was badly damaged when it crashed. The driver is recovering from injuries, including a broken leg. The equipment was moved to the San Luis Obispo County Fairgrounds, where it will be repaired and returned to the show.

According to Theo Forstall, secretary of the unit, Patricia Jones, wife of Bob Jones, concession manager, returned to her home in Mesa, Ariz., to rest following a recent illness. During her absence, Jones is handling the show's personnel mail and The Billboard. Sympathy of the show was extended to Mrs. Raymond Wanish upon the death of her son, LeRoy Wickes, following a long illness. Ross Beydler joined the show as a combination scenic artist and advance biller.

WANTED

GIRLS

- Dancers
- Show Girls
- Waitresses
- Novelty
- Exotics
- Musicians

Good pay—Steady work

TOMMY THOMAS
 Club Mardi Gras, 92 Duval St., Key West, Florida
 Phone 6-9147 after 9 P.M.

WANT RIDE HELP

On Tilt-a-Whirl, Octopus, Roll-o-Plane. Come on at once, will place you.

FRANK JOSEPH—CARR'S BEACH
 Annapolis, Maryland

WILL TRADE

NEED ONE MORE LARGE RIDE. Will trade new Tube-o-Fun for late model Spitfire, bottom loader, must be in good condition. Contact:

CHAS. H. CARROLL
 c/o Carroll's Greater Shows, as per route in Billboard.

WANTED

Agents for Short Range Gallery and Over 30 Under 11.

V. E. JAMESON
 W. C. Wade Shows
 Muncie, Ind., July 26 to Aug. 4

WANT

Tilt Foreman and Wheel Foreman, \$60-plus. Sober, reliable Help only.

This week Garfield Heights, Ohio; next week Bucyrus, Ohio.

A. J. Sunny Amusements
 2004 E. 129th St., Cleveland, Ohio
 Ph.: Wash 1-4679

Can Use for V.F.W. STREET FAIR

Huntington, Indiana, July 30-Aug. 4. Basketball, Duck Pond. Will give exclusive on Short Range, Hi-Striker, Age and Weight, Class Pitch and Bird Pitch.

W. O. RANDOL, Markle, Indiana

FERRIS WHEEL FOREMAN
 Salary \$75.00; must drive.

CHAIRPLANE FOREMAN
 Don't wire or call—come to Winchester, Ky.

GRIGGS BROS.' SHOWS

OCTOPUS (Eyerly) FOR SALE

Good condition, newly painted; will sacrifice due to other business. Also 32-ft. Trailer to haul.

FRED ROSSI
 R. D. 2, Sharon, Pa.

AGENTS WANTED

For Color Dart, Six Cats and Buckets. (Danny Falcone, Jack Hise, wire me.)

HENRY OSTEN
 c/o Grand American Shows per route

CHAS. TRAVERS WANTS

One capable Pin Agent who can follow orders. Those who worked for me before, contact.

c/o King Reid Shows
 New Castle, New Brunswick, Canada, this week.

MANSFIELD, PA., FAIR
 August 27-September 1

WANT Carnival. Minimum Four Rides, Three or Four Shows. No restrictions on Games. Terrific for Bingo. Replies to

Phil Farrer, Secy.
 Mansfield, Pa. Phone 322

ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the

AUDIT BUREAU OF CIRCULATIONS.



WANT For Dubois County Fair, Huntingburg, Ind., & Jackson County Fair, Brownstown, Ind. CONCESSIONS—Photos, Pan Game, Ball Game, Custard, Ice Cream, African Dip, Long Range, Short Range, Novelties, Cotton Candy, China Pitch, Glass Pitch and Cookhouse which must be clean and meet Show standards. Agents wanted for Lemonade Shake and Six Cats. Frank Aschey wants Agents for Coke Pitch, Percentage, Don, "Red" Tracy and "Red" Roberts, come on. SHOWS—Snake, Monkey, Mechanical and Operator for office-owned Funhouse. "Doc" Ray LaFon wants Girls for Girl Revue. RIDE HELP—Ferris Wheel Foreman and Second Man for Kiddlyland. All replies to JOHN PORTEMONT, Rockport, Ind., this week.

WILBUR'S WOLVERINE SHOWS
WANT FOR MATTAWAN, MICH., HOMECOMING, JULY 26-28; ATHENS, MICH., HOMECOMING, AUG. 8-11; THEN GRAYLING, MICH., AUG. 13-19. 12,000 NATIONAL GUARDS ENCAMPED
 CONCESSIONS—Hanky Panks of all kinds. Freddy Fitzpatrick wants Agents for Hanky Panks, Count Store and Pin Store. Want two good Swinger Agents.
 SHOWS—Want good, clean Girl Show for balance of season and any other Shows with own transportation.
 RIDES—Can use one more major Ride, Kiddie Rides.
 NEED RIDE HELP WHO DRIVE SEMIS FOR MERRY-GO-ROUND, TILT-A-WHIRL, FERRIS WHEEL AND KIDDY RIDES.
 All replies to H. O. WILBUR, Mattawan, Mich.

BIG CITY SHOWS
 SEBEWAING, MICH., JULY 24-29; LINDEN, MICH., STREET FAIR, AUG. 1-3; FLINT, MICH., HOLY REDEEMER CHURCH FESTIVAL, AUG. 9-12.
 Want Foreman and Second Man for Tilt. Also Second Men for Merry-Go-Round and Ferris Wheel. Top wages if you can produce. If married, can place wife. Come on, can place you. Can place Kid Rides, Auto, Train, Boats, etc. Also any major Ride not conflicting for balance of season and for Holy Redeemer Church Festival, Flint, Mich. 20,000 people or more a day.
 All mail and wires to J. R. McSPADEN, per route

WANT!!! WANT!!! WANT!!!
 For all Fairs starting Lexington, Ill., Fiftieth Annual Homecoming Celebration, July 24 thru 27; then Blandenville, Ill.; Mendon, Ill.; Aurora, Ill.; Columbus Junction, Iowa; Greenfield, Iowa; Beatrice, Neb.; Crete, Neb.; Winfield, Kan., with Oklahoma, Arkansas and Louisiana Fairs to follow.
 Want Concessions—Hanky Panks, Photo, Novelties, Age and Weight, Ball Games, Records, Custard, Ice Cream Dip, Birds or anything not conflicting. All replies to K. L. RITCHIE, Mgr., Lexington, Ill., this week; then per route.
CARL BURKHART SHOWS

PALMETTO EXPO SHOWS
 Want Ride Help. Want Foremen for Little Beauty Merry-Go-Round, Smith & Smith Chairplane and Rolloplane. All replies to
MILTON McNEACE
 Williamston, N. C., this week; Washington, D. C., July 30-Aug. 4.

WANT FOR 14 MORE TOP FAIRS
 Including Wakeoney and Stockton, Kan.; Wewoka and Bristow, Okla. Spiffie Crew, top wages. Girl, Athletic and all other Shows. Non-conflicting Stock Concessions. Kiddie Rides.
F. C. BOGLE SHOWS
 Downs, Kansas, now; Oberlin and Hoxie, Kans., Fairs next week.

William (Bill) Cowan
CAN PLACE
 GOOD, CAPABLE BLOWER CREW. ONE MAN FOR PIN STORE. ONE MAN FOR COUNT STORE. ONE CALLER AND TWO FAST-STEPPING COUNTER MEN FOR BINGO. Good pay — no phoney percentages or bonuses—but good fair-time pay. We now go into our route of 17 solid Fairs, in good Concession Territory. Show holds exclusive contract for Bristol, Va., Centennial, July 30-Aug. 4.
 Address **BILL COWAN**
GOLD MEDAL SHOWS
 Johnson City, Tenn., this week; Bristol, Va., next.

FOR SALE
SHOW FRONT
 Built on 30-ft. Semi. Suitable for Girl or Jig Show. Also Seats for same. 40x65-ft. TOP AND POLES. Also Piano. Formerly on Royal Crown Shows. Stored in Bicknell, Ind.
BOB K. PARKER
 Box 111 Delavan, Wis.
 (Phone: 801-J)

WANTED
 Two experienced Men for a new Scrambler. No drunks. Can use good Help on other Rides, top salary.
B. A. SLOVER
 c/o Cettin & Wilson Shows
 Niagara Falls, N. Y., July 23-28; Port Huron, Mich., July 30-Aug. 4.

HUNTSVILLE, ALA.
 September 24-28
 Choice locations Independent Concessions—Bingo, Cookhouse, Glass Pitch, Novelties, or any legitimate Concessions.
MARIE DICKSON, Sec-Treas.

WANTED
 Foremen and Second Men for Jenny, Wheel, Fly-By-Plane, Kid Rides and Chairplane. Top pay for sober, reliable men. For Sale: 12-Car Ride-O with or without trailers, Monkey Motordrome with van trailer. All in first-class condition.
LEO LANE
 P. O. Box 339 Virginia Beach, Va.

WANTED
COMBINATION MECHANIC and ELECTRICIAN
 Top salary. Married man preferred.
F. C. BOGLE SHOWS
 Downs, Kansas, this week.

CALLIOPE PLAYER
WANTED
 Have new Outfit on a beautifully framed truck. State salary expected. All replies via Western Union to
JAMES H. DREW SHOWS
 Nappanee, Indiana, all this week.

WANT
 A good, clean Carnival for **LAWRENCE COUNTY FAIR** any week in September. Fair has always had very good attendance. Contact immediately by phone.
DR. TISKO
 Medford 8-4731 Louisville, Ky.

WANT
 Ferris Wheel Foreman and Second Man, must drive also Kiddie Ride Man. Out until November. Contact
CHAS. BALDWIN
 Bell Amusement Co.
 Fall City, Ala., this week; Lafayette, Ala., July 30 to Aug. 4.

World of Mirth

Will book or buy—SCRAMBLER, ROLLOPLANE or CATERPILLAR. Also want Foreman for these rides. **WANT** for Wild West Show—Trick Roper, Hillbilly Band, High School Horse Act.
 All replies to **FRANK BERGEN, Gen. Mgr.,**
World of Mirth Shows, Augusta, Maine
 A CHANGE IN PLANS—Shelly Kline, Tom Saunders, Jim Summers, Ben Glass, contact for information: Bernard (Bucky) Allen, World of Mirth Shows, Augusta, Maine. CARLOS and VIVIAN, contact Bernard (Bucky) Allen at above address.
 Motordrome Riders wanted. Contact George Murphy. Want Talkers for Dixie Gordon's Club 18. Duke Wilson, wire.

C. C. (SPECKS) GROSCURTH PRESENTS **BLUE GRASS SHOWS**
 FEATURING THOROUGHbred ENTERTAINMENT
Want for
 COLES COUNTY FAIR, CHARLESTON, ILL., WEEK OF JULY 30; FOLLOWED BY CONVERSE, IND., FREE FAIR, AUG. 6-11; THEN LA PORTE, IND., FAIR, WEEK OF AUG. 13, AND A CONTINUOUS ROUTE OF FAIRS UNTIL NOVEMBER
 CONCESSIONS: Hanky Panks, Prize-Every-Time Games of all kinds, Ball Games, Age and Scales, Derby Racers, African Dip, Name-on-Hats, French Fries, Grab and what have you.
 SHOWS: Will book for La Porte, Ind., one or two non-conflicting Grind or Bally Shows with own equipment that cater to ladies and children. Liberal percentage.
 RIDES: Will book set of non-conflicting Kiddie Rides for balance of season. Can place for La Porte, Ind., one or two Major Rides. Liberal percentage.
 HELP: Can place good Foremen and Second Men at all times. Must be licensed semi drivers.
 NOTE: EDDIE INGALLS, PLEASE PHONE ME AT ONCE COLLECT, c/o FAIRGROUNDS
 All wire C. C. Groscurth, Blue Grass Shows, Urbana, Ill., Fair all this week.

JOHNNY T. TINSLEY SHOWS
 "America's Most Modern Midway"

WANT For Granite Falls, N. C. (first show in seven years), and our long list of bona fide Fairs starting Labor Day and ending late in November. No strikes or labor difficulties here—biggest crop potential in years.
RIDES Place Dark Ride, Fun or Glass House, Live Ponies, Scooter or Coaster.
SHOWS Motordrome, Side Show, Monkey Show, Monkey Drama or Speedway or any Attractive Grind or Bally Show with own equipment and transportation. Can place Musicians and Chorus Girls, also A-1 White Talker to strengthen Minstrel Show.
CONCESSIONS Arcade, Ice Cream, Custard, Bear, Parakeet, Penny or Glass Pitches, High Striker, Basketball, Long Range, Center Hoop-La, Palmistry, Hanky Panks and Prize-Every-Time Concessions. Can place experienced Relief Caller and Counterman for Bingo. Ex-Jones Men preferred.
 All Wires, Phone Calls and Correspondence to
JOHNNY T. TINSLEY or TED WOODWARD
JOHNNY T. TINSLEY SHOWS
 WEST JEFFERSON, N. C., NOW; FOLLOWED BY GRANITE FALLS, N. C.

DEL FLORE AMUSEMENTS
WANT FOR CONNELLSVILLE, PA., SESQUI-CENTENNIAL and WESTERN PENNSYLVANIA FIREMEN'S CONVENTION, AUGUST 9-18
 Scio, Ohio, Street Fair, Aug. 23-25; Dellroy, Ohio, Aug. 29-Sept. 1
CONCESSIONS
 Custard, Photos, Jewelry, Lead Gallery, Scales and Age, Bird Pitch, Derby Racers, French Fries, Hi-Striker, Novelties, Hats, Balloon Darts and ALL legitimate Concessions.
 All replies to
AL DEL FLORE
 Homer City, Pa., all this week; Mt. Pleasant, Pa., next week.

PARADA SHOWS
 Want Second Men on all Rides, Truck Drivers and Ticket Sellers. Want Concessions—no Flats or Mitt Camps. Will book Bingo for Kansas Fairs. Want Concession Agents for Berhve and 4 Bottle Ball Game.
 H. C. SWISHER, Warsaw, Mo., July 24-27-28; Clinton, Mo., July 30-31; California, Mo., Aug. 1-2-3-4.

George Beardsley Wants
 Agents for Pond, Coke Bottle, Cork Gallery and Ball Game, also others. Want Pan Game Agent starting July 30, all Celebrations and Fairs.
 P. O. Box 2414 or Western Union Winston-Salem, N. C.

CARAVELLA AMUSEMENTS
WANT Struthers, Ohio, July 30-August 4; Farrell, Pa., American Legion Fair, August 6-11; New Castle, Pa., August 13-18; St. Vitas Church Italian Celebration on the Streets—Fireworks, Free Acts, Parades, Car Give-Away.
WANT CONCESSIONS—Glass Pitch, Ball Games, Photo, Jewelry, Novelties, French Fries, No Mitt Camp. All legitimate Concessions.
WANT RIDE HELP—Foreman for Octopus—Second Men on Wheel, Merry-Go-Round, Coaster and Chairplane.
 All address **F. H. CARAVELLA**
 MONONGAHELA, PA., THIS WEEK.

CRAFTS 20 BIG SHOWS

Now Booking Shows and Concessions for the Following Fall Fairs:

San Mateo County Fair, Aug. 3-11; San Mateo; Placer County Fair, Aug. 8-12; Roseville; Yola County Fair, Aug. 16-19; Woodland; Merced County Fair, Aug. 22-26; Merced; Amador County Fair, Aug. 24-26; Plymouth; Kings County Fair, Sept. 13-16; Hanford; Lodi Grape Festival, National Wine Fair, Sept. 13-16; Lodi; Tulare County Fair, Sept. 18-23; Tulare; Santa Cruz County Fair, Sept. 20-23; Watsonville; Fresno District Fair, Oct. 5-14, Fresno.

Roy Shepard, ride superintendent, can use capable Ride Help and Ticket Sellers.

CRAFTS 20 BIG SHOWS

7283 Bellaire Avenue, North Hollywood, California. Phone: Poplar 50909 or Poplar 50320

GIBSON FAIR, GIBSON CITY, ILL., July 30 to Aug. 4.
PORTER COUNTY FREE FAIR, VALPARAISO, IND., Aug. 6 to 11.
GREAT WABASH VALLEY FAIR, TERRE HAUTE, IND., Aug. 12-18.

With long circuit of Southern Fairs to follow.

CONCESSIONS: Will place all kinds of Merchandise and Outright Sales, Jewelry, Custard, Novelties, Short Range, Bobo, Ball Games, etc.
SHOWS: One Grind or Bally Show. Note: Rex Allen, please wire Bill Hunter c/o this show.

WANTED: One more Major Ride that does not conflict for the Terre Haute Fair and other large fairs on our route.

HELP: Can use one more experienced Ride Man who can drive.

All address via Western Union only to
JAMES H DREW SHOWS
Nappanee, Ind., all this week.

CAN PLACE

For Labor Day Week, Sept. 3 to 8, on the Gooding Million Dollar Midway for the BIG Kingsport, Tenn., Fair—Three Cars given away this week—the Ex on Novelties, Hats, Jewelry, Custard and Chocolate Dips. Also can place some Hanky Panks. Can also use a few more Straight Sales for Nashville, Tenn., State Fair. No Games. For the big Southeast Georgia Fair at Atlanta will sell Ex on our Midway—two locations—for Chocolate Dips. Can place Bingo Relief Caller and Hanky Pank Agents; Truck Drivers preferred. No drunks. All replies to

JOHN GALLAGAN

c/o Gooding Amusement Company
Madison, Ind., Fair this week; Franklin, Ind., Fair next week.

A. J. CARL SHOWS

WANTED FOR

BERLIN FREE FAIR—MARNE, MICH.

JULY 31st THRU AUGUST 4th

CONCESSIONS: Hanky Panks of all types that throw stock.

SHOWS: Any clean Show with own top and transportation.

RIDES: Will book Spinaroo or Dark Ride. All wires:

A. J. CARL, Montague, Mich.

WANT SHOWS

MONKEY, DOG & PONY, MECHANICAL, COLORED MINSTREL OR WHAT HAVE YOU! MUST BE CLEAN ATTRACTIONS FOR ENTIRE FAMILY.

Osgood, Ind., Fair, July 30-Aug. 4; Old Reliable Germantown, Ky., Fair, Aug. 7-11; Falmouth, Ky., Fair, Aug. 15-19; Corydon, Ind., Fair, Aug. 20-25; Princeton, Ind., Labor Day Miners' Picnic, Sept. 1, 2, 3.

NELSON BREEZE AMUSEMENT RIDES

BOX 10 Phone: Oldfield 4-8401 FALMOUTH, KY.

HUGO'S NOVELTY EXPOSITION SHOWS

WANT FOR OUR STELLAR ROUTE OF ALL FAIRS AND CELEBRATIONS FROM NOW UNTIL OCTOBER 20.

CONCESSIONS: Hanky Panks of all kinds, Cork Gallery, Photos, Balloon Darts, Coke Bottles, Glass Pitch, Ball Games, High Striker, Buckets and others.

RIDE HELP: Sober, reliable Help on all Rides, including Merry-Go-Round, Tilt-A-Whirl, Ferris Wheel and Octopus. Must drive semi. Top salaries and pay every week. (Bob Coughler, have good deal for you.)

Address or come on: Plattie City, Mo., July 25-29; Cassville, Mo., Aug. 1-4; Eudora, Kans., Aug. 9-11; Oskaloosa, Kans., Aug. 15-18; Ethington, Kans., Aug. 24-28, and eight more.

E. H. HUGO, Manager — **JESS WRIGLEY, Bus. Mgr.**

SOUTH WILLIAMSPORT COMMUNITY FAIR

Day & Night Sept. 17 to 22

Want Legitimate Concessions (No Cumps or Girl Shows), Exhibits, Straight Sales, Shows and Rides non-conflicting. Also Pitchmen. (Ten Free Acts.) Send lowest prices. All replies to

Mickey Percell, Gen. Chairman
South Williamsport, Pa.

GIVE TO DAMON RUNYON CANCER FUND

1956 Fair Dates

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Continued from page 101

Sts. Henedine—Sts. Henedine Exhn. Aug. 1. Oscar DeBlols, Frampton.
St. Hyacinthe—Expo. Regionale St. Hyacinthe. July 31-Aug. 4. Alph Deschenes.
St. Julienne—St. Julienne Exhn. Sept. 18 Jean Durand, St. Expril.
St. Lazare—St. Lazare Exhn. Aug. 19-20 Henry Reid.
St. Leonard d'Aston—St. Leonard d'Aston Exhn. Aug. 7-8. Lorenzo St. Arnaud, St. Wenceslas.
St. Pascal—St. Pascal Exhn. Aug. 18-20 Alphonse Raymond, Kamouraska.
St. Remi—St. Remi Exhn. Sept. 1. Yvan Menard.
St. Romald Exhn. Aug. 28-Sept. 1. L. Begin.
St. Scholastique—Sts. Scholastique Exhn. Aug. 29-Sept. 1. Paul Morin, St. Eustache.
St. Stanislas—St. Stanislas Exhn. Aug. 11-12. Raoul Mongrain.
St. Tito—St. Tito Exhn. Aug. 16.
Sherbrooke—Canada's Great Eastern Exhn. Aug. 28-30. A. C. Ross.
Sherbrooke—Sherbrooke Winter Fair & Fall Stock Show & Sale, Oct. 8-11. A. C. Ross.
Shigawake—Shigawake Exhn. Aug. 30. Ed C. Hayes.
Shawville—Shawville Exhn. Sept. 5-8. Mrs. Lawrence D. Young.
Sorel—Sorel Exhn. Aug. 23-25. Rene St. Martin.
Trois Rivières—Expo. Regionals de Trois Rivières. Aug. 18-24. Jean Alarie.
Victoriaville—Societe d'Agriculture du Dist. d'Arthabaska. Aug. 7-12. J. Vincent L'Amour.
Waterloo—Waterloo Exhn. Aug. 10-12. Allan Grainger.

Saskatchewan

Abernathy—Abernathy Exhn. July 27. Mrs. Bona A. Lane.
Arcola—Arcola Exhn. July 28. W. D. Duncan.
Beechy—Beechy Exhn. Aug. 2. Mrs. A. H. Menden.
Bengough—Bengough Exhn. Oct. 12. Mrs. Lillie Gihlett.
Broadview—Broadview Exhn. Oct. 19. T. E. Singuar.
Canora—Canora Exhn. Aug. 1-2. William Tokaruk.
Carnduff—Carnduff Exhn. July 26-27. W. Alex Frith.
Churchbridge—Churchbridge Exhn. Oct. 17. Mrs. Phillip C. Daum.
Coramach—Coramach Exhn. July 27. Mrs. A. E. Black.
Crak—Crak Exhn. July 24-25. Mrs. A. R. Barnett.
Cut Knife—Cut Knife Exhn. Aug. 1. L. J. Forest.
Eliotow—Eliotow Exhn. Aug. 1. Mrs. A. M. Kites.
Glenbush—Glenbush Exhn. July 30. W. Hoge.
Golburn—Golburn Exhn. July 25. Mrs. W. J. Kinne.
Grenfell—Grenfell Exhn. Oct. 24. Mrs. Jennie Eleanor Kent.
Ivermay—Ivermay Exhn. Aug. 2. C. D. Willis.

Kelvington—Kelvington Exhn. Aug. 10. H. H. Boyes.
Kennedy—Kennedy Exhn. July 27. T. C. Wilhelm.
Lloydminster—Lloydminster Exhn. July 23-25. Geo. K. Ross.
Maryfield—Maryfield Exhn. July 24. Fern Longman.
Moonomin—Moonomin Exhn. Sept. 22. Mrs. C. B. Hill, Red Jacket.
Nipawin—Nipawin Exhn. Aug. 14-15. Mrs. D. H. Robison.
Nokomis—Nokomis Exhn. Aug. 8. Mrs. R. Stevenson.
North Battleford—North Battleford Exhn. Aug. 6-8. N. W. Symons.
Perdue—Perdue Exhn. Aug. 1. Mrs. O. K. Shepherdson.
Paddockwood—Paddockwood Exhn. Aug. 1. Mrs. Ellen Davis.
Punnichy—Punnichy Exhn. Aug. 10. D. A. Lindeburgh.
Prince Albert—Prince Albert Exhn. Aug. 9-11. D. P. Kelly.
Radisson—Radisson Exhn. July 31-Aug. 1. Wm. E. Scandrett.
Regina—Regina Exhn. July 30-Aug. 4. T. H. McLeod.
Rostern—Rostern Exhn. Aug. 15. Ambros Siemens.
St. Walburg—St. Walburg Exhn. Aug. 1. Mrs. E. F. Friston.
Saskatoon—Saskatoon Exhn. July 23-28. H. N. MacEachern.
Shaunavon—Shaunavon Co. Fair Board, June 27-28. Carl Innes.
Silver Stream—Silver Stream Exhn. Aug. 1. Mrs. Violet McDonald, Box 24, Arnsley.
Smeaton—Smeaton Exhn. Aug. 8. Anthony Able.
Somme—Somme Exhn. Aug. 8. D. B. Butterfield.
Tantallon—Tantallon Exhn. Aug. 2. Mrs. F. M. Godwin.
Turtileford—Turtileford & Dist. Agrl. Soc. Aug. 15. Lloyd Proctor, Mervin.
Wapella—Wapella Agrl. Soc. July 28. Percy S. George.
Weyburn—Weyburn Agrl. Soc. July 2-4. R. Schullz.

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25 Cents at Shop.
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Best Delivery—Write Today—Low Prices
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ANNUAL FAIR AND PICNIC, July 30 to August 4

Free Acts—Fireworks—Rock and Roll Music
Booking legitimate Concessions and any Family Show with own equipment. Have building suitable for Arcade or other Coin-Operated Machines. Can use Ferris Wheel Operator starting July 23. Want Men and Women for Toilets.

A. L. BLACKMON

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Playing only the big ones. Milford, Ill., Fair, July 30-Aug. 3; Bloomington, Ill., Fair, Aug. 6 to 10; the biggest Centennial in Illinois this year, Illinois, Ill., Aug. 22 to 26.

CONCESSIONS: Place Hanky Panks only.

HELP: Need good Men only. You get the best of pay every week.

All replies **BILL TATHAM, Owner**

ROBERTS, ILL., FAIR, THIS WEEK.

WILSON FAMOUS SHOWS

WANT

Foremen and Second Men to join at once. Legitimate Concessions, Jewelry, Novelties, Parakeets or any other Hanky Panks.

SHOWS: Monkey, Snake, Mechanical or what have you. Join now and make the best Fairs in Illinois. This week Sangamon Co. Fair, New Berlin; next week Morgan Co. Fair, Jacksonville, Ill.; all Fairs to follow.

100,000 . . . \$32.00
10,000 . . . \$10.00
20,000 . . . 12.50
50,000 . . . 20.00
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Price Chg. . . . \$3.00
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Wants Six Cats, Lamp Pitch and Hanky Pank Agents.
Playing Roswell Air Base; Ardmore, Okla.; Iowa Park, Tex.; Los Alamos, N. M., and 2 other major Air Bases to follow.

(DUGAN, GET IN TOUCH)
Address: c/o Victory Exposition Shows, Albuquerque, N. M., this week; then per route.

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YOUNG MAN TO WORK AS CLOWN WITH MECHANICAL CIRCUS.

Must drive Trailer, also make himself useful around Exhibit. Must have nice wardrobe. Starting Fairs August 1. All winter's work South. No time to dicker, must join at once. Wire, stating salary.

WIRE: MANAGER, MIDGET CIRCUS
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1 used 7-Car Seltner Tilt-A-Whirl, \$3,800.00.
1 No. 5 Eli Wheel, 1944 Model, new condition, \$4,750.00.
WEST COAST NOVELTY CO.
1283 Bellaire, North Hollywood, Calif.
Telephone: POplar 5-3220

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Koregel rubber Carnival plaster molds, like new. Reasonable.

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Complete with lights, public address system, 14 tables, 100 seats, display counter; also 22-ft. Smith & Smith Chairplane. Can be seen at Chapmanville, W. Va., July 23-28.

Smith's Funland Shows

FOR SALE

COMPLETE SNOW CONE CONCESSION. Ready to go (all new), Echols improved high-speed Ice Shaver and Case, 5x5-ft. panel 4-way center stand, some stock. Come and get it. Price \$350.00 cash. No debts.

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Brand-new Sperry and G.E. 60-inch Searchlights, fully crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$400. Brand-new Generators, still crated, 16.5 kw., \$600. Complete Burner Heads, \$100 a set. Also very good bats in slightly used equipment.

J. PILE
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Glenview 4-1248 or Mulberry 5-3519

BABE GALLAMORE WANTS

Men Pitch Agents to join at Great Falls, Mont., Aug. 3. 10 big Fairs to follow.

NOVELTY AGENTS WANTED

Ionia, Michigan, Free Fair, Aug. 4-11. Come an in or contact
M. ROBE
c/o Catlin & Wilson Shows
Niagara Falls, N. Y., July 25-28

MERCHANDISE TOPICS

Joseph Bros., 5 South Wabash Avenue, Chicago, having made what it calls its greatest purchase of name brand watches of the year, has announced various special offers affording big savings to purchasers. One deal is for five men's or women's wrist or pocket watches at \$10. Another special for \$5.50 is a seven-piece jewelry set which includes men's jeweled watch with matching expansion band, gold-plated cuff links, spring tie bar, money clip and key chain, all individually boxed in display gift box. The blue chip line of 10 name brand assorted watches, such as Elgin, Waltham, Benrus and Gruen, in the latest styles and each complete with matching expansion band, are offered at \$69.50. The firm's Barney Joseph also announced that several hundred pieces of good-quality airplane luggage will be closed out at \$5 each. Quantity buyers are urged to contact the firm for special prices.

A complete line of attractive and novel jewelry is being featured in the summer line of Salpro Company, 1884 South 55th Avenue, Cicero, Ill. Sal Provensano, top man of the firm, reports that instead of publishing an expensive catalog of its merchandise, it is passing on the cash savings to customers. Highlight items are expansion ident bracelets, expansion ident rings, neck chains and heart, clover and round designs, cigarette lighters and rhinestone friendship ident rings.

Standard Industries, 1112 South Wabash Avenue, Chicago, has issued a spring and summer supplement to its regular catalog that features warm weather equipment such as electric fans, lawn furniture, Wilson sporting goods, a varied line of golf equipment, barbecue units, boats, motors, fishing gear and garden furniture. Complete water sports equipment is shown in the supplement, a wide line of window fans and air conditioners, various types of backyard barbecue units, picnic equipment and a wide variety of other summer gear in all price classes.

A complete new 56-page catalog is being distributed by Harry Cohon & Sons, Inc., 1069 Utica Avenue, Brooklyn 3, containing all quality merchandise such as housewares, premiums, jewelry, giftware and hundreds of other items suitable for the premium and sales trade. The company claims that prices in the catalog are attractive and that they are sold on a money-back guarantee. Shipments will be made within 24 hours after receipts of orders. The firm has been providing the best in merchandise to the trade since its founding in 1920, a spokesman said. Write the firm for a copy of its catalog.

Pearl Sales Company is offering Mexican-made bowie knives in tooled cowhide leather sheaths of various designs at \$24 a dozen.

The knives are over a foot long and two inches wide with eagle head handles having genuine horn inserts. Send \$2.25 plus postage for a sample to Pearl Sales Company, P. O. Box 675, El Paso, Tex.

Discount Sales, Box 86, Cincinnati, is bringing out a 17-jewel women's watch which contains 50 hand-set rhinestones. This watch comes with solid bracelet which expands automatically for perfect fit. It has a safety chain, written guarantee, is finished in white rhodium and is set in an attractive three-color clothbound case. The item has an "Advertised in Life" tag and is pre-ticketed at \$69.50. A sample is \$13.50, but the price drops to \$12.95 each when you order six. Discount Sales requires 25 per cent with order and balance c.o.d.

Canadian operators who want a quick and reliable source of supply should get in touch with J. K. Novelty Company, 446 Main Street, Penticton, B. C. This firm specializes in engravers' supplies and has three numbers which are moving in strong volume. The No. 1382 men's heavy chrome or gold plated on brass ident sells for \$24 per gross, the No. 1381 double heart aluminum high-polish ident for \$6 per gross and the No. 1380 men's aluminum high-polished ident at \$3.50 per gross. Twenty-five varieties of idents as well as rings are on hand in a large stock. The firm will send a jobber's price list on request.

Al Zeiger & Son, wholesale distributor, 706 Sansom Street, Philadelphia, has watches of every description, new or reconditioned. The new watches range in price from \$3.50 up and include Benrus, Bulova, Elgin, Longines and Hamilton. The firm's newest promotional package consists of either Benrus, Bulova, Elgin and Gruen watch sets with stretch bands, pen and pencil sets, cuff links and tie bar or lighter, all packaged in an attractive box and priced at \$8.95 each. The firm urges that you write for full information on its American and Swiss watches.

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JOBBER, DISTRIBUTORS, write, wire or phone for quantity prices.

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Aroma of lavender perfume flash draws 'em in! All baskets guaranteed perfect. BASKET PRICE (F.O.B. Seattle) — \$110 per 1,000, \$31.70 per gross. Lavender — \$5.00 for 5 lbs. Sample 50¢, 1/3 deposit, balance C.O.D. Write for full information.

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Fastest selling all purpose sharpener and glass cutter

ACME Combination Tool

Select Products 1808 So. Delford Duarte, Calif. Elliot 8-1487

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Order from either address. Direct all inquiries to main office, Duarte, Calif.

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EARRINGS TO MATCH SNAP 'EM EARRINGS

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Tri-Color Flashlight Push Button Gives you 3 colors. Red, White, Green. \$6.00 dz. Takes regular size two cell spotlight battery. Throws powerful 350 foot beam. Minimum order 2 doz. Prompt delivery.

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Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30. RICHARD'S CHROME FINISH Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 5 gallon cans to carton. Sold in carton lots only, \$1.40 per gallon. 3-PIECE PAINT BRUSH SET Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton — \$1.00 per set. ADJUSTABLE ANGLE WRENCH 3-pc. set @ 4, 4 & 8" sizes • Quality steel • Polished heads • Red lacquered handles • Packed one set to box • Sold doz. lots only • \$11.70 per doz. sets. 10-PIECE DRILL SETS From 1/16" to 1 1/2" sizes • Heat treated • Chrome steel • 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago. COOK BROS., 916 S. Halsted St., Chicago, Ill.

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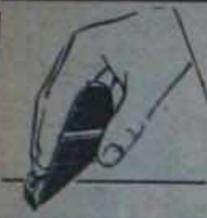
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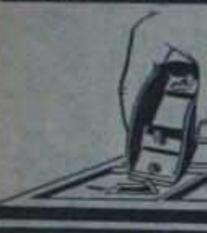
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Formula 9 Car Polish—The New Silicone Polish
The Polish with the name. Metal Top and Bottom can. An item for Pitchmen made by a Pitchman.

Write Phil Kraft for prices that can't be beat
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Store Demonstrators Wanted. Will Train

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PIPES FOR PITCHMEN

By BILL BAKER

THE HERRING MOB ... composed of Joe Cruise, president; Bob Hodgen, financial secretary; and Shaky Jake, chief of mobile units, write in a brief report on their activities during the recent Shrine convention in Detroit. "Everything was bigger and better than the fabulous Grace Kelly wedding," the boys report, hence they are excursioning in Canada after garnering plenty of the long green. They also report that Tobins lost recently at Arlington, as did the boys who followed him.

THE NOELLS ... of Noell's Ark Gorilla Show, recently sent a vacation map of West Coast Florida to the Pipes desk, along with word that the show will winter at the Monkey Ranch and Chimpanzee Farm on Alternate Route 19 between Palm Harbor and Tarpon Springs.

"ALTHO IT HAS BEEN ... several years since I've piped in, I've followed the column all the way thru, even tho I have almost retired from pitchdom," writes Dean Miller from Santa Monica, Calif. "You know, after you've dropped out a while you begin to see aces and trumps that you didn't see before. I started the National Prospector's Gazette by the pitch route and then quit pitching to

keep it going. I often wonder why more pitchmen don't follow the many gem and mineral shows thru-out the country with costume jewelry. This is a field that is almost untouched, except for the rockshop dealers, and they have no pitch. They merely use a dime store presentation, but they reap the geedus. Am starting a National Health Gazette this month, with the accent on natural health practices. It looks like it will fly by itself from the start. I read with interest the recent notice in the column of the passing of Kid Carrigan. He came from Cincinnati and Columbus, O., but is probably better known on the West Coast. His was one of the most dramatic pitches in the business when he was in the mood, and many of his acquaintances miss him. I'll pipe in when I can, but in any event the column is on my weekly reading agenda. Incidentally, Tom Vanides, the New York whiz kid, and Glen Beavers, the Virginia Huckster, are associated with me in the publishing business."

W. E. (BILL) COTHRAN ... vet blackface performer in vaudeville and med shows, died July 4 in Spartanburg, S. C. Cothran will be remembered as one half of the radio act, Blackface Bill and Smilin' Frank, in the early days of

WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS

OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!

it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street -

EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES
• PRE-STRETCHED TOUGHER-BRIGHTER
Order No. 548CB—Packed 1 Gross and a worker to the carton.

OUR 40th YEAR
The OAK RUBBER CO.
Ravenna, Ohio

Attention! COIL WORKERS ALL NEW • SPIT-FIRE UNIT



Now you can cover your old spots. Here is a dandy (NEW SHAPE) (NEW COLOR). Plenty of flash. All Bakelite, will not burn. Deep brown high gloss finish. Resistor in each unit. Beautiful decal, will not come off. Both large and small coil windings are plated, will not rust. Deep hole for ignition wire. Long ferrule, chrome-plated. Three charts free with first order. This is not a one-plate unit, but three plates. Break the Spit-Fire open and compare with any unit on the market. \$5.00 price on box. Mylar insulators by DuPont. We furnish 100,000-mile guarantees. Plenty of stock on hand. We will never be short. Orders shipped same day as received. Three to five-day delivery anywhere in U.S.A. HURRY—WRITE, WIRE, PHONE for your free sample and prices. Office open 24 hrs. a day for phone calls and telegrams. Phone: Los Angeles EXmont 7-6097.

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Samples \$1.00 each An Easy \$2.00 Item

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SNAP-A-PART Stringless Beads. Pop-It. Latest invention, like magic. Assorted pearl colors. It's a gold mine for profits, and what a seller. Retail at \$2.99 per string. \$21.60 Gross Necklaces complete. \$13.20 EARRINGS. To match \$13.20 above beads. GROSS PAIRS \$13.20 SNAP-IT EARRING SETS. 5 in 1. 5 pairs, in 5 interchangeable colors to match accessories and Pop-It Necklaces. Gross cards complete \$30.00 DOZEN CARDS \$2.75 COMPLETE SEND PAYMENT F.O.B. NEW YORK

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Cut Rate WHOLESALERS Since 1916
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\$22.50 PER GROSS
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Aluminum, gold plated, 6 styles of Expansion Ident Bracelets. 5 styles of 24" Disc Necklaces, heavyweight Mexican Rings, all kinds of nickel-silver Ring Rings, Pins for engraving, Rings for grab bags from \$7 to \$12 a gross. Send \$2 or \$3 for samples.

Milwaukee Novelty Co.
1812 N. 3rd St. Milwaukee 2, Wis.

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5 different interchangeable colors with gold rim. Boost your sales. First time at this low price.

\$2.25 Doz. \$26.00 Gr.
25% deposit with order, balance C.O.D.

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No. C-34—CHILD'S ASST.
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Gross \$6.95

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OPTICAN BROTHERS
300 W. Ninth St., Kansas City, Mo.

radio. In recent years he was known as Chief Black Eagle and was a familiar figure as he worked med at leading stock sales and other events in the East. Surviving are his widow, Gertrude; an uncle, Miller Ervin; a daughter, Betty, and two stepsons, Jack and Hoover Johnson, all of Spartanburg. Burial took place July 6 in Spartanburg.

"JUST THOUGHT . . .
I would pipe in a few lines to let the boys know that I am doing okay," cards Joe Cain from the Sturgis (Ky.) Fair. "I'm working eyeglass cleaner. Sure would like to hear from Nat Davis, Norma Straude and Bob Scott." How about it, folks? Would you all let brother Cain know of your activities via the Pipes column?

JUDGING FROM . . .
the avalanche of rave notices that this corner has been receiving from all sections of the country, the boys in the trade must be grabbing off plenty of the old geedus with the new Ten-In-One Scopes that are being advertised in The Billboard's Merchandise Section.

WE WONDER . . .
how our friend Ellwyn Sproat, the old ancient mariner, is enjoying the mower sharpener business after having spent the winter in Florida on his commercial fishing rig.

E. C. PARDEE . . .
who has been working around Harrisburg, Pa., with his friend, Jack (Bottles) Stover, pipes in that he has not been doing too well in that area. He plans a trek to the Eastern shore in the near future. Pardee writes that he would like to read a few pipes from Clyde Forkner, Spud Mangum and Horace Beregal.

Quick Photo Invention!

PDQ CAMERA
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

PDQ CAMERA CO.
1544 W. Cortez Chicago 22, Ill.

GIVE TO DAMON RUNYON CANCER FUND

ATTENTION, POLISH WORKERS

NEW—SENSATIONAL—AMAZING

CREST 4 in 1 Waterproof Wax Polish (with Protective Silicones)

Crest Cleans, Waxes, Polishes and Protects Varnished, Lacquered or Enamel Surfaces—all in one easy operation.

Your Cost Only **\$43.20** per gross

Retail Price: \$2.00 per full Pint Can. Packed 24 Cans to Case. F.O.B. Chicago

Sample \$1.00 per can. Deducted from first order.

OTHER HOT PITCHMEN AND DEMONSTRATOR ITEMS:

WINDSHIELD SUN VISORS—Protects your eyes while you drive. Fits all type windshields. Individually packaged with \$1.50 price tag. Terrific give-away item. Your cost 7¢ each **\$10.00** per gross

CAR UPHOLSTERY SPONGE (Cleaner is in the Sponge)—Simply drop in water and work up lather. Retail for 50¢ each. Your cost **\$14.40** per gross

We Furnish Product Liability Insurance Also Book Shows and Fairs

We Ship Any Amount—Anywhere. Fast, Dependable Overnight Service. Terms: 25% deposit, balance C.O.D., F.O.B. Chicago. Unlimited credit on established accounts.

TELEVISION DEMONSTRATION CO., CHICAGO 13, ILL. 959 W. GRACE ST.

WILKRO RAZOR PLANER PAT. NO. 2285504

Woodworking Tool

Four tools in one

- straight plane
- spoke shave
- nose plane
- short arm plane

Uses double-edge razor blades

CRAFT MASTER TOOL CO.
23440 LAKELAND BLVD. CLEVELAND 23, OHIO

SAXONITE LUGGAGE Exclusively by Standard

LIST \$49.95

\$13.88 ea. Set in 3 lots

Sample Set **\$14.95**

3-Pc. Set made of new Saxonite vinyl material which won't scuff, scratch, stain, peel, crack or fade. Set consists of 26" Pullman case, 21" weekend case and extra large train case. Reinforced metal edging makes set completely dust-proof and water-proof. New tapered style, streamline design. Available in tan, ginger, grey or blue colors. FULLY SATIN-LINED INTERIORS.



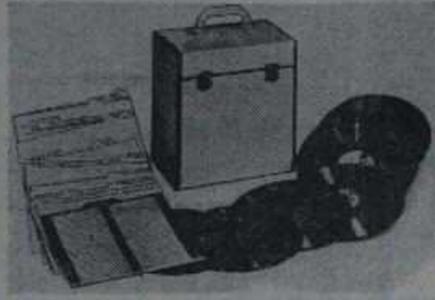
25 POP RECORDS IN CARRYING CASE ALL NEW!

Sensational offer. We have purchased assortments of 10" 78 RPM & 7" 45 RPM records from Decca, RCA, Victor, Columbia, Mercury, etc. Packaged in non-duplicating units 25 records to a package. All current or recent popular titles featuring famous vocalists, bands, 50 popular songs; 2-tone green record carrying case, record index.

\$25.00 retail value!

Prices for either 78 RPM or 45 RPM

\$5.35 in three deal lots. \$5.85 sample deal.



HI-POWERED VALUE!

LOWEST PRICES EVER OFFERED

6 x 35 BINOCULARS

A newly designed simplified binocular. Light-weight and compact with extra sturdy aluminum body, leather covered. Coated achromatic lenses with interpupillary adjustment. Central focusing and bright image reproduction for bird study, sightseeing, etc. 7-time magnification, 35mm. field. Genuine leather carrying case and shoulder strap. Wt. 1 pound. List \$39.95.

\$6.75 each in lots of 4. Sample \$8.25 ea.

7 x 35 BINOCULAR

Same as above in 7x35 size. **\$11.27** each in lots of 3. Sample \$12.85 ea.

ALL FAST SELLERS

Prices quoted are Wholesale. F.O.B. Chicago Warehouse. Send check with order to save C.O.D. fees, or 25% deposit, bal. C.O.D.

SEND TODAY FOR FREE 96 PAGE ILLUSTRATED NAME BRAND CATALOG — SEPARATE CONFIDENTIAL PRICE LIST—PREMIUMS, GIFTSWARES, APPLIANCES, WATCHES, JEWELRY AND 24 PAGE SUMMER SUPPLEMENT WITH COMPLETE SELECTION OF SUMMER MERCHANDISE.

STANDARD INDUSTRIES, Inc. 1112 So. Wabash Ave. Chicago 5, Illinois Dept. B-L

SENSATIONAL PROFITS !! EVERY DAY!!

No. 509 AN EYE CATCHER!!

\$2.75 Doz. **\$30.00** Gross Gold finish

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.



No. 877 A Real Money Maker

\$2.50 Doz. **\$27.00** Gr.



No. 800

\$2.50 Doz **\$27.00** Gross It's a Beauty!

Rated wholesalers, write for samples. **PROVIDENCE RING COMPANY** 49 Westminster St., Providence, R. I.



MYSTIC EYE TELLS ALL

A real piece of flash for prizes of all types. Lots of fun for people of all ages. Answers questions about anybody, anything, anywhere, anytime. Tells past, present, future, lucky number, dates, sex, age. Hold the psychoactivated pendulum up to the Mystic Eye and it will swing to the correct answer. Nationally advertised and sold in leading department stores and gift shops for \$1.00 each. All clear and factory-packed merchandise. Large attractive 10 1/2 x 10 1/2 black box with mystic figure on cover.

YOUR COST IS ONLY 15¢ EA., \$5.40 PER CARTON OF 36—NO LESS SOLD. Send check or money order to

CLOSEOUTS UNLIMITED 2622 S. Michigan Ave. CHICAGO, ILL.



Amberine Unbreakable Combs for DEMONSTRATIONS



THE ORIGINAL Reg. in U. S. & Canada Pat. Off. Available Direct from Manufacturer Price List on Request Stock on hand Orders Shipped Day Received Send \$1.00 for Sample Set "AMBERINE" 2020 F Street, South Belmar, N. J.

THE FAMOUS Geneva 7 PC. MENS JEWELRY SET AT THE NEW LOW PRICE **\$5.95** 6 or more

Sample \$6.95 1 Yr. Without Guarantee 25% deposit with order, balance C.O.D.

Also available in 17-J, \$9.95

Includes: Jeweled Wrist Watch, Money clip, Matching Expansion Band, Spring Clip Tie Bar, matching Cuff Links, Removable Bull Head Pin, Prepaid-Royal Lead Pencil, Beautiful solid lead bar with life tag and \$71.30 price tag.

NATIONAL DISTRIBUTING CO. PHONE 62-6473 1751 W. FLAGLER MIAMI, FLORIDA

1956 BUYERS' GUIDE

Gellman BROTHERS

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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

PITCHMEN—CARNIVAL MEN—MIDWAY MEN

When in ATLANTA, GA., visit our large showroom and warehouse.

Complete stock of Federal, Jeanette, Anchor Hocking, Hazel-Atlas, etc., in all colors of Ruby Red, Forest Green, G. I., Blue Glass, etc. Hundreds of items to choose from. Immediate shipments from our Atlanta Warehouse. Plenty of parking space—free.

LITTLE FAWN POTTERY COMPANY Division of H. Smith Bottle Supply Co. 38 COURTLAND ST., S.E., ATLANTA, GA. PHONE: LAMAR 2123

FAIRTIME SPECIALS

Stock Up Now for Biggest Fair Season

RUBBER SQUAWKER HORSE
w/bowtie
\$1.80 doz.
\$21.00 gr.



RUBBER SQUAWKER ELEPHANT
w/bowtie
\$1.80 doz.
\$21.00 gr.



CUB HUNTER KNIVES
w/leather sheaths
4" Hunter Knives \$2.00 doz.
Snap Handle \$ 1.00 doz.
10.00 gr.
Ass'd color Handles \$ 1.40 doz.
15.00 gr.
Deluxe Pearl Handle \$ 1.75 doz.
20.00 gr.



RUBBER SQUAWKER MONKEY
w/bowtie
11" \$1.80 doz.
\$21.00 gr.
15" \$3.50 doz.
\$39.00 gr.



CELLO HEAD FUR MONKEYS
w/pipe and goggles
Doz. Gr.
7" \$.70 \$ 7.50
8" (no goggles) .70 7.50
9" 1.10 12.50
11 1/2" 2.00 31.00
12 1/2" 2.40 37.00



PEARL OPERA GLASSES
w/Compass and Shoulder Strap, ass'd colors
Doz. Gr.
Small \$1.40 \$18.00
Medium 2.00 22.50
Large 2.75 32.00
Extra Large 4.80 54.00



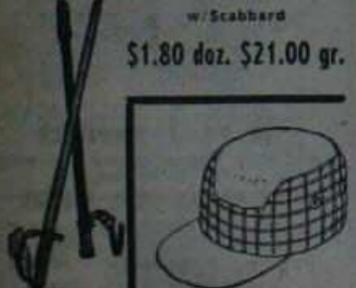
De Luxe Western Straw HATS
Finest made, firm body cowboy print w/chin cord and band.
\$4.50 doz.
Masks for Hats gross 92c



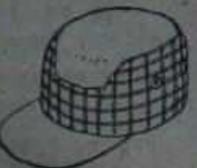
LARGE BLACK FIELD GLASSES
4"x4" \$3.25 doz.
\$36.00 gross
Jumbo size 5 1/2"x 3 1/2" \$7.20 doz.



BLACK METAL SABER
w/Scabbard
\$1.80 doz. \$21.00 gr.



TOYO CLOTH CAPS
For Beach or Sportswear, assorted sizes packed 3 doz. or 3 doz.
\$3.00 doz. \$33.00 gr.



CINDERELLA DOLLS
In clear view carrying container.
\$6.00 dozen



KIDDIE STRAW ETON CAPS
w/Pom Pom
\$2.75 doz.
\$31.50 gr.
STRAW JOCKEY CAPS
w/Pom Pom
\$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.



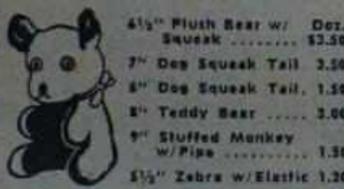
RUBBER HORSE, INFLATES
w/saddle
Doz. Gr.
13 1/2" \$2.00 \$22.50
15" 2.75 32.00
18" Jumbo 4.00 48.00
Large Horse w/Jockey 2.60 40.00



STUFFED TOYS
7" Scotty Dog \$3.25 doz.
6" set up Scotty \$2.50 doz.



4 1/2" Plush Bear w/ Squeak \$3.50
7" Dog Squeak Tail 2.50
8" Dog Squeak Tail 1.50
8" Teddy Bear 3.00
9" Stuffed Monkey w/Pipe 1.50
5 1/2" Zebra w/Elastic 1.20



12" DRESSED PEASANT RAG DOLL
w/Long Pigtail
\$3.25 doz.



Bird Nest Straw Hats
\$1.50 doz.
\$27.00 per bale (220)



BLACK & WHITE PANDAS
w/Belt
5 1/2" \$1.50 doz.
\$16.50 gr.



ADMIRAL HATS
Heavy Material, Navy Blue.
\$6.00 doz.



FAST SELLING ITEMS
Doz. Gr.
29" Double Cork Rifle \$4.50 \$75.00
20" Spark Cork Rifle 3.75 42.00
Flying Birds w/Sticks 4.00
Chinese Paper Snakes45 4.75
12" by 18" Pirate Flags 2.00 22.50
12" by 18" Rebel Flags 3.00 22.50
12" by 18" Speedway Checker Flags 2.25 25.00
12" by 18" US Flags 1.50 17.00
8" by 12" US Flags90 10.00
4" by 5" Silk Rebel Flags50 4.50
4" by 4" Davey Crockett Flags75 8.00
Black Derbies 3.75 42.00
Felt Robin Hood Hats 1.80 21.00
Felt Firemen Hats 1.20 13.50
Metal Water Pistols40 6.00
Bamboo Walking Canes90 10.00
Heavy Bamboo Canes 1.80 20.00
12" Coolie Hats 1.50 16.50
Felt Top Hats 5.50 60.00
3 1/2" Comic Buttons, Per 100 8.00
Air Force Sun Glass w/plastic case 5.50 63.00
Rainbow Flying Birds w/Sticks 6.00
Felt Porkie Pie Hats 5.40 63.00
14" Coolie Hats 2.00 21.00
7" Cello Dolls, Gold Head.. .90 9.00
RWB Batons w/Bell 1.50 17.00
Cowboy Lash Whips 1.40 16.00
Metal Cork Pistol 1.80 21.00
9" Cloth Sailor Doll 1.25 14.40
23" Double Barrel Cork Rifles 4.80 54.00
Davey Crockett Fur Hats 3.00 35.00
Mouse Branie Hat 2.50 28.00

BADGEBOARD ITEMS
Doz. Gr.
4" Panda Bears \$.70 \$ 8.00
4" Cub Knife w/Sheath 1.00 10.80
4" Deluxe Pearl Handle Cub Knife w/Sheath 1.75 20.00
Jumbo Rabbit Feet, Per 100 4.50
Fur Dog w/Squeak 1.00 10.50
5 1/2" Indian Dolls 1.50 15.00
Padlock w/Keys75 8.40
5" Feather Dolls70 6.75
5" Sailor Dolls70 6.75
Compass w/Spy Glass75 8.40
Pearl Handle 2 Blade Knife w/Key Chain 1.80 20.00
Pearl Opera Glass 1.40 18.00
4" Scotty Dog75 8.40
5" Telescope w/Compass75 8.40
7 1/2" Telescope w/Compass 1.50 16.50
60L ass'd Cowboy Buttons, Per 100 1.50
58L Comic or Flag Buttons, Per 100 1.50
Re Bop Cigarette Pipes65 7.20
Miniature Knife w/Key Chain .50 5.50
Miniature Harmonica w/Chains80 8.50
Round Compass, Mirror Back .70 7.20
Jumbo Whistle75 8.40

SLUM ITEMS
1,000 ass'd Slum includes Whistles, Diggers, Razors, Magnets, Blowouts, Fans, etc. \$5.50

Plastic Cigarette Pipes \$1.75 gr.
Balloon Squawkers 3.00 gr.
Purse Mirrors 1.75 gr.
3" Harmonicas 3.00 gr.
Kiddie Ident Bracelets 3.00 gr.
Dangling Devils 2.25 gr.
Hawaiian leis 1.50 gr.
6" Mex. Straw Hats w/Elastic. 2.50 gr.
3 Foot Long Balloons 1.00 gr.
Indian Tomahawks 3.50 gr.
Feather Balloon Squawkers 1.35 gr.
Ass'd Key Chain Ornaments. 2.25 gr.
Police Whistles 1.75 gr.
Police Badges, carded 3.25 gr.
Bead Necklace 2.50 gr.
Metal Trumpet w/Handle 3.50 gr.
3 1/2" Kazoos 2.40 gr.
Hand Puppets 7.20 gr.
Spin Tops w/String 5.75 gr.
Large Razors 1.75 gr.
Feather Balloon Squawkers 1.50 gr.
4" Coolie Hats w/Elastic 3.00 gr.
3 1/2" Indian Tomahawks 3.50 gr.

Wind Up Hopping Fur Dogs \$36.00 Gr.
Swiss Warblers 60c Gr.



METAL SPACE SPARK GUNS
\$2.00 doz.
\$22.50 gr.



MOTOR CYCLE CAPS
BEST QUALITY
Black or Pastel Colors
\$6.50 doz.
\$72.00 gr.



PARASOLS
w/Floral Design and Assorted Colors
20" Spread \$ 1.75 dz.
20.00 gr.
24" Spread \$ 2.40 dz.
27.00 gr.
28" Spread \$ 3.00 dz.
32.00 gr.



Tri Motor Bombers \$14.00 Gr.
Five Motor Bombers \$20.00 Gr.



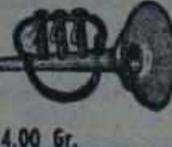
BEE BOP CAPS
w/Pom Pom
\$3.75 doz.
\$42.00 Gr.



METAL CAP REPEATER PISTOLS
.75 doz. \$8.50 gr.
Roll Caps
35c per 100 Rolls



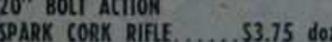
CHROME 3 KEY TRUMPETS
\$1.80 doz.
\$21.00 gr.
Chrome Trombones \$2.25 doz. \$24.00 Gr.



BREAK ACTION CORK RIFLE \$3.00 doz.



20" BOLT ACTION SPARK CORK RIFLE \$3.75 doz.



CHIRPING BIRD IN CAGE
Doz. Gross
Large, \$1.80 \$21.00
Small, .75 8.40



HI HAT FEATHER DOLLS
Dz. Gr.
6" \$.80 \$ 9.00
7" 1.20 12.50
8" 1.40 16.00
9" 1.80 21.00
3" Undressed Dolls 9.00
12" 3.00 33.00
33" Colored Doll Sticks, \$1.75 per 100



CELL HEAD CLOWNS
Doz. Gr.
6 1/2" \$1.50 \$17.00
8" 1.80 21.00
8" Fur Trim 1.50 16.50
10" Fur Trim 1.75 19.50



JOCKO MONKEYS
7" \$1.50 doz.
\$16.50 gr.
8" \$1.80 doz.
\$21.00 gr.
10" \$2.75 doz.
\$30.00 gr.



BALLOONS
#10 Mouse Head, Gr. \$3.90
#12 Mickey Mouse Club w/black ears, Gr. \$2.50
Mickey Workers, Ea. .50
#13 Two in One (#11 w/Mouse Balloon for inside), Gr. 4.75
#26 Two in One (#26 w/#12 Mouse for inside), Gr. 12.50
Mouse or Clear Worker, Ea. .50
#14 Tiger Balloon, Gr. 6.90
#10 Star Balloon, Gr. 6.90
Atom Bomb Balloons, Gr. 7.20
Workers for Atom Balloon, Ea. .50
#11 Circus Animal Print, Gr. 4.75
Serpentine Balloons, stretched, Gr. 6.50
Balloon Sticks, Gr. .40
Hand Balloon Pump, Ea. 3.75
Workers, Ea. .50



KIDDIE WESTERN STRAW
w/strip design, banded brim w/chin cord
\$2.40 doz. \$27.00 Gr.



GIANT MEXICAN STRAW SOMBREROS
w/chin cord and band
\$4.50 doz.



5 1/2" INDIAN DOLL
Dressed in colorful Indian Costume. Terrific badgeboard number.
\$1.50 doz. \$15.00 Gr.



ROCK AND ROLL BEANIES
w/prints. Latest craze for Teenagers.
\$3.00 doz
\$34.50 G



CORDUROY MONKEY
7"—\$1.50 doz.
\$16.50 gr.



METAL BREAK ACTION SPARK CORK PISTOLS
Shoots Sparks & Cork
\$3.25 doz. WITHOUT SPARKS
\$36.00 gr. \$2.00 doz. \$21.00 gr.



SCHATTUR NOVELTY CO.

TERMS: 1/4 DEPOSIT WITH ORDER, BALANCE C.O.D., F.O.B. NEW YORK

Telephone: COrtland 7-8986

144 Park Row, New York 7, N. Y.

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THIS IS HOT!!

The Redi-Wet HANDY-SHAMMY

Always Wet . . . Always Ready for Use

The secret is in the moisture-proof patented Flexigrip perfect seal plastic pouch as advertised in LIFE "FLEXITITE" fasteners—water-tight, air-tight, dust-proof—cannot leak or snag.

Shammy is a full 3 1/2 feet—highly absorbent—made of "Synth. Fibra." Will not streak . . . shed lint . . . last for years.

DIVISION SALES



Perfect Demonstrator Item.

\$6.00 per doz. Send for FREE Sample

Terms: 25% with order, bal. C.O.D. 3341 W. Roosevelt Rd., Chicago 24, Ill. Phone: LAwendale 2-7377

RADIOS

Portables, Clock Table Models PRICED RIGHT STYLE RIGHT QUALITY RIGHT



Table with columns: Model, Description, Unit Price. Lists models #304, #314, #315, #321 and their prices.

BLENDER



Blender features: Giant capacity, life-time enamel cast metal base, shatter-proof container, Low price of \$12.95 each.

5% discount for orders of 1 doz. or more of any single item. TERMS: 25% deposit, balance C.O.D.

MATTHEW STUART & COMPANY, INC.

315 East 85th Street New York 28, N. Y. LEhigh 5-4465

PHONOGRAPHS



Manual and Automatic from \$11.97

COMING EVENTS

Arizona

Elizabethton—Mexican Independence Day, Sept. 15-16. Flagstaff—Sheriff's Parade & Rodeo, July 29. Flagstaff—N. Arts. Squares Dance Festival, Aug. 19-22. Nogales—Mexican Independence Day Celebration, Sept. 15-16. Payson—71 Annual Rodeo, Aug. 18-22. Prescott—Smoki Ceremonial, Aug. 11. Prescott—Quarter Horse Show, Sept. 22-23. Tucson—Mexican Independence Day Celebration, Sept. 15-16. Williams—Labor Day Rodeo, Sept. 3-4. Winslow—Joyce Rodeo, Sept. 13-14.

Arkansas

Camden—Ouachita Co. Livestock Show, Sept. 16-18. M. C. Reynolds. DeQueen—Serrier Co. Livestock Show, Sept. 18-22. Victor Ivy. El Dorado—Union Co. Livestock & Poultry Show, Sept. 24-29. G. O. Dunn. Fort Smith—Ark.-Okla. Livestock Show, Sept. 23-29. H. B. Cottrell. Helena—Centennial, Aug. 17-22. Sam W. Tappan. Chamber of Commerce. Hope—Third Dist. Livestock Show, Sept. 16-24. H. C. Daniels. Mammoth Spring—Soldiers, Sailors and Marines' Reunion, Aug. 13-14. E. E. Sterling. Monticello—Dre Co. Livestock Show, Sept. 12-15. Jack Shelton. Pine Bluff—S. Ark. Livestock Show, Sept. 13-18. George Hestand. Rogers—Diamond Jubilee, Aug. 17-Sept. 2. C. B. Porter.

California

Lodi—Grape Festival & Natl. Wine Show, Sept. 14-16. C. B. Jackson. Los Angeles—Allied Gift & Jewelry Show, Sept. 2-8. Oakland—California Garden Show, Sept. 20-24. E. K. Schreiber. 828 Fallon St. San Francisco—China, Glass and Gift Show, Aug. 3-8. Kay Lohr, 1335 Market St. San Francisco—Flower Show, Aug. 23-24. Robert D. Groom, 2028 23rd Ave.

Colorado

Arvada—Arvada Harvest Festival, Sept. 7-8. Stanley H. Scott. Boulder—Pow Wow & Rodeo, July 28-30. Gene Love. Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11. Estes Park—Rooftop Rodeo, Aug. 2-4. Chamber of Commerce. Estes Park—Regional Arabian Horse Show, Aug. 18-19. Chamber of Commerce. Fort Morgan—Ninth Annual Heavy Day, Aug. 1. Olin L. Webb. Kit Carson—Kit Carson Day, Sept. 22. Paul Beck. Littleton—Westward Ho Days, Sept. 21-22. Wayne E. Michel. Manitou—Jubilee Days, Sept. 1-3. Jaycee. Trinidad—Trinidad Round-Up, Sept. 1-2. Walsenburg—Spanish Peaks Festival, Aug. 4-8.

Connecticut

Waterbury—National Home Show, Sept. 22-23. John W. Daly.

Georgia

Brunswick—Brunswick-Glynn Co. Centennial, Aug. 12-14. W. G. Bishop, Room 218, Oglethorpe Hotel.

Idaho

Priest River—Log Roll, Aug. 8-11.

Illinois

Ashburn—Centennial and Labor Day Celebration, Sept. 1-3. Carthage—4-H Show, July 25-28. Davis—Celebration, July 28-31. William Brunk. Forreston—Bunker Day, Sept. 13. LeRoy M. Grande, American Legion. Lexington—Homecoming, July 24-28. T. M. Patton. Maywood—Italian Festival of Chicago, July 28-Aug. 5. Joseph De Serris, 1615 N. 15th Ave. Melrose Park. Mokena—Glad Festival, Aug. 14-18. Peoria—Centennial, Aug. 2-5. Strasburg—Homecoming and Street Celebration, Sept. 3-5. L. R. Hamm.

Indiana

Columbia City—Old Settlers' Day and Legion Festival, Aug. 8-11. Byron Wheeler. Ellettsville—Monroe Co. Festival, Sept. 13-15. Huntington—VFW Street Fair, July 30-Aug. 4. Warren C. Heener. Ligonier—Ligonier Co. Corn School, Sept. 15-19. Walter Emmert. Odon—Old Settlers' Meeting, Aug. 15-18. C. J. Stutz. Richmond—Bogalusa Centennial, Aug. 3-11. Terre Haute—Miners' Picnic, Aug. 2-5. Alex Cliver, 1915 Maple Ave.

Iowa

Chariton—Lucas Co. 4-H Achievement Show, Aug. 14-16. Mrs. Lee Collingsham, Russell. Cherokee—Pilot Rock Flooding Match, Aug. 13-15. Albert B. Griffith. Clarion—Celebration, July 28-29. DeWitt—Clinton Co. Club Show, Aug. 8-10. Jimmy Miller. Fairfield—Jefferson Co. Jr. Agrl. Show, Aug. 15-18. Henry McCleary, Parkwood. Jessup—Farmers' Day, July 30-31. Red Oak—Firemen's Convention, Sept. 27-29. Sibley—Osceola Co. Livestock Show, Aug. 29-31. Gene Alexander. Sioux Center—Sioux Co. Youth Fair, Aug. 7-9. Maurice E. Eldridge, Orange City. Thompson—Winneshago Co. Jr. Show, Aug. 13-15. Dean Nredig, Forest City. Waterloo—Dairy Congress, Sept. 29-Oct. 6. E. E. Estel.

Kansas

Baxter Springs—Celebration, Sept. 11-13. Chapman—Labor Day Celebration, Sept. 3.

Kentucky

Paducah—Centennial, July 28-Aug. 4. Jack Keller, Columbia Amusement Co., Arcade Theater Bldg.

Louisiana

Lake Charles—Home Show, Sept. 4-9. Lloyd A. Gordin. Morgan City—Shrimp Festival & Blessing of the Fleet, Sept. 1-3. Mrs. Richard L. Davis. Natchitoches—La Broule Festival, Sept. 20. L. J. Westant. Ville Platte—La Cettian Festival, Sept. 21-23. Dallas Deville.

Maryland

Baltimore—National Home Week Exposition, Sept. 14-22. Patricia J. O'Toole, 1919 St. Paul St. Princess Anne—Princess Anne Livestock Show, Sept. 23-29. Howard M. Anderson.

Massachusetts

New Bedford—National Home Show, Sept. 11-14. Dorothy H. Godfrey. New Bedford—Fest of the Blessed Sacrament, Aug. 2-9. Worcester—National Home Show, Sept. 2-9. Arthur Gilbert.

Michigan

Baraga—Baraga Co. Dairy Show, Aug. 2. Donald Lehto. Bay City—Brown Swiss Cattle Show, Aug. 2. Berrien Springs—Southwestern Mich. Guernsey Breeders' Show, Aug. 6. F. W. Brown. Charlotte—Brown Swiss Cattle Show, Aug. 2. Coldwater—Brown Swiss Cattle Show, Aug. 2. Corunna—Mich. State Holstein-Friesian Show, Aug. 2. Farmington—Homecoming, Aug. 1-4. Grand Rapids—Grand Rapids Guernsey Show, Aug. 11. Donald Kampa. Grand Rapids—Jersey Cattle Show, Aug. 2. Harper Woods—Police and Fire Midsummer Festival, July 19-23. Inlay City—Jersey Cattle Show, Aug. 1. Inlay City—Thompson Dist. Guernsey Show, Aug. 1. Harold L. Kingsbury. Ionia—Brown Swiss Cattle Show, Aug. 10. Jackson—Southwestern Mich. Guernsey Show, Aug. 11. Lauren Goodlock. Jackson—Jersey Cattle Show, Aug. 12. Mendonville—Mendonville Dairy Show, July 28. Gail E. Bowers. Midland—Saginaw Valley Guernsey Show, Aug. 12. Osborn Thurlow. Midland—Jersey Cattle Show, Aug. 16. Newaygo—Brown Swiss Cattle Show, Aug. 11. Pontiac—Central States Threshermen's Reunion, Aug. 20-Sept. 2. Romeo—French Festival, Aug. 28-Sept. 3. Rudyard—Eastern U.P. Jr. Pat Stock Show, Aug. 8-9. Wm. Dickinson. Wayland—Jersey Cattle Show, July 28.

Minnesota

Brainerd—Progress Days, July 28-Aug. 1. Duluth—National Home Show, Sept. 13-23. Dorothy H. Godfrey. Duluth—Centennial Celebration, Aug. 3-12. James W. Kling, 218 W. First St. Savage—Dak Patch Days, July 27-28.

Mississippi

Newton—Newton State Dairy Show, Sept. 17-22. W. P. McMillan Jr. Sebastopol—Leake Co. Dairy Show, Sept. 2-8. L. R. Anthony.

Missouri

Esbertry—Homecoming, Aug. 6-11. Galatin—Davies Co. Jr. Livestock Show, Aug. 21. Gen. H. Schmitt. Hopkins—Hopkins Picnic, Aug. 18-22. Geo. L. Hill. Linneus—Old Settlers' Reunion, Aug. 9-11. Roy T. Young. Lucas—Lucas Stock Show, Aug. 20-Sept. 1. K. K. Blanchard. Maryville—4-H Baby Beef & Pig Club Show, Sept. 24. Kenneth Walkup. Monet—Lawrence-Barry Counties Dairy Show, Sept. 7-8. Helen Segar, Chamber of Commerce. Pollock—4-H Club Achievement Day, Aug. 4. J. H. Streeter. Queen City—Schuyler Co. Corn & Stock Show, Sept. 13-15. Geo. McChuskey. St. Louis—Mid-America Jubilee, Sept. 1-30. City-County Cavalade, Inc., 1101 Locust St.

Nevada

Elko—Nevada Fair of Industry, Aug. 23-28. P. P. Hoover, P. O. Box 422.

New Jersey

Hammonton—Fest of Our Lady of Assumption, Aug. 13-14. Ralph Santilli, 221 French St.

New Mexico

Galup—Inter-Tribal, Indian Ceremonial, Aug. 9-12. Edward S. Merry.

New York

Cooperstown—Jr. Livestock Show, Aug. 7-8. Copake—Haitian Show, Aug. 4. Elmira—Antique Show, Sept. 17-20. Fredonia—Annual Gala Week, Aug. 21-23. Pitts Dept. Gowanda—Southwestern Firemen's Convention, July 29-Aug. 4. Moravia—Horse Show, Aug. 5. New York—International Antiques Exhibition and Sale, Oct. 17-22. New York—Militia Home Show, Aug. 11-14. New York—National Baby's and Children's Show, Aug. 4-12. New York—National Home Furnishings Show, Aug. 21-Sept. 8. North Tonawanda—Writers' Anniversary Celebration, Aug. 22-23. Saratoga Lake—Antique Show, July 31-Aug. 2.

North Carolina

Raleigh—National Home Show, Sept. 2-9. E. J. Smith.

Ohio

Caldwell—Firemen's Fair, July 25-28. Cincinnati—Too Good and Home Show, Aug. 13-23. Jack Harner. Clarkburg—Field Day, Aug. 1. Derby—Homecoming, July 27-28. Harrisonburg—Homecoming, Aug. 18. Lancaster—Central Rural Electric Co.-Oo Picnic, Aug. 16. Mansfield—VFW Free Fair, Aug. 20-21. Millersport—Sweet Corn Festival, Aug. 28. New Bremen—Woodmen Festival, July 27. New Rome—Homecoming, July 27-28. North Industry—Homecoming, July 24-28. George Marlev, 21 Payne Ct., N.E. Canton 5. St. Paris—Fall Festival, Sept. 22. Utopia—Homecoming, Oct. 6.

Oklahoma

Pawnee—International Round-Up Club Cavalade, July 27-29.

Oregon

Albany—Willamette Valley Fair Sale, Aug. 4. Enterprise—Wallowa Co. 4-H Fair Stock Sale, Aug. 22. Grants Pass—Clatskanie Festival & Show, July 28-29.

Nehalem—Nehalem Bay Garden Club Flower Show, July 28-29. Portland—Washington Park Summer Festival, Aug. 11-23.

Pennsylvania

Clark—Homecoming, July 31-Aug. 4. George Lader. Clymer—Volunteer Firemen's Convention, Aug. 6-11. Conneleville—Bogalusa Centennial, Aug. 2-18. Ray Booth. Conneleville—Western Pa. Firemen's Assn. Convention, Aug. 13-18. Robert Walsh. Pittsburgh—National Home Show, Sept. 2-9. Irving Wayne. Warrington—Celebration, Aug. 8-11.

Rhode Island

Natick—Old-Timers Jamboree, July 28-29. Newport—National Home Show, Aug. 14-18. A. E. French.

South Dakota

Corrala—Dutch Festival, Aug. 31-Sept. 1. Deadwood—Days of '76, Aug. 2-5. Elk Point—Elk Point Centennial, Aug. 14-18. Faith—Annual Stock Show, Aug. 18-22. Graham—Harvest Festival, Aug. 21. Huron—Pow Wow Day, Sept. 24. Kadoka—Labor Day Celebration, Sept. 2-8. Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3. Lemmon—Jr. Livestock Show, Sept. 24. Mitchell—4-H Stock Show and Sale, Sept. 21-22. Mitchell—Cott Palace Festival, Sept. 23-28. Mitchell—S. D. Market Hog Show, Sept. 24. Mobridge—80th Anniversary Celebration, Aug. 24-28. Newell—Labor Day Celebration, Sept. 2. Rapid City—Range Days, Aug. 16-19. Sisseton—Kiwanis Club Horse Show, Sept. 2. Vermillion—Old Settlers' Picnic, Aug. 19. Vermillion—Days of '99, Aug. 23-24. Waparush—Labor Day Celebration, Sept. 2-8. White Lake—Labor Day Celebration, Sept. 2. Winner—Labor Day Celebration, Sept. 2.

Tennessee

Adamsville—Adamsville Horse & Stock Show, Aug. 8. Coleman Smith. Athens—McMinn Co. Dairy Show, Sept. 8. Marvin Lowry. Chattanooga—Hamilton Co. 4-H Dairy Show, Sept. 6. Robert Childers. Cleveland—Bradley Co. Jr. Dairy Fair, Sept. 6. W. M. Hale. Greenback—Landon Co. Dairy Show, Sept. 5. Roy M. Brooks. Lewisburg—Marshall Co. Jr. Dairy & Calf Show, Aug. 24-25. Emerson Barnett. Morristown—Wesley Co. Dairy Show, Aug. 9-12. A. M. Walker. Murfreesboro—Rutherford Co. Jr. Dairy Show, Sept. 8. Felix E. Ketchum. Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 4. James T. Gull. Nokesville—Nokesville Jr. Dairy Show, Sept. 1. Robert S. Mader. Selma—McNairy Livestock & Dairy Show, Aug. 18. Mrs. Mildred Price. Shelbyville—Sefford Co. 4-H Dairy & Beef Show, Aug. 18. Mrs. W. K. Fry. Trenton—Gibson Co. Jr. Livestock & Products Show, Sept. 2-8. Gene Childers. Yorkville—Yorkville Jr. Cattle Show, Aug. 24. Lloyd Kayserdall.

Texas

Austin—Austin Rodeo, July 28-29. James M. Clay. Big Spring—Big Spring Rodeo, Aug. 1-4. R. P. Delver. Corsicana—Corsicana Livestock Show, Sept. 24-29. R. W. Knight. Dalhart—KIT Rodeo & Reunion, Aug. 2-4. Nick P. Craft. Dallas—Dallas Gift Show, Sept. 1-4. E. Paul Jones, Southland Life Assoc. Dallas—Dillon Rodeo, Aug. 28-Sept. 1. C. E. Leatherwood. Gladewater—E. Tex. Quarter Horse Breeders' Show & Race, Aug. 28-31. Houston—Gift & Housewares Trade Show, Aug. 18-21. Kaufman—Kaufman Co. Livestock Show, Aug. 20-Sept. 1. Wm. D. Perry. Kerrville—S. Tex. Sheep Dog Trials, Aug. 2-4. Kerrville—Angus Goat Show & Sale, Aug. 2-4. P. E. Oulley, Drexler. Orange—Orange Jaycees Rodeo, Aug. 28-Sept. 1. Henry Hland Jr. Pampa—Tex. of Texas Rodeo & Kid Pony Show, Aug. 3-11. E. C. Wedgworth. Rock—Linn Club Rodeo, Aug. 5-11. Leo Fiedler. Weatherford—Parker Co. Frontier Rodeo, July 28-31. Fred Stearn.

Utah

Briham—Peach Days, Sept. 7-8. Ogar City—Southern Utah Livestock Show, Sept. 8-9. Panguitch—Southwestern Livestock Show, Aug. 2-4. Nephi—Suffolk Sheep Show, Sept. 6-8. Orem—National Home Show, Sept. 20-29. Richfield—Jr. Livestock Show, Aug. 23-28.

Washington

Hillyard—Hillyard Hi-Jinks, Aug. 16-18. Kamiah—Barbecue, Aug. 21-Sept. 3.

West Virginia

Kinwood—Preston Co. Bookfest Festival, Sept. 27-29. Mary Stump.

Wisconsin

Franksville—Bunker Day, July 27-29. A. W. Strickland, P. O. Box 1. Milwaukee—Wis. Sports Show at State Fair, Aug. 14-20. Willard Materson. Peshigo—Legion Fruit and Cheese Day, July 24-28. Dr. L. J. Moore. Reedburg—Dairy Days Festival, Sept. 13-15. Lions Club. Reedburg—Lions Club Dairy Days, Sept. 13-15. James Gatz. Reservoir—Centennial, Aug. 13-18. A. W. Strickland, P. O. Box 1, Wausau. Washburn—Labor Celebration, Aug. 31-Sept. 3. A. W. Strickland, P. O. Box 1.

Wyoming

Casper—Labor Day Celebration, Sept. 2. Devils Tower—80th Anniversary Celebration, Sept. 23-24. Riverton—80th Anniversary Celebration, Aug. 19-23. Sheridan—All American Indian Days, Aug. 2-5. Shoshoni—Shoshoni Water Carnival, Aug. 4-5.

CANADA

Alberta

Calgary—National Home Show, Sept. 2-9. Arthur Gilbert.

British Columbia

Victoria—National Home Show, Sept. 20-28. Arthur Gilbert.

Ontario

Leamington—Thomas Festival, Sept. 23-24.

Attention, All Plaster Users

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3. Name, occupation and address of sender must accompany all entries.
4. Gags received by Wednesday noon in Chicago will be judged for the contest ending that current week. Those received after that time will be held over until the following week.



Contest Editor, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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7/28/56

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UNDER THE MARQUEE

• Continued from page 97

jump to Havre, Mont., was made in good time and the 305-mile hop to Sidney, Mont., was made overnight, with a 3 p.m. show being given. The Flying Hartzells visited friends in Seattle. . . . Shriners at Sidney gave a party for the personnel.

R. A. Ferland, who has worked as French-speaking announcer for Ringling and King, filled the same role this season for Clyde Bros.

Norris A. Burke, who worked as the Great LeRoy high wire act, is at the St. Paul Hospital, Dallas, and would enjoy having mail. . . . Marjorie Towson is back in Lindstrom, Minn., after a trip to Europe. . . . Robert Berenson is visiting Hunt Bros. to make some free-lance photographs.

Kitty Kelly Ronstrom reports from Polack Eastern that Grover Moody, former musician with Sparks and now operator of a

tourist court at Brownsville, Texas, visited in Fargo, N. D. . . . Harold Vaise, Polack company manager, celebrated a birthday. . . . Polack people visited Gil Gray Circus at St. Cloud, Minn. . . . Al Ackerman, spent four layoff days at his home in Wayzata, Minn. . . . Several performers vacationed two or three days at Detroit Lakes, Minn.

Advertisement of a steel company in the Saturday Evening Post of July 14 includes a sketch of a truck circus on the Ohio Turnpike. . . . The Cycling Therons are among the acts playing grandstands in Western Canada.

Fred Phening, former owner of the Fred J. Mack Circus; Jack Sweetman, retired circus drummer, now residing in Circleville, O., and Jack Lampton, former carnival and circus trouper, now in the trailer park business in Columbus, O., caught the Beers-Barnes Circus at Sunbury, O., July 18. The trio reports that Harold Barnes tops the program with his wire act, with the organist setting off the hour- and -a-half performance in big-show fashion. Business has been good for the show, they report.

Peggy Kline, now doing a single on the "A" fair circuit with Ernie Young's "Canadian Capers," will again work the Shrine circus dates at Houston and Fort Worth this year. Peggy recently was visited by Percy Rademaker, Jackie LeClaire and Kenko, who are with Aut Swenson's unit in Canada.

Junior Clark, Red Oak, Ia., visited Valla and Mack McCall on Jay Gould Circus. Garnet Kough and son, Tommy, visited the McCalls also.

Billy (Orwell) Rodgers and Jim Colfax, who trouped with the L. S. Gibsons last year on King Bros' Circus, visited the Gibsons on the Cetlin & Wilson Shows recently at New Brighton, Pa. The Gibsons are with the C&W Bull Fighting Show.

Bozo Ward, producing clown, has joined Rose's Midget Show with a Gooding Amusement Company unit.

Ora Parks and wife, Dorothy (Clements) Parks, late of the King show, have been staying at the Belvedere Hotel, New York, while Parks has been lining up connections for more press agent work.

Requiem for R-B

• Continued from page 96

together words and pictures on the history of the Big Show, its place in Americana and the future of the tented circus. These features, which will probably go out as time copy, meaning that they will be designed for interest and readability over a long period, will probably be showing up in print a month or more from now.

Special Sunday Features

Some of the larger dailies with Sunday staffs, such as The Philadelphia Bulletin, were also busy preparing magazine features for their Sunday (22) editions.

Radio and television gave full treatment to the announced end of the Big Show, with network programs making special efforts to secure on-the-spot reporting. Their stories, however, will likely end with the current happenings—the arrival of the train at Sarasota quarters Saturday (21).

A drastic rearrangement of press policy and department personnel beginning two years ago resulted in animosity among the managers and personnel of many important publicity outlets. Two years ago press tickets were cut by more than half and the ballyhoo agents found their efforts considerably weakened as a result.

Veterans Replaced

This year, compounding the felony insofar as many veteran newspapermen were concerned, the Big Show bypassed the remnants of its veteran press corps and substituted a group strange to the circus and its ways. As a consequence in New York, for the opening and most important date, the results were below par.

Elsewhere the results were better but printed news of the show thruout the season, as now at its premature end, centered around mishaps and calamities. Researchers in the future will come across a sorrowful story. And if they begin at the beginning they will be able to foretell the end.

Ice Skating \$\$

• Continued from page 82

a sound system, is priced at \$180,000, exclusive of land. A financing plan is available.

The operating statement of one privately owned rink, 100 by 200 feet, shows a weekly net of \$5,500. Total weekly gate receipts, which included spectators as well as skaters, based on an 80-cent average was \$5,680. Ice skate rental, locker rentals, skate sales and sharpening and concession revenues totaled \$1,421 for a gross of \$7,101. Operating expenses, which included salaries for 20 people plus utilities and supplies amounted to \$1,600, leaving a net of \$5,501.

A second example, a smaller rink, 60 by 160 square feet, has by actual figures, netted \$2,018 in a given week, this operation being in a town of 40,000.

Sidelines Important

Other important sources of revenue also exist. Skating schools can provide excellent income. Skating clubs, with regular meetings, are another money-maker, and some rinks have promoted small ice shows and hockey games with admission charged. Skate rentals and sales are profitable, and food and drink concessions should produce an average of 40 cents for each admission.

Veteran engineers and builders of ice rink equipment are enthusiastic about the future of ice skating as a regular recreation.

John A. Heinzelman Jr., Chicago Ice Machine Company, Chicago, sums it up as follows: "Containing all factors for public acceptance, but being more adaptable, is the outdoor skating rink. Unlike most individual amusement enterprises, the outdoor ice skating rink has proved profitable when run by itself. Yet it can be a successful adjunct to a shopping center, providing a prime attraction with great promotional potential. In addition, when engineered for new shopping centers, the refrigeration used for the rink during the cold months will provide air-conditioning for the shopping center during the warm months.

R. A. Stencel, of the Toronto refrigeration engineering firm bearing his name, says: "Based on inquiries, not only in Canada but from the United States and Europe, it appears that skating is taking the world by storm. . . . We have been discussing installing rinks in connection with open-air drive-in theaters. There is even talk of small rinks for shopping centers to attract customers.

Optimistic about the future of the ice rinks is Charles R. Beltz, Beltz Engineering Laboratories, Detroit. He believes that ice rinks will grow in the northern portion of the United States to a point where every community of 50,000 population and upwards will have one rink per 50,000 to 75,000 population.

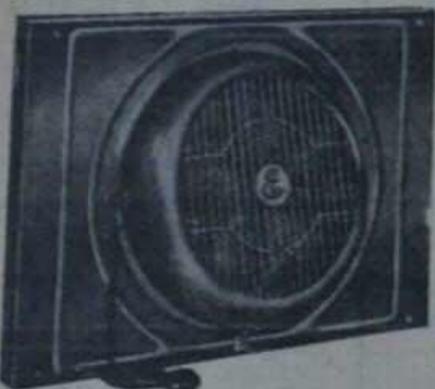
Herb R. Gartner, of the Gartner Refrigeration and Manufacturing Company, Minneapolis, terms the growth as promising and due to the tremendous increase in the population he points out present recreation facilities are becoming smaller and smaller. Something must be done to provide amusement for the younger generation and skating rinks will enjoy their share of the business, according to Gartner.

be interested in working with Ringling, but they also noted that new problems would crop up for the circus.

For the immediate future, many Ringling graduates were looking for new jobs. Some were expecting to step right onto the new Clyde Beatty Circus. Some would be retained on the Ringling payroll. Others were looking to fair dates, other circuses or to trips back home.

ALLIANCE OFFERS YOU THE COOLEST DEAL IN THE COUNTRY

EMPIRE MULTI-USE REVERSIBLE WINDOW FAN



- ADJUSTABLE—Fits any window — Double-Hung — Casement—Steel
- EXHAUSTS stale air
- FRESH AIR drawn in from outdoors
- NO DRAFTS directs air up-down—straight
- QUIET four 8" blades for maximum volume
- 110-120 V. A.C. only
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Only **\$9.00** each
in lots of 3 or more
Sample \$10.00 each

EXCLUSIVE EXTRA FREE
Portable steel Fan Stand included—nothing to assemble. Simply set fan in cradle.

Also available in five 10" Blades—Same as above. \$11.00 ea. in lots of 3. Sample \$12 ea.

3-PIECE PEARL SET—3-Strand Necklace, 3-Strand Bracelet and Drop Earrings. Comes in White, Pink, Blue. Each Set individually boxed \$ 9.00 per doz.

20% Deposit With Order, Balance C.O.D., F.O.B. Chicago

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ALLIANCE SALES CO.

4220 W. Roosevelt Rd. Chicago 24, Illinois
Phone: NEVada 8-9012

Last R-B Towns

• Continued from page 96

show was due. Then Ringling arrived late and gave performances at 6:30 and 10:15 p.m. The first show had one-quarter of capacity. The second was a full house.

Show trains were seven hours late in arriving at Akron on Friday (13). Afternoon performance at Akron was canceled, and the night house drew turnaway attendance. On the jump, a flat car was derailed near Youngstown.

At Akron, there was a report the show would close but this was strongly denied. Twenty-four pickets appeared but had little effect on attendance, it was reported.

Because of the big crowd straggled at Akron, the elephant act did not appear.

The show left Akron on time but was late in Canton again. On the rail move from Canton to Alliance, a train mishap injured 10 persons.

In Alliance for Sunday (15) the show was three hours late with the afternoon show and one hour late at night. Both drew half houses. Rumors of closing were denied again in Alliance.

N. Y. Coliseum

• Continued from page 93

ing, etc., which have since been ironed out. Capable of presenting four simultaneous offerings on different floors, each with its own marquee and entrance lobby, the building has had a summer schedule spotted with open dates.

Fall and winter bookings look good, with all floors booked for the third week of October, and two signed for the third week in November. Other weeks have vacancies.

R-B Can't Be Idle

• Continued from page 96

chance of fulfillment was that the Ringling corporation would revive another of its titles and operate a substitute show on a one-section train. The hopeful recalled the Barnes-Sells Floto arrangement under similar circumstances in 1938.

Won't Remain Idle

Observers and employees tossed around other possibilities ranging from the complete disbanding of the show and its equipment to such eventualities as a change in management or ownership. Few expect it to sit idle for eight months.

Meanwhile, North had announced the show would reopen in April, 1957, and play a string of arena dates. Reaction to this varied from jubilation to doubt. Many figured that indoor dates would prove harder to contract, harder to sell without auspices, and hardly the answer for more than two or three of the show's 80 carloads of circus.

Arena men perked up at the news and indicated many would

K. & L. JEWELERS

Largest Sellers of Rebuilt Watches

Brand New Jeweled, Nationally Known Swiss Watch

CHROMATIC DE LUXE

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Money Refunded Within 10 Days. Wholesale Only. One Year Factory Guarantee. 25% With Order, Balance C.O.D. 10% Fed. Tax Will Be Charged Unless Order States Watches Are for Resale.

Our Special Price **\$4.95** ea. With Metal Band



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Largest assortment of Plated, Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

Heart or Round Necklace on 34" chain. **\$27.00** Gr. Nickel or gold plated.



McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

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LARGE MEXICAN SOMBRERO HAT

\$3.75 DOZEN

\$42.00 GROSS

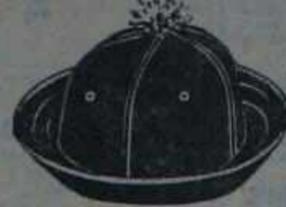


TOP BANANA HAT SPECIALS

The best made hat on the market. With elastic bands for adjustable sizes. Large variety of colors and designs.

\$5.00 Doz.

\$53.00 Gr.



FELT CREW HATS

Bright colors and trimming and pompons.

Gross \$33.00



SPECIAL OFFER NEW RETRACTABLE BALL POINT PEN

The new, sensational retractable Ball Point Pen with no-smear ink. Bankers approved, guaranteed leak proof, large ink supply.

\$1.75 Dozen

\$17.00 Gross

4-inch metal refills \$1.00 doz., \$8.00 gr.



Men's Full-Size BLACK FELT DERBYS

With binding. This hat is now sweeping the country.

\$5.00 Doz.

\$52.00 Gr.

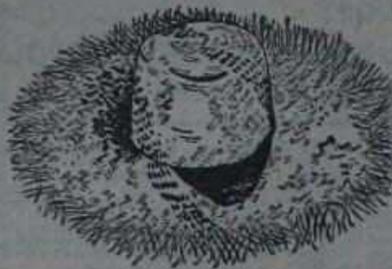


MOTORCYCLE CAP WITH TWO BANDS

Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia.

\$6.25 Doz. \$72.00 Gr.

These hats in colored material. Pink, Yellow, Blue, Black, etc.



New Low Price

LARGE SIZE STRAW HAT FUZZY WUZZY

Made of woven straw in natural color. Sells on sight. 18" from brim to brim.

\$2.75 Doz. \$27.00 Gr.

Medium Size, \$17.00 Gross



CREW HAT OPERATORS

We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made of the finest gabardine. They simply are beautiful and sell on sight.

Immediate Delivery

\$60.00 Gross

WITH POMPONS

The hats all have taped seams



KIDDIE FELT CAPS

WITH POMPONS Assorted sizes and colors.

Gross \$27.00



CAPTAIN'S CAP

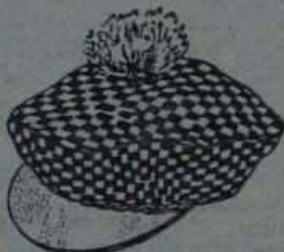
Best Quality

Gabardine Twill Caps in White, Navy and Blue Denim. These Hats have embroidered insignia.

\$6.25 Doz.

\$72.00 Gr.

NOW! NEW LOW PRICE



For All Hat Operators LATEST CREATION

Checked and plaid Be-Bop Hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

\$4.00 Doz. \$45.00 Gross



FULLY AUTOMATIC CHROME RONSON TYPE POCKET LIGHTER

\$5.50 per doz. \$60.00 per gr.

Sample dozen \$6.00 postpaid.

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Ivy League Hats, Stripes and Plaids, doz.	\$ 6.00	U. S. A. Flags—12 inches x 18 inches, doz.	\$ 1.75
Gross	69.00	Men's 6 pc. Watch Set, each set	6.50
Gob Hats—Assorted Pastel Colors, doz.	3.50	Midnet Chromo Lighters, doz.	2.50
Black Felt Top Hats, doz.	6.00	Gross	27.00
Painted Western Straw Hats with Pictures, doz. \$4.00; Gross	45.00	Three Coins in the Fountain Perfume, doz.	5.00
Regulation Gob Hats, doz.	7.00	3 Pen Pack—Retractable Ball Point Pen Sets. In Plastic Pocket Saver, doz., \$5.00. Gross	54.00
Plastic Flying Birds—American Made, gross	8.50	Retractable Ball Point Pen & Pencil Set. Complete with Ronson Type Lighter, doz. sets	9.00
Plastic Butterfly Birds—American Made, gross	7.00	7 Inch High Hat Feather Dolls, doz.	1.50
10-inch Fur Monkeys, doz.	1.50	Gross	14.40
7-inch Fur Monkeys, gross	8.50	12 Inch High Hat Feather Dolls, doz.	3.25
Slum Necklace Beads, gross	2.50	Gross	36.00
Pennant Canes, per 100	1.50	24 Inch Spread Rayon Parasol, doz.	2.75
Comet Hat Bands, per 100, \$1.50. Per 1,000	12.50	32 Inch Spread Rayon Parasol, doz.	3.75
Imported Leis, gross	1.50	4 Point Pinwheels, gross	8.00
Confederate and Pirate 12"x18" Flags, doz.	2.00	Swagger Sticks, gross	10.00
Gross	21.00	Long 57 Inch Silk Lash Whips, gross	16.00
46 Ligne Comic Buttons, per 1000	9.00	Lancaster Batons, gross	17.00
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LATEST CREATION FRENCH BERET HAT

All Pastel Colors. For Men, Women and Children. \$5.00 doz. \$54.00 gross



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In beautiful leatherette case, gold finish frame and adjustable flexible ear piece. \$5.50 Doz. \$63.50 Gr. Complete with case.

25% deposit required—money order or cash. We Ship Same Day We Receive Order We Ship All Over the World

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1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA. Phones: 7-9848—WA 2-6970 Send for Latest Catalog

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Luxurious 6 Pc. Set **Priced for ACTION**

Includes: All metal, top action pen; All metal automatic pencil; Stunning Tie Bar; Smartly styled Cuff Links; Handy Pocket Knife. All in plush, satin-lined metal gift case.

Now... an item so popular in appeal... so high in value... and so low in price it's bound to make sales history. In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural"!

25% with order balance C.O.D.

Only \$2.50 Per Set In lots of 6 Sample Set \$3.50

MODERN PEN Mfg. Co., Inc.
384 B'way, N.Y. 13, N.Y.

12" FEATHER DOLLS, Doz. ... \$2.75
PARASOLS, Doz. 3.00
12x18" FLAGS, Doz. 1.50
8x12" FLAGS, Doz.90
4x6" FLAGS, Gross

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Chinese Plastic Fan—Acad. Colors complete with Nickel Plated Heart or Round Disc for Engraving.

No. 3030X With Disc—Par Doz., \$4.00
No. 3030 Without Disc—Par Doz. \$2.65

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EXPANSION & PHOTO RINGS
CLOSEOUTS
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Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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Two Flashy Items
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Sample \$2.75 ea.
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MAMMOTH COMEDY COLLECTION! Amazing low price! Over 1,000 "Clever Remarks," \$1. Introductory Offer! Edmund Orrin, 5034 San Vicente Blvd., Los Angeles, California. auz5

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A BEST BUY—HOTTEST SELLING ITEMS in the country. Genuine French-type Perfumes, novelty T-Shirts and Salin Hats. "Husk" O'Hara, 5732 N. Kenmore, Chicago 40, Ill. j728

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Beautiful large U. S. Flags. Finest quality. Navy surplus New, wool, sewed on stars, snaps and ropes. 3x17 ft. \$100.00 value. \$15.50 postpaid. Dealer inquiries invited. B & L Surplus, Box 158, Ogden, Utah

AT LAST! SOMETHING NEW AND SENSATIONAL in latest Fall Christmas Cards. Make extra money fast! Show salina, vellum, metallic, gets easy orders. Pays up to 100% profit! 25 free samples. With same 50 for \$1.50. Big line! Amazing Convertible Pen-Fencil, Napkins, Gifts, Stationery. Several \$1 boxes on approval. Pure Greetings, 2801 Locust, Dept. 6121-J, St. Louis 12, Mo.

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DEALERS WANTED Agents and jobbers sell new non poisonous roach and insect trap. A completely new method of roach, spider, and insect control. Ideal for hospitals, restaurants, hotels, and all places where sanitation is important. Contains no poison. Also provides best fish bait known. Write for sales outline, wholesaler and jobbers price list. We drop ship. Samples, \$3.95. SKI KING MFG. CO. P. O. Box 1154, Station A, Fort Smith, Ark.

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EARRINGS — ASSORTED STONED AND tailored \$5 per gross plus postage, c.o.d. Gross lots only New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. j728

EARRINGS SPECIAL SUMMER ASSY. All colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

FAMOUS MFR. CLOSEOUTS

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- Summer Earrings, asst. 1.50 dz.
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- Children's Jewelry boxed, asst. 2.00 dz.
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- Tie Slide Sets, carded 4.00 dz.
- Charm Bracelets, asst. 1.00 dz.
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Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

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Sell popular sensational kits model airplanes, boats, etc. New England, B.H., 124 Empire St., Providence, R. I. j728

INTERCHANGEABLE EARRINGS—REMARKABLE

You get 3 pairs to each. Send \$4.50 for dozen or \$24 for 6 dozen deals complete. Satisfaction absolutely guaranteed.

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3948 Harvard St., Brookline, Mass.

NEW FLASHY "X" SIGNS, LIGHT RE- flecting, illustrated, color banded, 2,000 varieties. Sample, 1lb, \$1; 100 best sellers, \$5 postpaid U. S. only. Koshier, 125 Goetz, St. Louis 22, Mo. j728

NEW GENERAL, RELIGIOUS, COMEDY "X" Signs; cost 7¢, sell 50¢, 1,000 different slogans. Sample, free! Lowry, 81 Broadway, Dept. 934, New York 2, N.Y.

NOVELTY DEALERS, A NEW CANE, FAST seller, highly finished, \$10.49 per hundred, retail, 30¢. Five samples, postpaid \$1. Herbert Hunter, 3408 Hillview Ave., Dayton 9, Ohio.

SELL FRIENDS AMAZING VALUE CHRIST- mas, All Occasion Greeting Card assortments. New type tall, parchment, photo-chrome cards, novelties. Make \$50, \$75, \$100 extra money plus bonus. Write for feature boxes on approval, 74 free samples personal Christmas cards, stationery, free catalog. New England Art Publishers, North Abington 733-E, Mass.

SPECIAL CLOSE OUT SALE—LIFE PRE- servers, waist type for sailing, swimming, etc. Can't deflate, water log, or mildew. Dux, lots, \$1.25 each or sample, \$1. P. O. Box 1156, Station A, Fort Smith, Ark.

ROBBO PROGRAMS—CLASSY, TWO COL- or, 18 pages, sell at any price for 25¢, cost only 1¢. Unsold copies returnable. Write Fog Horn Clancy, Waverly, N. Y.

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friend samples of our new 1956 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-013

We'll Start You in Your Own STAMPING BUSINESS

Big year round business, steady income; big profits stamping Social Security Plates. Start at home in spare time. Send 50¢ for sample plate with your own name and Social Security number. Catalog free. GENERAL PRODUCTS 321, 188 State St., Dept. 88-10, Albany, N. Y.

WESTERN STYLE HOLSTERS, HUNTING Horns, Novelties, Saddles, stamp for circular. Frontier Products Co., 2102 Salinas, Laredo, Tex.

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In a Space This Size will attract more attention and secure greater results. Cost of this two-inch space \$28 PER INSERTION Rule Border permitted on ads of two inches or more

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beautifier (not a polish or plastic, will like wild! To 150% profit, repeats forever. Write Mecha Manufacturing Co., Spiro 7, Oklahoma. ch-10

30 PIECE SET STAINLESS STEEL TABLE-

ware; retails \$19.95; your cost, \$8.95 each prepaid. Jerome Guss, 107 Havemeyer St., Brooklyn 11, N. Y.

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ARMADILLOS, \$4; OPOSSUMS WITH babies, \$4; Raccoons, \$4; assorted large Tortles, \$1.50 per dozen; Snake Dens, 10¢; Alligators, Iguanas, Anacondas, trophy tanned Horns-horn U. S. Alligator Skins, 3 ft., \$5. Ray Singleton, Nattiesnake, Fla.

BABY BLACK BEARS, \$125; LARGE WILD Cats, \$45; tame baby, \$50; tame Red Fox Pups, \$20; young Spider or Ringtail Monks, \$25; large Canadian Wolves, \$100 pair; Coyotes, \$50 pair; large Woodratt Skunks, \$20; year old Black Bear, \$100. Bill Allen, Fredericktown, Mo.

NOTICE REPTILES, INC.

2526 N. W. 16th Street Road Miami, Florida E. Ross Allen, President W. F. Prince, Manager Is now operating ROSS ALLEN'S WHOLESALE DIVISION Anacondas, Boas, all sizes Giant Lizards, Alligators Reptiles, Birds, Mammals Domestic and Foreign WIRE, WRITE OR PHONE Franklin 3-4806

FOR SALE—MAJOR ZOOLOGICAL SPECI- mens. Bengal Tigers, \$1,500; Alaskan Polar Bear, \$500; trained Elephant, \$1,700; Giant Tortoise, \$400. Write for details. Meuna Bros. & Ward, Sparkill, N. Y.

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These PLAKS are Jumbo Size postcards. All WOODY-looking PLAK-KARDS are attractively colored. Everyone BUYS several, and then more. Approximately 50 designs available in our assortments. Packed 3 dozen assorted to the box with FREE counter display. VARIETY, SALES and PROFITS are JUMBO SIZE! Rush \$2.00 for sample box of 3 doz. with display.

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THE PERFECT TOY FOR FAIRS

THESE FAST SELLING LITTLE DANCERS ARE NOW MADE IN SIX CHARACTERS APPROVED FOR DEMONSTRATION IN ALL CHAIN STORES

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 Send free details about your selling plan & free sample offer.

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Contains 50 Hand Set Flashing Rhinestones

Solid Bracelet expands automatically for perfect fit. Safety chain and guarantee. White rhodium finished in beautiful 3 color case. Advertised in LIFE Mag. Pre-ticketed \$69.50 price tag. Sample \$13.50. \$12.95 each in lots of six.

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SPECIAL PRICE
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Costs 45¢ each

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DELUXE GIFT SET INCLUDES: (ADVERTISED IN LIFE)

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- Super Dated Leather Tie
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ORGANIST, HAMMOND, EXPERIENCED; Pianist and Soloist. Write Marjorie Goodall, 3314 E. 5th St., Jamestown, N. Y. Tel. 67-121.

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WESTERN GIRL SINGER—HANDLES GUITAR or bass. Will join combo, trio or team with. Box C-468, c/o Billboard, Cincinnati 22, O. Jy28

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with **GENUINE HAND WOVEN INDIAN STYLE WAMPUM BEADED NECKLACES**

Assorted designs & colors 15" long

TERRIFIC SELLER!

Colorful Indian Designs

Send \$5.00 now for sample doz. Shipped prepaid with money back guarantee. (10% less in gross lots.)

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80¢ EACH

ONE PIECE PLASTIC HANDLE Class Rod Shaft Approx. 5 ft. Multi-color space wrap a Authentic fish guides a Regulation tip a Packed 50 to master carton a No less sold.

TELESCOPIC BAMBOO POLE 12-ft. length a 3 section a Fully equipped a 3 guides and full metal tip a Red lacquered wraps a Full metal clamp holder for reel a Individual clear bag sleeve a Blue Ribbon Brand. Per Doz., \$18.00.

SPINNING LINE Soft Monofilament a 100 yards to spool a 5 lb. test a Dupont Tynex a 12 spools packed to box a Per Doz. Spools, \$3.00. No less sold.

TROUT FLIES On #10 Hooks a 12 ass't, numbers mounted flies on two cork strips packed in Paulownia wood box a Box re-usable for man's cuff links and jewelry a 12 boxes total of 144 flies packed to container a Doz. Boxes, \$4.75. No less sold.

ALL ABOVE ITEMS ARE PROVEN WINNERS AND SPECIALLY LOW PRICED.

25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

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Aluminum Pendant, Dog Tag Type, 3 Assorted Styles, Gr. \$1.75
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Lucky Lady Matching Coins, Per 100 \$1,000 Pieces of Slum—SPECIAL, Per 1,000 \$4.50
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1 1/2-inch Comic Buttons, Per 100 \$1.25
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18-inch Plush Bears, Dt. \$15.50
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14-inch Sitting Poodle, Dt. \$12.50
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Write for copy of complete price list. 25% deposit with order, balance C.O.D.

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Packed 60 to carton.

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Removes dust, lint from clothes, upholstery - and collects it in the bag.

Sells on Sight, weighs only 10 oz.
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Guaranteed — Jobbers write for quantity prices

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MEN'S WATCH \$4.95 each

JEWELLED

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17-J. Ladies' or Men's Watches, \$17.50 each.
German Nile-Driving Glasses, retail \$2.75, cost you \$1.25 pair.

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Mica Velvet Finish Earrings, ass't. colors, gr. \$24.00
Hand Painted, Beautiful Skirts, 1/2 swing, ea. 4.00
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Extra Large Heavy Rings, will not tarnish, gr. 36.00
Hand Tooled Billfolds, dz. 15.00

The largest stock of Mexican Jewelry, Pottery, Palm Hats, Feather Cards, Hand-Carved Convention Cans, Hand-Tooled Bags, Curios, Novelties. Wholesale only. 25% Deposit, Balance C.O.D. Request Catalog.

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SLUM JEWELRY and RESALE JEWELRY

GIVEAWAYS FOR GAMES—HANKY PANKS, GRAB BAGS AND JEWELRY SPINDLE, EACH ONE ON A CARD, GOOD FLASH, GOOD VALUE. PRICED LOW. BIG STOCK ON HAND, SAME DAY SHIPMENTS. SEND FOR CIRCULAR, WE HAVE ENGRAVING MDSE, SETS, RINGS, RELIGIOUS JEWELRY.

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every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard

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90% SWEETER

Wis. Op Takes Realistic View And Goes Dime

BEAVER DAM, Wis.—Music operator Ed Dowe, of this southern Wisconsin town of 10,000, is probably one of the strongest supporters of dime play in the Badger State. Ninety per cent of his juke boxes have been successfully converted to the new price tag.

Dowe kicked off his price switching campaign less than six months ago in spite of heavy competition from several local operators, plus a few other firms in surrounding towns who blanket the region.

As secretary of the State operator's trade group, he has enthusiastically plugged adoption of dime play as a specific cure for the industry's current ills. That he practices what he preaches, is evidenced by the top results he has been garnering.

According to Dowe, his over-all route receipts have improved considerably via use of dime play, as much as 30 per cent.

He sets his equipment at straight dime, three tunes for a quarter; feeling that a compromise of four tunes for a quarter, or five or six tunes for a quarter, is better.

1,500 Attend 1st of 6 UMO Teen-Age Hops

DETROIT—The first in a series of six weekly teen-age record hops, sponsored by the United Music Operators of Michigan, got under way here last week, drawing a crowd of 1,500 youngsters.

This is the second consecutive year that UMO, along with suburban recreation groups, is backing these weekly outdoor dance parties for vacationing teen-agers. The series is in line with the association's year-round good-will program.

The dances are all scheduled to be held at the Veterans' Memorial Park, site of last week's event.

On hand for last week's dance party were deejay Mitch Jachinski, WDOG; Lonnie Satin, Capitol; the Petticoats, Unique, and the Stylers, Jubilee. Three amateur groups also took part in the festivities.

Records for the party were supplied by Tony Siracuse, of Circle Music Company. Bob Maxwell, WWJ and WWJ-TV deejay, is to emcee the second show.

Census Bureau Renews Juke Export Breakdown

WASHINGTON — "Coin machine export statistics will be compiled and published on the same complete basis as they were in 1955," J. Edward Ely, Chief of Census Bureau's Foreign Trade Division, said last week (18). He said that a recently approved increase in appropriations would make it possible to discontinue the method used during the first six months of this year—a method

ANNUAL CHI OP GOLF TOURNEY SEPTEMBER 20

CHICAGO—Record Music Service Association has scheduled its annual music operator golf outing at the Southmoor Country Club for Thursday, September 20.

Joe Filitti, chairman of the operator committee heading the event, said that somewhere between 500 and 600 guests were expected to attend, representing every phase of the music business. He said that the club had just recently been remodeled, promising to make this year's fete the best in RMSA's history.

As usual, Filitti said, the outing will be a "dawn to dusk" affair, and will include golfing, dancing, entertainment by top recording artists and plenty of food.

Southmoor, the site of RMSA's golf event in 1954, is located at 131st Street and Southwest Highway in South Chicago.

AMI Appoints Winnipeg Coin

GRAND RAPIDS, Mich.—Winnipeg Coin Machine Company has been appointed AMI's distributor in the Provinces of Manitoba and Saskatchewan, Canada. E. R. Ratajack, director of sales, announced here Monday (16).

Winnipeg Coin is headed by Mary Morosnick. Ed Sedo is shop foreman, and W. Nielsen is in charge of collections. The firm, associated with the coin machine business for over 25 years, features a complete service and parts department, as well as a phonograph showroom. Models of AMI's 200-selection phonograph are already on display, Ratajack said.

The firm headquarters at 209 Pacific Avenue, Winnipeg.

Summer Slump Hits Memphis, Miami Up

MEMPHIS — Music operators and distributors report a heavy drop off in juke box play this summer, from 10 to 20 per cent below normal. Last year's average drop ranged from 5 to 15 per cent.

What's causing the slump? Most operators and distributors agreed that it is a combination of hot weather, vacations and more public outdoor recreation, such as new swimming pools, drive-ins, open air theaters and golf courses.

(Continued on page 124)

No Big Summer Dent Except Detroit, Midwest Ops Report

Chicago Reports Dips of 5 to 10%; Milwaukee Steady; Detroit Way Off

CHICAGO—Music operators in and around the Windy City are taking a slight summer decrease in collections in stride. All contacted by The Billboard last week said that play had dropped a little—from 5 to 10 per cent, but not enough to worry about.

Distributors, on the other hand, reported they were enjoying one of the best summer seasons in this area in many years. All four major phonograph distributors said that their sales were up compared with last year.

The reasons for the increase in distributor sales was attributed to new model acceptance. Distributors explained that operators were

(Continued on page 124)

DETROIT — A normal hot weather slump coupled with heavy industry layoffs may result in an all-time low in juke box collections here this summer.

According to a survey of operators this week, the outlook is anything but optimistic. Harry Norton, head of Lincoln Vending, anticipates a general drop in play of about 35 per cent. "We are almost running that low now," he said.

Norton said he thought the big problem was layoffs rather than weather. He said the layoffs seem to be hitting the young workers—the best juke box customers—the hardest. He added that the impact

(Continued on page 124)

MILWAUKEE — "Summer slump? There doesn't seem to be much of one here this year."

That is the opinion of most music operators contacted here this week by The Billboard. Operators reported that what summer drop there has been, is mild compared to previous years.

The major factor behind the surprisingly good summer grosses appears to be the gaining use of dime play. Operators state that collections from dime play spots are holding up their route averages better than hoped for.

Doug Opitz, of the Hilltop Coin Machine Company, reported his route receipts this summer are well ahead of last year's mark because of dime play. He added that 200-record play machines, plus the new dime price tag, has increased collections in every location where they have been installed.

Says Opitz: "The sooner all operators forget nickel play, the sooner the entire industry will show a year-around improvement." Opitz has about 50 Hilltop spots operating on dime play.

G. & W. Novelty Company, covering primarily the southern portion of Milwaukee County reports that business has been holding up fairly well in both music and games. Glenn Gaedtke, of G. & W., said some drop offs in tavern patronage can be expected.

(Continued on page 124)

Wis. Op Assn. Airs 10c Play, ASCAP Activity

OSHKOSH, Wis.—Current developments in the ASCAP-juke box music licensing legislation, dime play trends and National Juke Box record use highlighted the Wisconsin Music Merchants' Association's monthly meeting Monday (16) at the Columbus Club.

Members from all over the State were on hand for the meeting which got under way around noon. C. S. Pierce, president of the association, reported on the ASCAP situation. He warned operators that the fight was far from over. He pointed out that committees studying the legislation were still active.

Dime play reports and trends, along with NJB record promotion, rounded out the meeting.

No date or site was scheduled for the next association gathering.

(Continued on page 124)

Letter Lauds Chi Assn. for Polio Efforts

CHICAGO — The Chicago music operator organization, Recorded Music Service Association, went all out to help the March of Dimes campaign this year. Before the 1956 campaign closed, the association had sent three separate checks to the infantile

(Continued on page 123)

Juke Outlook Mixed In Western States

Eye Good Summer Collections in L. A.; Denver Proper Down, But Resorts Boom

LOS ANGELES — With juke box play holding up well and increasing in resort areas, operators here believe that collections will hold their own or possibly increase during the coming summer months.

Operators expressed some concern over the effects of a prolonged steel strike, but all in all, they believe that machines located in mountain or beach resorts will offset losses incurred in taverns and restaurants in town.

E. Fred Ross, Pasadena operator, said his average was holding up well. He believes that the steel

(Continued on page 124)

DENVER—There seems to be no happy medium in this area as far as summer juke box collections are concerned. Music operators in and around Denver expect business to be either "better than ever" or "worse than ever" this summer.

The two views of summer conditions depend upon where an operator has his route. If he operates in town, he's expecting a cut in play. If his route is located on the outskirts of town—in the mountain and motel resort areas—he'll be expecting a banner summer.

The reason for the dual reaction springs from the uneven distribution of tourist trade in the area. Some 250,000 tourists are expected to hit this area before the summer is over, but only a small portion will camp in town itself.

Resort Ops
To the resort operator, this influx of tourists—a record number—means more locations, more spins and more money. To the city op-

(Continued on page 124)

Miller Meets With 3 Calif. Assn. Groups

OAKLAND, Calif.—George A. Miller, president and general business manager of Music Operators of America, addressed operators at three California Association meetings last week on the subjects of copyright legislation, MOA membership and local juke box ordinances.

On Wednesday, Miller met with operators of the Los Angeles branch of the California association. He was in Oceanside Friday evening and in San Diego on Saturday. Miller is expected to return to MOA headquarters here on Monday (23).

Regarding copyright legislation, Miller told operators at all three meetings that MOA would fight any and all attempts to change or eliminate the 1909 Copyright Act, which exempts juke box operators from paying performance fees. MOA's membership goal is 5,000 operators.

MIAMI—Regarding juke box summer business here, operators are of one opinion: Business is good.

According to a survey of South Florida operators by The Billboard this week, two major factors are responsible for this unusual summer situation. First, many operators have switched large portions of their routes to dime play. Second, new outdoor and hotel locations are opening up.

Dime play in this area has enabled operators to hold steady collections. Even tho individual play dropped off in some locations, the dime price has evened out the slump in play.

In many cases operators have found collections even better than they were last winter, when the machines were on nickel play.

New juke box locations are opening up rapidly. Almost every hotel in Miami Beach has a rumpus room for the entertainment of the teen-age guests. Most operators are installing phonographs in these rumpus rooms on a flat rental basis. Some phonographs are even finding their way to the side of swimming pools, on the same basis.

which has been under fire by industry for its "lack of detail."

Effective with the July statistics, all export transactions valued from \$100 to \$499 will be sampled at a 10 per cent rate as before, while higher amounts will get complete breakdowns.

The system used from January to June of this year sampled shipments valued at \$100 to \$999.

(Continued on page 124)

No Big Summer Dent Except Detroit, Midwest Ops Report

• Continued from page 123

Detroit

of the steel strike appears to be making it worse.

Not the Weather

Louis Fisher, of Fisher Music Company, agreed with Norton: "The general economic conditions are effecting juke box play more than the weather."

Fisher also thought that construction of new highways and buildings was closing more locations than it was opening. He pointed out: "In the long run things will work out evenly, 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 operators here to check the drop off in play. Some are canvassing new locations, but the prevalent feeling seemed to be that little could be done, so why fight it.

Same Service

Most operators report that they use the same record changing program in the summer as in the winter. "We try to keep our locations up-to-date on all current hits 12 months a year," one operator said, "so there is little value in adding still more records when the play falls off."

Replacement of equipment on location is also slowing down. Operators explained that their own servicemen's vacations held equipment changes to a minimum.

Operators in Upstate Michigan report collections doing very well, as a result of a heavy tourist trade. This, however, is normal. In fact, some Upstate operators report that summer is always their best period.

Chicago

buying new models at a steady pace, especially the 200-selection models, to fill their better locations.

Down 5 Per Cent

Phil Levin, head of Carlyle Music and president of Recorded Music Service Association, said that his collections were down about 5 per cent from normal and about equal with last summer's collections. Levin said that service on the machines and record changes are about on a par with winter activity.

Joe Filitti, head of Blackstone Music, reported that his collections were off even less than five per cent. He explained that altho some of his stops fell as much as 10 per cent in play, others went up to offset the loss. "The marginal or average stops usually drop off, while the better stops get even better," Filitti said.

Other operators reported some of their locations were off as much as 20 per cent, but this was exceptional.

Dime play is 100 per cent in Chicago, and has been for nearly six years. For this reason, operators compare summers nowadays with other dime play summers. One operator, when asked how Chicago's summer business on 10-cent play compared with summers prior to the changeover, said: "If had to go back and go thru another summer on nickel play, I'd sell out."

Few New Spots

Few new locations are opening up in the Chicago area, and there are virtually no so-called summer locations, so operators do little to promote added play here during the hot weather.

The best way to promote play, said Filitti, is keep the equipment clean, stacked with good records and uniform title strips, and service free.

Ben Coven, head of Coven Music Corporation, Wurlitzer distributor, said that sales to operators were well ahead of last year at this time. He attributed the boost to Wurlitzer's new 200-selection phonograph and the firm's summer sales Centennial Celebration.

At Automatic Phonograph Distributing Company, AMI distributor, Mike Spagnola also reported better sales than last year. He agreed with Coven that new model acceptance seemed responsible.

Atlas Music, Seeburg distributor, was also racking up good summer sales. Nate Feinstein, phonograph sales manager, said that sales were good because the new 200's were aiding operators in other sections of the State to switch to dime play and because operators were still in the process of filling out their routes with the new bigger models.

Fred Skor, of World Wide Distributors, Inc., Rock-Ola outlet, agreed with the other distributors regarding good summer sales, but pointed out that the export business was helping by keeping the market clear of used phonographs.

Milwaukee

but so far they have been slight this year.

The survey did, however, reveal that many coinmen were finding the months of June and July a bit unsettled due to local tavern license renewals. Approximately 50 taverns here were either changing hands, or finding it difficult to stay in business as of July 1. New owners frequently means new operators in these spots.

Stu Glassman, manager of Radio Doctors, Milwaukee's leading one-stop disk shop, reports operator record buying has held up surprisingly well. Mail orders from Upstate operators, however, could stand improvement, he said.

Coin machine distributors report that the sales in certain areas of Wisconsin have dropped off a bit more this summer than last, conditions are still very healthy. The drop in volume noticed in the past month was attributed to a slow spring tourist season.

Distributors explained that normally, resort area operators fill their vacation equipment needs during April and May, but this spring the weather was cool and rainy, resulting in fewer tourists heading north than anticipated. Sam Cooper, of Paster Distributing Co. said: "Our local business is fine, but the Upstate orders have slipped."

"Export sales helped considerably this summer," added Cooper, "we've been getting an increasing number of requests from the West Coast and Florida coin machine exporters. It only amounts to a 'fill-in' for us, but it helps considerably during the summer period."

Harry Jacobs Jr., president of United, Inc., Wurlitzer distributor, reports his firm is experiencing an excellent summer season. Increased orders from contacts made by United, Inc.'s mobile showroom is paying off in added sales this summer, he said.

Several distributors, particularly Paster Distributing Company, claim that diversification is an important factor in keeping summer sales totals at a healthy level.

90% Sweeter

• Continued from page 123

for a quarter, does not help solve the high cost problem facing operators. "Music operators need dime play in order to show a profit in the light of increased overhead costs," he said.

Not all of Dowe's locations remained faithful when the price was raised. Quite a few switched to other operators who remained at a nickel. But collections from those spots that accepted the new price, Dowe said, have more than made up for the minority that changed. As a result, he is now more enthusiastic about the potential of dime play than ever before.

And Dowe is not applying his dime play enthusiasm on locations using late models, or brand new music machines only. Old and new equipment alike, in cocktail lounges, restaurants and family taverns, are included in his sizeable roster of dime play spots.

Experience has proved one major point, says Dowe: "An operator doesn't have to wait until he can get the promise of co-operation of all his customers before he changes over to dime play. He can go ahead and make the change at any time and show positive results. The important thing is to keep sight of the true goal—getting a realistic price for the service of supplying juke box music."

Juke Outlook Mixed In Western States

• Continued from page 123

Denver

erator, except those operating in the downtown area, the tourist trade will make little difference in collections.

According to local operators, regular customers will be spending less time at their neighborhood locations this year. Reason for expected local slump—more outdoor attractions. Included in this list of new outdoor attractions are seven drive-in theaters, modernization and expansion of Denver's two large amusement parks, more night club entertainment catering to tourists, night horse racing and greyhound racing.

The average summer fall-off in play in Denver proper is from 15 to 25 per cent. This year, operators anticipate fall-offs from 20 to 30 per cent.

Diversification has proven one of the best answers to the summer slump, operators said. Beginning with warm weather, most operators began installing amusement machines and vending equipment in some of their locations. Location owner co-operation is reported excellent.

As might be expected, there has been a substantial drop in new equipment purchases. However, distributors report that mountain operator buying is up about 15 per cent compared with last summer.

Distributors also report that operators are shifting equipment from downtown spots to suburban taverns to capitalize on as much summer play as they can.

None of the distributors reported any special trade-in allowance or operator promotions.

Memphis

• Continued from page 123

Operators said that equipment shifting helped some, but could not begin to erase the drop off. New equipment also helps, they said, but pointed out that it is difficult to buy new machines when collections are at a low ebb.

'56 Vs '55

Allen Keller, owner of Allen Keller Company, said he expected the summer season to wind up about five per cent below last year's summer average.

Diversification helps the summer slump some, said Parker Henderson, general manager of Southern Distributing Company, AMI distributor. His firm is currently selling radio and TV tube testers to drug stores and grocery stores.

Edward F. Newell, general manager of Williams Distributing Company, and George Sammons, president of Sammons-Pennington Company, suggested that operators sell location-owners on the idea of air conditioning. The problem of financing could be worked out with any local bank, they said. The air conditioning unit would increase business enough to pay for itself, both men agreed.

The none of the distributors here are offering special summer sales or trade-ins, they are exporting more equipment than ever to hold up volumes.

Wis. Op Assn.

• Continued from page 123

On hand for the meeting, in addition to Pierce, included Ed Dowe, Beaver Dam; Dewey Wright, Wausau; Paul Jacobs, Stevens Point; Joe Hupfer, Lake Butte de Morts; Donald Stowe, Val Andreas, Ben Ludwig and Nick Gluth, all of Oshkosh; Vince Kraus, and Herb Tomnell, of Appleton, and Harry Jacobs Jr. and Woody Johnson, of Milwaukee.

Los Angeles

strike, however, if not soon settled, will cut into revenue.

Al Cohn, of Trico Music, reported his music machines in beach areas were up compared with past summers.

Good and Bad

"The some machines are off, others are up," Cohn declared. "We expect to lose play in some spots, but the main thing is that others more than make up for them."

Dime play is accounting for more revenue for Walt Hemple, of the First National Music Company, in San Fernando. All of the company's machines are set for 10-cent play. Altho Hemple does not service any resort locations, he does have a number of drive-ins that operate 24 hours a day.

"With the school vacation period now on," Hemple stated, "I think business will continue to increase. I am not worried about the next two or three months."

5% Ahead

Glenn Wolcott, of LaCrescenta, checked over his books and found that his music machines were, at this time, nearly 5 per cent ahead of last summer.

Wolcott believes there is more money in circulation. "The kids have more money now," he explained. "That is good for the business."

Wolcott has music in miniature golf courses that are getting added play because of daylight-saving time. He expects these to drop off at the end of the summer. At that time play will be increased on the machines that are in skating rinks. By having seasonal spots, he keeps his year around gross fairly stabilized.

Distrib Optimistic

Distributors and jobbers expect music machines to hold strong.

Wayne Copeland, who heads Sierra Distributors which handles the Wurlitzer line in this area and also houses Norty's one-stop store, takes an optimistic view of the next few months. He has verified his stand by opening his headquarters seven days a week. His Sunday schedule is from 10 a.m. to 4 p.m.

"We have the new 200-selection models to offer," Copeland declared, "and they're being well received. Our business has increased greatly in the past few months and I see no signs of it slackening."

Hank Tronick, general manager of Minthorne Music, Seeburg distributor, is equally enthusiastic about the business outlook for the next few months. "Business is picking up," Tronick stated. "I am confident that it will continue and that this summer will be better than 1955."

William R. Happel Jr., head of Badger Sales, AMI distributor, reported that the reception of the new 200 was outstanding and that sales were picking up steadily.

At Paul A. Laymon, Inc., despite the fact that Rock-Ola is yet to come out with a 200-selection machine, Ed Wilkes, manager, predicted a stronger summer business.

104 SELECTIONS

there is a

WURLITZER PHONOGRAPH

for every location

200 SELECTIONS

The Oldest
ONE STOP
 RECORD SERVICE

45 RPM 55c
 78 RPM 60c
 Single E.P. 91c
 NO EXTRA CHARGES

FREE
 Title Strip Service

No order too large
 or too small!

STORE BUSINESS WELCOME
 Save Time! Save Money!

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 Designed for your
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a day
 to be
 proud of . . .



When you receive your commission . . . and go on the line . . . if an officer in the Naval Reserve, if you are a college graduate between 18 and 27, you may qualify for the Navy's Officer Candidates School. Visit your local Office of Naval Reserve Recruitment for complete details. We look for you to join our country as a commissioned Navy officer.

NAVY

COINMEN YOU KNOW

Chicago

By KEN KNAUF

SUGGESTIONS WANTED. Joe Filitti, head of Record Music Service Association's golf committee, said that any suggestions from operators or other music personnel regarding the association's annual outing would be appreciated. The event is scheduled for September 20. Other members on the committee include Phil Levin, Earl Kies and Carl Green.

Nate Feinstein, of Atlas Music, Seeburg distributor, back on the job after being in the hospital for a week with a bad back. Nate says he's feeling fine now. . . . Paul Brown, head of Western Automatic Music, has left the reins of his music route with Bill Nyland, while he vacations in Canada at his lodge. . . . Bill Suter, AMI distributor in the Philippines, visited here last week. He was almost immediately hustled off to Grand Rapids, Mich., site of the AMI plant.

Len Micon, World Wide phonograph head, beating the heat with a little vacationing of his own. . . . Ben Coven, head of Coven Music, up to Lake Geneva over the week ends with his family. . . . According to George Miller, it looks like Chicago will continue to be host town for all Music Operators of America conventions.

Al Rothstein, Banner Specialty Company, Pittsburgh, visiting with Ralph Sheffield and Al Warren at Genco Manufacturing & Sales Company last week. . . . Jack Mitnick, who has joined United Manufacturing Company, getting used to his new surroundings. . . . Bennet Levy, partner of Dave Brody in National Popcorn Concessions, at Oakton Manor, Oakton, Wis., for a week's vacation. . . . Paul Huebsch, J. H. Keeney & Company, reports the firm's coffee machines moving at a good clip. Paul provided refreshments for the local game operators at the CIAA meet last week. Chicago Coin's Sam Wolberg will foot 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 Paster Distributing Company office here, reports that with their present headquarters less than a year old, plans are being made for an addition. Jerry Groll has taken over complete charge of the premium goods department which runs under the Holly Sales label.

Barney Kuehn, of the Music Mart, reports an increasing traffic of coin machine operators hunting for top-of-the-charts disks. McGuire Sisters' "Weary Blues" and Cathy Carr's "Heart Hideaway" proved popular with coinmen in the past week, says Kuehn. Stopins included: Art Menne, Elkhart Lake; John Jesinski, Sheboygan; Clarence Smith, Milwaukee Amusement Company, and Dick Zimmerman.

Josef Hillar is the newcomer in United, Inc.'s service department. No newcomer to the coin machine business, Hillar worked for Rock-Ola in Germany, prior to coming here three months ago. . . . Bob Grans has been added to the staff of Hilltop Coin Machine Company, according to head man Doug Opitz. On weekends Grans keeps himself busy playing accordion professionally. . . . Harry Jacob Sr.'s mother, Mrs. Minnie Miller, celebrated her 88th birthday last week. Despite her age she maintains a keen interest in baseball that has earned her the title of "Milwaukee's No. 1 Baseball Fan."

Dick Zimmerman, who recently struck out for himself as a coin machine operator, reports business building very nicely. Primarily operating music equipment, he worked for Eddie Paukonen until Paukonen's death a few months back. . . . Larry Fischer has taken over the city sales chores for the ailing Johnny O'Brien, of Major Distributing Company. Fischer also works as a disk jockey 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. . . . According to Mrs. Ray Lax, of Ray's Amusement Company, the firm's juke boxes are hitting fine grosses despite the summer heat. Big numbers include: "Almost Lost My Mind," by Pat Boone; Patti Page's "Allegheny Moon," and the teen-agers are going for "Be-POP-a-Lula" on the Capitol label.

Los Angeles

By SAM ABBOTT

SEE SAN DIEGO FROM THE AIR. Hank Tronick, manager of Minthorne Music Company here, and Matt Nordberg, of its sales staff, enjoyed a plane trip over San Diego during a recent trip there. The plane is owned by Noble Craver, San Diego music operator, and was in the annual Powder Puff Derby from San Mateo, Calif., to Flint, Mich. It was piloted in the Derby by Mrs. Marian Craver with Betty Lambert. While in San Diego, Tronick and Nordberg called on operators to discuss Seeburg phonographs, which Minthorne distributes in Southern California, Arizona and part of Nevada. . . . Sam Ricklin and Gabe Orland of the California Music Company are watching their new building being constructed across the street from the present location.

Charlie Dacy, Sierra Distributors, and his wife basked in the sun on Catalina Island for a week. . . . Roy Provencher, Minthorne Music salesman, made a trip to Blythe, Calif., to call on Seeburg phonograph operators. While there, the temperature hit 115 degrees, Provencher reports. . . . Fred Harling is expanding his Delano, Calif., activities and in the future will handle a line of appliances. The name of his firm is being enlarged to Cardinal Music and Appliances. . . . Ann Baran, Baran Music in Riverside, was in Los Angeles after her return from a trip to Philadelphia. . . . Tony Brill made the rounds on Coin Row here recently for parts and supplies for his routes. . . . Don Cummins has sold his music route in Lone Pine to C. M. Richards. . . . Bill Champlin, Champlin Music in Dodge



TRONICK

(Continued on page 132)

MUSIC OPERATOR FORUM

Juke Newcomers Expansion-Minded



Music operators who entered the business within the last five years think in terms of expansion more than operators who entered from 1946 to 1950. Both groups are more expansion-minded than operators who entered the business before 1946.

This week's Music Operator Forum, which covers the expansion plans of operators who started in the business since 1946, clearly reflects this situation.

As the accompanying chart shows, 71 per cent of all post-1946 operators have expanded their operations—either by adding brand-new locations, or by buying established routes—during the past five years. Only 49 per cent of the operators in business prior to 1946, said they expanded during the same period (The Billboard, July 21).

Approximately 66 per cent of the operators who started in the phonograph business since 1950 said they expanded their routes during the past 12 months. Just 36 per cent of the operators in the 1946-1950 group reported expansion during the past 12 months, and only 25 per cent of the pre-1946 operators expanded during the same period.

It is also interesting to note that not one operator participating in this week's Forum anticipates a cut in route size during the next 12 months. Last week, 12 per cent of all veteran operators reported they were planning to reduce the size of their operations.

The big reason for more expansion by newcomers is lack of top locations. Old-time operators, tho admittedly less expansion conscious, have hung onto their better locations while weeding out marginal spots. Newcomers, except those buying out established routes, have had to add marginal spots while building up their routes.

Another reason is that the new operator is trying to expand his operation to a point which will utilize all his time. After he has been in business for 10 years, he will have reached the maximum size for a one-man operation and unless he plans to hire servicemen, he will try to keep a steady size.

The general consensus of opinion among MOF operators this week is that eventually the small operator will be forced out of the business, even tho personal contact and service are the most important phases of the business. High costs of equipment and service were given as the reasons for fewer small operators.

At the same time, however, operators said that they thought service and personal contact were the best methods of hanging onto locations. Some, quite naturally, said that there would always be a place for some small operators. Geographic location was pointed out most often as the reason for the success of the one-man operation.

Very few operators this week talked about diversification as a means to expansion. Most voiced the complaint that diversification required hiring additional employees.

Unlike operators with more than 10 years' experience in the business, newcomers, especially those of the past five years, generally expand their routes by adding one or two locations at a time rather than buying whole routes.

But even when operators want to hold to a given size, one operator said, they still have to search for new locations to make up for the normal loss resulting from competition and business failures.

How They Voted

1. Are you operating more, fewer or about the same number of juke boxes now as you were this time last year? Five years ago?

Last Year	Five Years Ago
39% More	71% More
24% Fewer	13% Fewer
37% About the same	16% About the same
100%	100%

2. Do you plan to increase, decrease or keep about the same number of juke boxes in the next few years?

55% Increase
40% Decrease
45% About the same
100%

Income Vs. Expenditures . . .

G. A. SEGUIN, Twin State Music Company, Newport, Vt.: "Expansion in the juke box business depends upon costs and revenue. If an operator knows a new location will warrant the cost of new equipment, plus added service costs and more records, he should by all means expand."

BERT LIESCH, Milwaukee, Wis.: "With regard to expansion for a juke box operator, the decision should depend upon cost comparisons. If an operator wants a one-man operation he can only get so 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."

MOORE AMUSEMENT COMPANY, Huntington, W. Va.: "We believe in expansion at all times, providing the route can pay its own way. We keep a weekly check on our locations so that we always know how they're doing. If new locations look like they can cover the expense involved in setting up a phonograph, I will take as many as I can get."

Expansion Is Unavoidable . . .

FREDERICK CELANO, Stueben Music Company, Hornell, N. Y.: "The small operator with just music is on his way out. An operator has to have volume and diversification or he will not make money. Consequently, operators are forced to sell or buy new routes and locations."

JACK JEFFERIES, Osceola, Ia.: "It is impossible to hold a juke box route to a certain number of locations—no business is that stable. You are limited in expansion, tho, by geographic location."

JERRY RUBIN, Canton, O.: "The small juke box operator will eventually have to sell out or expand. Large operators are always trying to buy out routes. Small operators who have games as well as music are hit hard when a State passes unfavorable legislation."

FRANK FABIANO, Buchanan, Mich.: "I think operators should expand. During the past four years we have added over 100 juke boxes to our route."

H. A. SMITH, Los Angeles: "Since all businesses strive to increase in size, so should the juke 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 more locations to fill in the route to service costs alone."

LARRY MARTINI, Petaluma, Calif.: "An operator should always be looking for new business to expand his route. You can never stand still in the coin machine business, especially in the juke box business. Volume is needed to offset high operating and overhead costs."

The Personal Touch . . .

LLOYD L. KIESTER, Frontenac, Minn.: "Speaking as a small operator, I believe that operators should try and improve what they have before thinking of expansion. They should get to know their location owners better and improve their service."

STEPHEN W. ANDREW, Lompoc, Calif.: "I'll comment on my own area only. It is mostly an agricultural district, not much industry or population. The area is already saturated with juke boxes and games—even spots that can't pay an operator for his time, let alone his equipment and machines. So I think it is best to just hold to a given size, or if the opportunity presents itself, buy out a complete route."

E. STOCKHAM, Bloomingdale, Mich.: "I think that an operator should keep his route 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."

CARL MARCHETTI, JR., Rio Dell, Calif.: "My feelings regarding expansion are that an operator should set a size and stick to it."

DUANE KNUTSON, Fertile, Minn.: "I build my route up as big as one person can handle. If I add five or 10 more locations, it will mean adding a serviceman which would cost more than the locations could earn. A small operator is faced with the problem of diminishing returns."

WOODROW ABBOTT, Rolla, Mo.: "I operate up to 15 miles from home with one mechanic. Further expansion would mean hiring still another employee. Unless I add enough locations to keep an extra man busy all week, expansion will mean less net profit for me."

ART SKRAM, Mason City, Ia.: "I believe an operator should decide how large a route he wants and then stick to that size. A few years ago, I sold all of my out-of-town locations. Now I can service all of my own stops and give better service to boot."

Diversification to Boost '56 Summer Grosses, Operators Say

CHICAGO—Automatic vending machine operators expect to step-up 1956 summer grosses 5 to 30 per cent compared to last summer thru increased diversification.

This was disclosed in a spot check of large representative operators in the East, Midwest and South by The Billboard comparing current sales with those of a year ago.

Most of the increase was attributed to diversification and the installation of additional venders dispensing a greater variety of hot weather items, the operators polled disclosed.

The operators stated they are installing more cold cup drinks, fruit juice, cracker and peanuts and ice cream machines in established locations.

Others reported they have shifted machines from school locations and plants to summer recreation centers, including swimming pools and golf courses.

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 months.

One leading East Coast operator stated: "I plan to add more cold cup drink and salad machines to my route. In addition, I am de-

voting more columns in my candy venders to cookies, crackers, items with summer coatings, and non-chocolate jellies."

The drop in his candy and coffee sales is offset by the 80 per cent increase in cold beverage sales, and the 20 per cent hike in milk, he said.

"Current indications are that my over-all volume will be 10 per cent greater this summer as compared to last when sales were off 15 per cent. The rise, I believe, can be attributed to my greatly increased diversification program," he concluded.

Adds Equipment

Thurman P. Nance, head 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 venders dispensing cold beverages and hot weather items—fruits, beverages, cookies and peanuts.

"Our summer sales are increased by converting our delivery trucks into mobile units serving the spectators at ball games and social events," Nance disclosed.

In addition to installing more cracker, fruit, potato chips and fruit juice machines, his firm devotes more candy columns to salted peanuts, mixed nuts, special summer peanut bars, cookies and

(Continued on page 128)

125 Exhibitors Sign For NAMA Conclave

CHICAGO—With the 1956 National Automatic Merchandising Association's convention—December 2-5—still five months off, a total of 125 companies already have reserved exhibition space.

The fact that 14 more companies have reserved space in the exhibit, compared with the same date of a year ago, is strong evidence of the growth of the vending industry. Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, exhibit chairman, said.

To be known as the "Pageant of Vending," the conclave 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 has been sold, Geiger reported. (The Billboard, July 21.)

Vendo Equals '55 Earnings First 6 Months

KANSAS CITY, Mo.—Earnings of the Vendo Company for the first six months of 1956 will equal that for all of 1955 when earnings were \$842,000, or \$1.01 per share.

The announcement was made by E. F. Pierson, chairman, at a board of directors meeting at which an

(Continued on page 127)

However, good space is still available in the Willford Room and on the fifth floor, he said.

Exhibitors who have definite commitment for space include:

Vending Machines, Components

A.B.T. Manufacturing Co., Chicago; Alco Film Dispenser, Inc., Miami Beach, Fla.; American Dryer Corp., Philadelphia; APCO, Inc., New York; Auto-Photo Co., Los Angeles; The Bennett Manufacturing Co., Alden, N. Y.; Brandt Automatic Cashier Co., Watertown, Wis.; Chicago Lock Co., Chicago; Coan Manufacturing Co., Madison,

NVA CONFAB DIRECTORS PLAN REGIONAL MEETS

CHICAGO — Tentative plans for three 1957 regional meetings were discussed by the convention committee of the National Vendors Association here this week, Paul Crisman, chairman, announced.

The program, aimed at keeping the bulk operators abreast with the latest developments in the industry, is being submitted to the board of directors for approval, Crisman said.

Action on the 1957 NVA convention, Crisman continued, was held in abeyance, pending the decision of the board. However, he said, tentative plans call for the conclave to be held after the final regional meeting.

By holding regional gatherings, Crisman explained, the NVA hopes to stimulate greater interest in association activities. Each region, he said, will also conduct membership drives.

The one-day regional meetings are tentatively scheduled to be held in Los Angeles in February, New York in March and in Chicago in May. While no date was set for the 1957 convention, it was suggested that it be held in Chicago.

Wis.; Coffee-Mat Corp., Newark, N. J.; Cole Products Corp., Chicago; Continental Vending Machine Corp., Westbury, L. I., N. Y.

Daromatic, Inc., Los Angeles; Eastern Electric, Inc., New Bedford, Mass.; Fairlane, Inc., Atlanta;

(Continued on page 129)

Tourists Spur Colo. Vending Expansion

DENVER—The ever increasing number of tourists to the State has given a "healthy" boost to the vending industry in Colorado, operators report.

Because of the greater influx of tourists, most operators here are expanding their routes by placing additional machines in established locations, especially along the State highways, and covering greater areas.

Combined with the cool weather that has prevailed thus far, operators report that this summer's busi-

ness is 10 per cent ahead of that of last summer.

Add Machines

Pastry, beverage and juice venders have been installed in many highway locations that previously had only cigarette and candy venders.

"The number of tourists have increased so much that it is well worth installing three or four types of venders in a service station on mountain crossroads," an operator declared.

Such stops, he explained, were

(Continued on page 129)

Adds Ice Cream To Food Program, Ups Summer \$\$

MILWAUKEE—Diversification of equipment has accounted for the improved summer business of Stacey Vending, according to Nick Stacey, owner. Over-all volume is above that of last year at this time, he reported.

"We have been steadily adding ice cream vending equipment to industrial locations to round out our implant feeding program, and are pushing summer items to counter balance the drop in candy sales," he said.

It is difficult, he said, to maintain an average profit from ice cream venders when they are located singly because the volume is not consistent. However, he pointed out, during hot spells it is difficult to keep the machines filled.

May Cigarette Sales Increase 7% Over '55

RICHMOND, Va.—Retail sales of cigarettes totaled 1,348,343,000 during May in States taxing smokes, an increase of 7.6 per cent ahead of May, 1955, when 1,209,011,000 packages were sold, the Tobacco Tax Council disclosed this week.

Vending machines accounted for approximately 188,768,020 packs based on Vend's 1956 Market Data and Directory report that venders accounted for 14 per cent of 1955 sales.

The Tobacco Tax Council's figures are based on tax collection data from 41 States and the District of Columbia. Missouri's levy did not exist a year ago. (See chart elsewhere in this section.)

125 Ops Attend Ill. Vendors' Assn. Meetings

Pledge Support in Campaign to Lower Occupation Tax

CHICAGO — Representatives from more than 125 automatic vending firms attended the first four meetings of the newly formed Illinois Vendors' Association held thruout the State, Bernard J. Kiley Jr., temporary president, announced this week.

Virtually all pledged to financially support the IVA's program to fight unfair legislation and taxation, and to promote the expansion of the industry, Kiley said. The organization, he added, has the support of the National Automatic Merchandising Association.

Charter membership cards, he announced, will be issued about August 1 to those operators contributing to the support of the organization.

The initial goal of the association is to induce the 1957 State Legislature, which meets in January, to approve an amendment to the current occupational sales tax

(Continued on page 127)

Canteen Bows Brewed Coffee, Hot Food Units

CHICAGO — Automatic Canteen Company of America announced it is shipping its two new venders—a hot can food unit and a self-brew coffee machine—to its operators.

The Canteen Hot Food Vendor offers six selections, and will handle cans from 8 to 8½ ounces, delivering the food at temperatures between 145 to 150 degrees. Price can be set at 15, 20, 25 or 35 cents, the firm said.

It has a 120-can capacity, a pre-heating space with an alike capacity, and storage space to hold 240 additional cans of food.

Brewed Coffee

The coffee unit—Canteen Brew-Matic Brewed Coffee Vendor—uses actual ground coffee and brews it

(Continued on page 127)

Chicago Metal Typer Firm Changes Name

CHICAGO — Standard Metal Typer Company here announced it has changed its name to Standard-Harvard Metal Typer, Inc.

The change in the firm's name was made to assure dealers and operators that the company will continue to manufacture both machines, Jerry Kuklin, business manager, announced.

Standard acquired the Harvard Automatic Machine Company, Lorain, O., April 1. The new company will also continue to supply parts and service for both machines, Kuklin said.

A Harvard Metal Typer machine between 75 and 100 years old recently purchased by Standard was featured on Ron Born's morning television show here June 15. It is still in excellent condition and operates without any trouble, Kuklin stated.

Bead Popularity Booms W. Coast Bulk Vending

LOS ANGELES — The strong popularity of interlocking beads indicate that bulk vending operators will enjoy a banner summer business.

"Business is terrific," Phil Sreden, head of Western Vending Machine Company, one of the largest bulk vending firms here, disclosed.

"I expect it to stay that way for some time," he continued. "These interlocking beads have caught on like nothing before. Now if something will come along in a few months to pick up that popularity, we will be sitting pretty."

Summer Better

As a rule, bulk vending in this area is generally better than ver-

age during the school vacation period. The increase, operators report, is due to the fact children accompany their mothers to the market and are rewarded for good behavior with purchases from bulk vending machines.

Also crediting the interlocking bead charms for the hike in overall bulk volume was Leo Weiner, head of the West Coast Enterprises and president of the Western Vending Machine Operators' Association.

Business, Weiner stated, has already exceeded that of past summers. He expects it to continue on the high level as long as young-

(Continued on page 134)

YOU CAN MAKE GREATER PROFITS WITH
Northwestern
VENDING EQUIPMENT



Get Your Share With
NORTHWESTERN
5c
Package
Gum
Vender

This amazing vender is a sure bet for big gum profits. A rotating merchandising drum with five columns vends a total of 95 standard nickel packs. "Visidrome" display top attracts sales.

Write for complete details of this and other NORTHWESTERN money makers today.

THE NORTHWESTERN CORPORATION
27144 East Armstrong St., Morris, Ill.

Topps Name Fine Field Sales Mgr.

BROOKLYN — Herman Fine has been appointed field sales manager of Topps Chewing Gum, Inc., it was announced this week. He will make his headquarters at the firm's main office and will co-ordinate the activities of the entire field sales force. Prior to joining Topps, Fine was with the Hollywood Candy Company, Centralia, Ill., for six years. He held the positions of special promotion head, assistant advertising director and western division sales manager.

Canteen Bows

Continued from page 126
in the same manner as a home drip coffee maker, according to the firm, making 10 cups at a time.

As coffee is dispensed from each freshly brewed batch, the decline in level causes a movement that begins brewing a new supply immediately, the firm stated.

The new unit, according to Canteen, is particularly adapted for use in high volume locations. Canteen said it will continue to use its instant coffee machine in lower volume locations.

Candy, Gum Firms Vote on Merger, Elect Officers

CANAJOHARIE, N. Y.—Stockholders of the Beech-Nut Packing Company and Life Savers Corporation will vote on the merger of the two firms July 30 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, Beech-Nut 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 Ellithrop Jr., president; Edward J. Jordan, executive vice-president and head of the Life Saver division; John A. Grammer, vice-president and head of the Beech-Nut division; Earl E. Anderson, vice-president and secretary, and Franklin E. Fero, treasurer.

125 Ops Attend

Continued from page 126
law requesting that no tax be paid on sales under 31 cents, he stated. The proposed amendment is being drawn by Attorney Norval Hodges, 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, Kiley said.

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
8 per cent stock dividend was declared. It is payable August 5 to stockholders of record July 24.

Pierson credited the improved profit picture to the firm's diversified program started five years ago. "Barring any general economic reversal, we appear headed for a big year," Pierson told the board.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. 23 1c Porc.	7.95
N.W. 23 1c Porc. B.O.	4.50
Columbus 5c Bulk	4.50
Silver King 1c B.O. or Mds.	7.45
A&T Guns	30.00
Acorn 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Large Tuff	.72
Pistachio Nuts, Vendor's Mix	.45
Pistachio Nuts, Shell	.57
Cashew Whole	.41
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.32
Rainbow Peanuts	.32
Boston Baked Beans	.58
Jelly Beans	.38
Jerriete Gems	.38
Charlets (similar to M & M's), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain 810 Ball Gum, 60 ct.	.28
Rain 810 Ball Gum, 140 ct., 370 ct., 210 ct.	.30
Rain 810 Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid, on all Rain 810 Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 300 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write

THERE ARE BIG PROFITS IN NUTS

GET YOUR SHARE WITH
Northwestern



49 NUT VENDER
Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Hot Nut.
NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
425 W. 20th St., New York 18, N. Y.
L.O. 6-667

GIVE TO DAMON RUNYON

Rake Coin Machine Exchange
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Election Opportunity Gold Vacuum-Plated DONKEY & ELEPHANT PINS



\$15.25 per 1,000 f.o.b. Jamaica, N. Y.
Or: At Our Distributors.

The POLITICAL CONVENTIONS and the PRESIDENTIAL CAMPAIGN will be hot and heavy.

You have three months' TIME—August, September and October and a TIMELY OPPORTUNITY to capitalize on the ELECTION. It PAYS to take advantage of such a big opportunity.

SAMUEL EPPY & CO., INC.
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J. SCHOENBACH
Distributor For
oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

VICTOR'S TOPPER



1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more
AMERICA'S FINEST BALL GUM VENDOR
VICTOR'S FIVE STAR BABY GRAND
\$13.25 each

1/3 Deposit on All Orders
Write for Our Specials on
CANDIES-BALL GUM-NUTS-CHARMS

H.B. Hutchinson Jr.
860 North Ave., N.E. Atlanta, Ga.
Phone: TRinity 5-4300

New—For Additional Income ADVANCE AMCO® HANDY POCKET COMB VENDOR



Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in 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.

SPECIFICATIONS
Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 3 3/4" width 4 1/2" shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty, separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4 1/4" long, 1 1/4" wide, 7/64" thick.

PRICE OF MACHINE

10c Operation—	Each
Single	\$24.10
2 to 11	19.30
12 to 49	18.05
50 or more	17.40

PRICE OF COMBS

1 to 24 gross	Gross \$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

Immediate Delivery on Machine and Combs. Order Today!
Write for information on other types of vending machines & merchandise

J. SCHOENBACH 1645 Bedford Ave. Brooklyn 25, N. Y.

POPPERETTE

FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY • BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH



TERMS: 1/3 deposit with order, bal. C.O.D. **PRICE \$159.00**

Write, Wire or Phone

Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak

oak's "400" capsule vender

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1c coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

oak

MANUFACTURING CO., INC.
11411 Knightsbridge Ave. Culver City, Calif.

contact your DISTRIBUTOR Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles East & Midwest Gen. Sales Mgr. M. J. ABELSON Phone 67 1-6478 2033 Fifth Ave. Pittsburgh

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

SUPPLIES IN BRIEF

Tobacco Production

Total tobacco production for the year is estimated by Agriculture Department at about 1,891 million pounds—14 per cent below 1955 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 880,200 acres to be harvested—11 per cent below last year. Production of flue-cured is forecast at 1,194 million pounds, the smallest crop since 1949. Burley production is forecast at 463 million pounds, compared with 470 million last year.

Milk Production High

Farm production of milk during June totaled 12,656 million pounds, the highest since June, 1945, and 3 per cent above the 1945-'54 average for the month. A total of 67.4 billion pounds of milk was produced in the first six months of 1956, compared with the previous record high of 65.2 billion pounds for the comparable period in 1954.

Confectionery

Sales of confectionery and competitive chocolate products by manufacturers in May were estimated at \$72,383 thousand, 15 per cent above last year's May total, according to revised Commerce Department figures. Sales, however, were 1 per cent below April, 1956, sales. Manufacturer-wholesaler sales at \$56,394 thousand were 2 per cent below April, 1956, but 16 per cent higher than May, 1955. Manufacturer-retailers' estimated sales in May of this year were 21 per cent above April, 1956, and 8 per cent above May, 1955. Sales by chocolate manufacturers in May were 11 per cent lower than in the preceding month, but 18 per cent higher than in May of last year. Poundage sales of bar goods were up 14 per cent.

ST. LOUIS — Joe Van, who was recently appointed manager of the New York office of National Rejectors, Inc., has been recalled to the home office, J. I. Cleary, sales manager, announced.

Edward J. Gaetz, 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.

J. SCHOENBACH

Distributor For
Harmon Machine Co., Inc.
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PResident 2-2900
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SINCE 1909

COMB VENDOR

People are always losing combs! You sell them now one at 10c a vend—making yourself a neat profit.

This sturdy unit has a mechanism that's trouble free. It's easy to service. A separate lock on the cash box helps protect your earnings.

write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR



BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

May Cig Sales by States

1955-'56 Comparison

State and Rate Per Package	Gross Amount of Taxes*	Packages Taxed During May		% Change From 1955
		1956	1955	
Ala. (4¢) ...	\$ 896,744	22,419,000	20,916,000	+ 7.2
Ariz. (2¢) ...	199,155	9,958,000	8,700,000	+14.5
Ark. (6¢) ...	667,500	11,250,000	9,912,000	+13.5
Conn. (4¢) ..	1,101,557	27,539,000	28,408,000	+17.6
Del. (3¢) ...	125,655	4,189,000	3,898,000	+ 7.5
D. C. (2¢) ..	221,786	11,089,000	9,025,000	+22.9
Fla. (5¢)* ..	2,007,602	40,152,000	36,079,000	+11.3
Ca. (5¢) ...	1,589,159	31,383,000	27,947,000	+12.3
Idaho (4¢) ..	197,396	4,935,000	4,298,000	+14.8
Ill. (3¢)	3,103,502	103,450,000	93,694,000	+10.4
Ind. (3¢)	1,375,176	45,839,000	42,075,000	+ 8.9
Iowa (3¢) ..	677,618	22,587,000	20,791,000	+ 8.6
Kan. (3¢) ...	482,257	16,075,000	13,768,000	+16.8
Ky. (3¢)	817,306	27,244,000	22,396,000	+21.6
La. (8¢)	1,922,595	24,032,000	21,695,000	+10.8
Me. (5¢) ...	538,342	10,767,000	9,550,000	+12.7
Mass. (5¢) ..	2,576,247	51,525,000	48,119,000	+ 7.1
Mich. (3¢) ..	2,119,836	70,661,000	70,169,000	+ 0.7
Minn. (4¢) ..	1,132,009	28,300,000	25,534,000	+10.8
Miss. (5¢) ..	685,352	13,707,000	12,488,000	+ 9.8
Mo. (2¢) ...	958,436	47,922,000
Mont. (4¢) ..	264,880	6,622,000	6,298,000	+ 5.1
Neb. (3¢) ...	352,500	11,750,000	11,055,000	+ 6.3
Nev. (3¢) ...	120,920	4,031,000	3,544,000	+13.7
N. H. (3¢)**	277,883	8,890,000	7,493,000	+18.6
N. J. (3¢) ...	2,839,390	56,788,000	55,430,000	+ 2.4
N. M. (5¢)* ..	257,500	5,150,000	5,220,000	- 1.3
N. Y. (3¢) ...	5,501,038	183,368,000	174,956,000	+ 4.8
N. D. (6¢) ..	238,140	3,969,000	3,774,000	+ 5.2
Ohio (2¢) ...	2,905,097	96,837,000	92,385,000	+ 4.8
Okla. (5¢) ...	964,663	19,293,000	18,031,000	+ 7.0
Pa. (5¢) ...	5,093,408	101,868,000	94,695,000	+ 7.6
R. I. (3¢) ..	299,880	9,996,000	8,757,000	+14.1
S. C. (3¢) ...	500,954	16,698,000	14,876,000	+12.2
S. D. (3½¢)	180,798	5,563,000	5,046,000	+10.2
Tenn. (5¢) ..	1,331,531	26,631,000	23,782,000	+12.0
Tex. (5¢) ...	3,938,550	78,771,000	82,416,000	- 4.4
Utah (4¢) ...	186,314	4,658,000	3,956,000	+17.7
Vt. (4¢)	170,260	4,256,000	3,914,000	+ 8.7
Wash. (5¢)**	1,209,699	24,153,000	20,702,000	+16.7
W. Va. (4¢) ..	642,118	16,053,000	14,131,000	+13.6
Wis. (4¢) ...	1,389,624	34,741,000	30,708,000	+13.1
Wyo. (2¢)** ..	64,687	3,234,000	3,380,000	- 4.3
TOTAL ..	\$52,105,064	1,348,343,000	1,209,011,000	7.6***

Number of States experiencing increase in volume from May, 1955 39
Number of States experiencing decrease in volume from May, 1955 3

Total taxing States including District of Columbia 42****

Note: Above data compiled from reports received from State tobacco tax administrators. *Represents the face value of the cigarette stamps and meter impressions sold within the month, and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, Montana, South Carolina and Utah, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the dollar figures. ***A part of the State collected cigarette tax is returned directly to the political subdivisions of the State. The figures here shown includes both the State and the local shares of the gross value of stamps sold within the month. **A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarettes. ****Figure for Missouri excluded in determining total percentage change since that State imposed no tax in 1955.

Diversify to Boost Grosses

Continued from page 126

crackers. The firm does not handle coffee or milk vendors.

Nance lists cigarettes, cold beverages and cookies as the best summer sellers.

An up-State Illinois operator, whose locations are all industrial plants, attributes his 10 per cent summer drop to the vacation periods. "However, I am going to install more cold cup drink machines in the plants which should increase my volume," he added.

Shifts Vendors

A Chicago operator reported he shifts cold drink machines to golf courses and devotes more columns to peanuts and cookies. Beverage sales, he reported, almost double during the hot spells.

"Summer," he continues, "offers us the opportunity to drive more time overhauling equipment and securing additional locations. Our sales drop about 10 per cent."

H. A. Gallarneau, Gallarneau Brothers, Amarillo, Tex., bluntly stated that his firm is always pushing sales regardless of the season. "We operate only candy and gum machines," he explained.

"When school locations close down, we use the summer months to get our equipment in top condition and also for our vacation periods."

Frank W. Spohn, Reading, Pa., reports he expects a 10 per cent dip in business this summer, about the same as last year. Coffee sales drop about 10 per cent, he said, while cold drink sales increase almost 100 per cent.

Ice cream, cold drinks and cigarettes are the best selling items in the summer months, he reported.

A Cleveland operator said he expects a 10 per cent increase in sales this summer as compared with last year when he experienced a drop of 35 per cent.

Milk sales he anticipates will be up 10 per cent and beverages about 5 per cent. His best sellers, he said, are soft drinks, ice cream and milk. His biggest dip will be in coffee, pastry and candy sales, he stated.

Coffee sales usually drop about 33 per cent in the summer, while milk sales jump 40 per cent and beverages 50 per cent, he concluded.

VENDING MACHINE ROUTE FOR SALE

Fifty Barvend six-selection hot coffee, chocolate and soup machines; six ColeSpa drink machines and twenty-five Lehigh Have-a-Snack machines, all less than six months old. All on locations. Illness of partner necessitates sale. Good, steady income—priced right. Write

Automatic Restaurants of Ky., Inc.
715 W. Main Street, Louisville, Ky.

VACUUM-PLATED KNIFE



Beautifully detailed—looks like the real thing. This scout knife charm will thrill the kiddies. Comes in assorted vacuum plated colors.

FOR ALL TYPES OF VENDING
Immediate Delivery
\$7.75 per M

paul a. PRICE co. inc.

65 Leonard St., N. Y. 13, N. Y. Call collect 5-1520

Cigarette Vending Machines CLOSE OUTS

Must have room for later models

ROWE 6-COLUMN	\$ 45.00
ROWE 8-COLUMNS, CRUSADER ..	95.00
ROWE 10-COLUMNS	115.00
SMOKEHOUSE 8-COL., ELECTRIC ..	125.00
P I 8-COLUMNS	100.00
NATIONAL 930, 9-COLUMNS ..	85.00
NATIONAL 950, 9-COLUMNS ..	90.00
NATIONAL 9M	135.00
KEENEY ELECTRIC, 9-COLUMNS ..	125.00
DUGRENIER 7-COL.	45.00
DUGRENIER 9-COL.	55.00
DUGRENIER 11-COL.	75.00

And many other makes and models. Every machine completely overhauled, refinished and ready for location. Guaranteed same as new 90 days.

Third with order, balance C.O.D. w/ 2% discount for full remittance with order.

T. O. THOMAS CO.

8-1572 Jefferson, Paducah, Kentucky
Phone: 2-0592



VICTOR

Standard

TOPPER

1c

Ball Gum

VENDOR

\$13.25 Each

\$12.75 Each

100 or More

1/3 deposit

on all orders

Lowest prices on Victor filled capsule items. Time Payment Plan.

FREE—FREE—FREE NEW 40-PAGE CATALOG

40-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

BERNARD K. BITTERMAN
VICTOR VENDING
Sales & Service
4709 E. 27th, Kansas City, Missouri

GIVE TO DAMON RUNYON CANCER FUND

BALL GUM OPERATORS



Empty Machines Fast

Put 1,000 pin 8 millimeter snap-on beads in each machine with feature charms. Only

\$1.35 Per Thousand

beads. Pack 10,000 to carton with 10 machine signs. Send money order \$12.50, plus \$0. postage. Machines empty overnight with 1,000 beads in place of expensive fill.

LOGAN DISTRIBUTING CO.

114 Milwaukee Ave., Chicago 22, Ill.



VICTOR'S SUPER MART VENDORAMA

(Trade Mark)

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending

PADLOCKS

Assorted Colors and Shapes—A practical Key-Chain. It's a red-hot bulk and capsule charm.

For bulk vending tape ring to body of lock.

Write for FREE Sample & Prices

5-STAR BABY GRAND



Vending Beautiful, Interesting Cards Simultaneously with Ball of Gum Large Capacity—
1200 Cards 1200 Balls of Gum

VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE
CHICAGO 22, ILLINOIS



VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$13.25 Each
\$12.75 Each 100 or more
30 day money-back guarantee if not satisfied
1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcast 7-1448

\$25 DOWN
Balance \$10 Monthly
400 DELUXE
PENNY FORTUNE SCALE
40 SPRINGS
Large Cash Box Holds \$85.00 in Pennies



15" HIGH
49" HIGH
24" WIDE
WEIGHT 165 LBS.
Invented and made only by

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SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

CHARMS—Miniature Cigarette Lighter—It Works!
Will vend with 210 ball gum. Ass't. body designs: Chrome, Cable Car, Meats, State of California, San Francisco Bay Bridge, Plaid. Packed dozen in a box—ass't. designs. \$2.15 per doz.; \$24.00 per gross. Full cash with order.

EVCO MERCHANDISERS
207 Cortland Ave. San Francisco, Calif.
Leon "Hi-Ho" Silver, Gen. Mgr.

NEW! NEW! NEW!
SPECTACLES
GENIE LAMP
RUBBER FINGERS
LARGE BABY SHOE
OWL WITH JEWEL EYES
SKULL WITH JEWEL EYES

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2530 MISSION STREET PITTSBURGH 3, PA.

125 Exhibitors at NAMA Meet
Continued from page 136

Feristone Steel Products Co., Akron; Food Engineering Corp., Manchester, N. H.; General Electric Co., Cleveland; Fred Hebel Corp., Addison, Ill.; Hedeman Products, Inc., Great Neck, N. Y.; Hord-Lynwood Co., St. Louis; Ideal Dispenser Co., Bloomington, Ill.; Illinois Lock Co., Chicago; Interborough News Co., New York; International Mutoscope Corp., Long Island City, N. Y.; Jim-Jak Industries, Inc., Minneapolis.

Johnson Fare Box Co., Chicago; J. H. Keeney & Co., Chicago; Lehigh, Inc., Easton, Pa.; Lovitt Enterprises, Inc., N. Y.; James H. Martin, Inc.; Merkle Metal Products Corp.; Merkle Korff Gear Co.; Mills Industries, Inc.; Mr. Robot, Inc., all of Chicago; the Bert Mills Corp., St. Charles, Ill.; National Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; Norris Dispensers, Inc., Minneapolis; The Northwestern Corp., Morris, Ill.

The Oak Rubber Co., Ravenna, O.; Perk-King, Inc., Chicago; Rigidized Metal Corp., Buffalo; Rowe Manufacturing Co., Inc., New York; Rudd-Melikian, Inc., Philadelphia; S. & L. Sales, Inc., Omaha; Shanner Equipment Co., Brookfield, Ill.; Shipman Manufacturing Co., Los Angeles; Standard Change-Makers, Inc., Indianapolis; Skinner Chuck Co., New Britain, Conn.; Stouffer Manufacturing Corp., Aurora, Ill.; Tap-Rite Products Corp., Hackensack, N. J.; Tested Appliance Co., Chicago; U-Test-M Manufacturing Co., Inc., Milwaukee; Valcor Engineering Corp., Kenilworth, N. J.; The Vendo Co., Kansas City, Mo.; Vendomatic, Inc., Minneapolis, and Ven-

dorlator Manufacturing Co., Fresno, Calif.

Bakery Products
Austin Packing Co., Inc., Baltimore; Blue Jay Food Products Co., Inc., Brooklyn; Federal Sweets & Biscuit Co., Inc., Clifton, N. Y.; Gordon Foods, Inc., Atlanta; Granny Goose Foods, San Francisco; Keathley's, Inc., Memphis; National Biscuit Co., N. Y., and Stewart's Inc., Memphis.

Beverages & Sirups
Bowey's, Inc., Chicago; Canada Dry Ginger Ale, Inc., New York; Chocolate Products Co., Chicago; The Coca-Cola Co., Atlanta; Dad's Root Beer Co., Chicago; Dr. Pepper Co., Dallas; Green River Corp., Chicago; The Charles E. Hires Co., Philadelphia; Hurty-Peck & Co., Indianapolis; Nehi Corp., Columbus, Ga., and Pepsi-Cola Co., New York.

Candy, Gum Nuts
American Chicle Co., Long Island City, N. Y.; Beech-Nut Packing Co., New York; Blumenthal Brothers Chocolate Co., Philadelphia, Pa.; Chunky Chocolate Corp., Brooklyn; The D. L. Clark Co., Pittsburgh; Clark Bros. Chewing Gum Co., Pittsburgh; Curtiss Candy Co., Chicago; Hershey Chocolate Corp., Hershey, Pa.; Hollywood Brands, Inc., Centralia, Ill.; Leaf Brands, Inc., Chicago.

Mars, Inc., Chicago; The Nestle Co., Inc., White Plains, N. Y.; New England Confectionery Co., Cambridge, Mass.; Peter Paul, Inc., Naugatuck, Conn.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; H. B. Reese Candy Co., Hershey, Pa.; Urney Chocolates Ltd., New York; James O. Welch Co., Cambridge, Mass., and Williamson Candy Co., Chicago.

Coffee
American Home Foods, Inc., New York; Maxwell House Division, General Foods Corporation, Hoboken, N. J.; Schroeder Products Co., Inc., Woburn, Mass.; Standard Brands, Inc., New York, and Tenco, Inc., Linden, N. Y.

Dairy Products
Dean Milk Co., Franklin Park, Ill.; M & R Dietetic Laboratories, Inc., Columbus, O., and Sanna Dairies, Inc., Madison, Wis.

Hot Foods, Soups
Campbell Sales Co., Camden, N. J.; Fearn Foods, Inc., Franklin Park, Ill.; H. J. Heinz Co., Pittsburgh; Hilton Seafoods Co., Inc., Seattle; William J. Stange Co., Chicago, and Stokely-VanCamp, Inc., Indianapolis.

Paper Cups
Continental Can Co., Inc., Newark, N. J.; Dixie Cup Co., Easton, Pa.; Lilly-Tulip Cup Corp., New York; The Maryland Cup Co., Baltimore, and Sealright Co., Inc., Fulton, N. Y.

Tobacco Products
The American Tobacco Co., New York; Brown & Williamson Tobacco Corp., Louisville; Lion Match Co., Inc., New York; P. Lorillard Co., New York; Philip Morris, Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem, N. C., and Universal Match Corp., St. Louis.

Publications
Vend, Chicago.

Almonds and Filberts
A record large almond crop of 48,000 tons is forecast for California, 25 per cent larger than last year, and 22 per cent above average. Walnut production in California and Oregon is forecast at 74,700 tons, according to Agriculture Department, 1 per cent below last year but 3 per cent above average. Filbert production for those two States is estimated at 3,200 tons, 58 per cent below last year and 59 per cent below average.

Tourists Spur
Continued from page 126

formerly considered a "great risk" when only one machine was on location. The cost of servicing it was quite high when compared to handling three or four machines in the same spot today.

Denver Sales Up
Vending machines in Denver are showing better over-all sales due to the diversification program being carried out by operators, the most tourists by pass the city. An extremely hot summer last

year caused a big drop in the sales of candy, operators recalled, but this year's cool weather, which has persisted over most of the State, has enabled them to keep best selling bars in machines.

Distributors are highly pleased over the current increase in the sale of vending equipment this summer, reporting out-of-town operators are paying cash for machines which they are spotting immediately.

THE HOTTEST ITEM IN YEARS
GUGGENHEIM'S GLO-LANTERN
Really glows in the dark
Plastic 11.50 per thousand
Vacuum Plated 15.00 per thousand
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with greatest money making scale on the market

\$20 deposit gets it to work for you
Good indoors or out
Produces up to 200% profit
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Two machines in one—weights, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Dept. B
3206 Grace St. N.W., Washington 7, D. C.

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\$20 deposit enclosed

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CITY _____ ZONE _____ STATE _____

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Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.
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CIGARETTE VENDORS
National Model 9A, 9 Cols., 370 Cap. \$125.00
National Model 750, 7 Cols., 270 Cap. 110.00
Lehigh PX, 10 Cols., 300 Cap. 125.00
Lehigh PX, 8 Cols., 240 Cap. 115.00
DuGrenier Model W, 9 Cols., 270 Cap. 85.00
National 950, 9 Cols., 370 Cap. 115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ ... 135.00
National 930, 9 Cols., 270 Cap., 25¢ & 30¢ ... 110.00
King or Reg. 110.00
Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢ ... 135.00

All Equipment Unconditionally Guaranteed
COMPLETELY RECONDITIONED AND REFINISHED
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ROWE PRESIDENT
8 Cols., 340 Cap., 25¢ and 30¢ Vend.
KING AND REG.
\$125.00

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	\$ 75.00	\$ 49.50	\$ 60.00
Beach Club (2/53)	100.00	50.00	75.00
Beauty (11/52)	80.00	50.00	70.00
Big Time (1/55)	325.00	225.00	265.00
Bright Spot (11/51)	95.00	55.00	65.00
Broadway (12/55)	525.00	375.00	445.00
Coney Island (9/52)	65.00	25.00	50.00
Dude Ranch (9/51)	110.00	50.00	85.00
Gayety (3/55)	195.00	95.00	135.00
Gaytime (6/55)	325.00	150.00	235.00
Hi-Fi (6/54)	125.00	50.00	95.00
Ice Frolics (1/54)	115.00	35.00	75.00
Miami Beach (9/55)	360.00	225.00	295.00
Palm Beach (7/52)	85.00	49.50	65.00
Palm Springs (11/52)	195.00	50.00	89.50
Surf Club (3/54)	150.00	65.00	95.00
Variety (9/54)	195.00	119.50	165.00
Yacht Club (6/53)	85.00	49.50	65.00

EVANS			
Saddle & Turf Club Model (10/53)	\$275.00	\$195.00	\$275.00

GOTTLIEB			
Dragonette (6/54)	\$145.00	\$140.00	\$140.00
Duette (4/55)	235.00	235.00	235.00
Gold Star (3/54)	150.00	145.00	150.00
Guys & Dolls (5/53)	110.00	65.00	75.00
Hawaiian Beauty (4/54)	160.00	69.50	135.00
Jubilee (5/55)	375.00	295.00	325.00
Mystic Marvel (3/54)	175.00	125.00	145.00
Pin Wheel (11/53)	125.00	95.00	95.00
Poker Face (9/53)	155.00	85.00	95.00
Quartet (2/52)	110.00	59.50	59.50
Shindig (10/53)	115.00	95.00	95.00
Wishing Well (9/55)	225.00	195.00	210.00

UNITED			
Cabana (3/53)	\$ 95.00	\$ 35.00	\$ 50.00
Hawaii (6/54)	125.00	69.50	69.50
Leader (10/51)	95.00	50.00	50.00
Manhattan (4/55)	315.00	150.00	195.00
Nevada (8/54)	125.00	35.00	85.00
Pixie (9/55)	425.00	239.50	345.00
Rio (11/53)	100.00	50.00	90.00
Tahiti (8/53)	100.00	35.00	90.00
Triple Play (8/55)	295.00	210.00	295.00
Tropics (7/55)	75.00	60.00	69.50

WILLIAMS			
Disk Jockey (11/52)	\$ 85.00	\$ 65.00	\$ 69.50

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ex—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; M—Museum; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

ABT Challenger (5/46)	\$ 30.00	\$ 20.00	\$ 30.00
Basketball (G)	195.00	169.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	115.00	145.00
Big Inning (B) (47)	115.00	85.00	105.00
Carnival Deluxe (U)	275.00	175.00	225.00
Coon Hunt (S) (2/54)	175.00	125.00	150.00
Dale Gun (Ex)	89.50	35.00	50.00
Drivemobile (M) (7/54)	165.00	125.00	165.00
Goatee (CC) (1/46)	95.00	65.00	95.00
Gun Patrol (Ex) (5/51)	95.00	95.00	95.00
Heavy Hitter (B)	49.50	35.00	35.00
Hockey (CC)	75.00	65.00	75.00
Midget Movies (CC)	135.00	125.00	135.00
Moon Rides (B) (5/54)	295.00	250.00	275.00
Pitch'm & Bat'm (S)	175.00	150.00	175.00
Polar Hunt (W)	345.00	225.00	325.00
Rifle Gallery (G) (6/54)	210.00	150.00	185.00
Shoot the Bear (S)	145.00	89.50	125.00
Shooting Gallery (Ex) (6/54)	175.00	125.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	195.00	195.00
Silver Bullets (Ex) (11/49)	125.00	69.50	125.00
Six Shooter (Ex)	95.00	75.00	95.00

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated July 21, 1956)

ARCAD E EQUIPMENT	VENDING MACHINES
1. SEEBURG—Coon Hunt	1. National 950
2. SEEBURG—Shoot the Bear	2. National 930
3. EXHIBIT—Dale Gun	2. PX (10 Col.)
4. GENCO—Rifle Gallery	3. National M-9A
4. EXHIBIT—Sportland	3. PX (8 Col.)
	3. Rowe Crusader (8 Col.)
MUSIC MACHINES	SHUFFLE GAMES
1. AMI—Model D-80	1. UNITED—Royal
1. WURLITZER—1250	2. KEENEY—Bikini
2. WURLITZER—1500	2. UNITED—Capitol
3. ROCK-OLA—1436 A	2. UNITED—Chief
4. SEEBURG—M-100-B	2. KEENEY—Pacemaker
4. SEEBURG—M-100-C	

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY	UNITED
1. Miami Beach	1. Pixie
2. Gayety	2. Tahiti
3. Variety	3. Cabana
GOTTLIEB	WILLIAMS
1. Pokes Face	1. Disk Jockey
2. Guys & Dolls	2. C. O. D.
3. Pinwheel	2. Hayburner
3. Shindig	2. Jolly Joker
	2. Time Square

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with mean average listing.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

	High	Low	Mean Avg.
Sky Fighter (M) (9/53)	\$135.00	\$110.00	\$125.00
Sky Gunner (G) (9/53)	145.00	95.00	115.00
Sportland (Ex) (11/51)	195.00	175.00	195.00
Telequiz (T) (1/49)	99.50	85.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
Undersa Raider (2/46)	125.00	125.00	125.00
Wild West (G) (2/55)	335.00	300.00	315.00
Zingo (1/51) (U)	65.00	65.00	65.00

MUSIC MACHINES

AMI			
Model D-80 (51) 40 sel., 78 RPM	\$325.00	\$195.00	\$250.00

ROCK-OLA			
1436-A (53) 120 sel., 45 RPM	\$275.00	\$149.50	\$225.00

	High	Low	Mean Avg.
SEEBURG			
M-100-B (51) 100 sel., 45 RPM	\$475.00	\$375.00	\$445.00
M-100-C (53) 100 sel., 45 RPM	595.00	450.00	545.00
WURLITZER			
1250 (50) 48 sel., 78 RPM	\$175.00	\$129.50	\$169.00
1500 (53) 104 sel., 45-78 RPM Mix.	299.50	185.00	249.50

VENDING MACHINES

Acorn 1c or 5c	\$ 10.00	\$ 8.00	\$ 8.50
Keeney Electric (9 Col.)	135.00	125.00	135.00
National M-9A (9 Col.)	135.00	125.00	125.00
National 930	110.00	85.00	95.00
National 950	115.00	90.00	110.00
Northwestern 49, 1c	12.50	12.00	12.00
Northwestern Deluxe 1c & 5c	12.00	9.95	12.00
PX (8 Col.)	115.00	110.00	115.00
PX (10 Col.)	125.00	115.00	125.00
Rowe Crusader (8 Col.)	135.00	95.00	135.00

SHUFFLE GAMES

Ace Bowler (CC) (9/50)	\$195.00	\$125.00	\$150.00
Advance Bowler (CC) (5/53)	135.00	100.00	135.00
Arrow (CC)	315.00	285.00	315.00
Bikini (K) (6/54)	150.00	150.00	150.00
Blue Ribbon Bowler (B)	350.00	325.00	325.00
Bonus Bowler (K) (3/54)	125.00	75.00	75.00
Bonus Score Bowler (CC) (4/55)	345.00	125.00	325.00
Capitol (U) (6/55)	295.00	245.00	295.00
Cascade (U) (2/53)	75.00	59.00	60.00
Chief (U) (11/53)	145.00	95.00	110.00
Classic (U) (6/53)	85.00	75.00	85.00
Clipper (U) (5/55)	285.00	225.00	275.00
Clipper Deluxe (U) (5/55)	275.00	275.00	275.00
Clover Shuffle (U) (1/53)	75.00	65.00	65.00
Comet Targette (U) (11/54)	175.00	175.00	175.00
Cross-Cross (CC) (11/53)	150.00	110.00	110.00
Cross-Cross Targette Regular (CC) (1/55)	150.00	125.00	135.00
Double Score (CC) (3/53)	75.00	50.00	75.00
Feature (CC) (7/54)	185.00	150.00	185.00
Fireball (CC) (11/54)	245.00	195.00	225.00
Flash (CC) (9/54)	195.00	175.00	195.00
Gold Medal (B) (3/55)	300.00	300.00	300.00
Imperial (U) (9/53)	175.00	65.00	75.00
Jet Bowler (B) (8/54)	200.00	175.00	195.00
King (CC)	120.00	95.00	120.00
Leader Shuffle Alley (U) (11/53)	175.00	125.00	125.00
League Bowler (U) (1/54)	145.00	110.00	120.00
Magic (B) (12/54)	275.00	225.00	275.00
Mars Deluxe (U)	225.00	215.00	215.00
Match Pool (Ce) (2/54)	75.00	75.00	75.00
Olympic (U) (8/54)	75.00	50.00	75.00
Pacemaker (K) (9/53)	95.00	50.00	50.00
Rainbow Shuffle Alley (U) (8/54)	175.00	99.50	100.00
Royal (U) (8/54)	95.00	90.00	95.00
Shuffle Alley 10 Player (K)	60.00	55.00	55.00
Star, 10th Frame (U) (9/52)	65.00	60.00	60.00
Starlite (CC) (5/54)	175.00	175.00	175.00
Super Frame (CC) (5/54)	165.00	125.00	125.00
Targette (U)	165.00	150.00	165.00
Team Bowler (U) (1/54)	169.00	120.00	155.00
Triple Strike Bowler (CC)	275.00	275.00	275.00
Venus Deluxe (U) (3/55)	250.00	175.00	250.00

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

July 30—Central States Music Guild, monthly meeting, 805 Main Street, Peoria, Ill.

August 1—Springfield Music Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

August 1—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

August 2—Summit County Music Operators' Association, monthly meeting, Akron, O.

August 2—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

August 8—Retail Amusement Association of Canton, O.,

monthly meeting, offices of the Elum Music Company, Massillon, O.

August 9—Massachusetts Music Operators' Association, monthly meeting, Baconsfield Hotel, Brookline.

August 10—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

August 13—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

August 15—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

August 16—Eastern Ohio Phonograph Operators' Association, Youngstown, O.

August 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Lawler, Mitchell.

August 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

August 21—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.

September 22-23—The Music Guild of Nebraska, quarterly meeting, Omaha.

Operator Expects Steady Summer

SAN BERNADINO, Calif. — George Van Drake, who has, possibly, the largest operation of kiddie rides in this area, expects revenue this summer to hold steady, he said this week.

During the past summer, Van Drake declared, revenue from the moppet rides had been up to expectations.

Van Drake plans to switch rides when necessary to keep the grosses up. He believes that moving of equipment and seeing that all of it is in top working condition makes the difference between profit and loss in this specialized field.

New York State OK's Coin Pool For Pub Spots

Reverses Earlier Rule to Ban Game, Restricts Cue Use

NEW YORK — Coin-operated pool games have been approved for location at New York State tavern locations. The Division of Licenses of the Secretary of State in an opinion dated July 3 reversed a previous ruling which 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 Hasel and Blatt, counselors for the Association Amusement Machine Operators of New York. Briefs were submitted to the State Liquor Authority maintaining that these

(Continued on page 140)

N. J. Gov. Vetos Skill Game Bill; Ban Will Stand

TRENTON, N. J. — Governor Robert B. Meyner last week vetoed a bill to legalize boardwalk and amusement park "games of skill." A proposed vote of the State Legislature to override the veto was abandoned.

The bill was to counteract a State Supreme Court decision of June 25 that termed such games in violation of the State anti-gambling law.

The banned games, it appears, can be reopened next year, but only if they are approved by a referendum in the November election. A State Senate committee has been appointed to study the problem. Both Senate and Assembly are now recessed until September 17.

What effect the Supreme Court ruling will have on coin-operated amusement games is not clear. According to the language of the ruling, it would seem that such games as shuffle bowler and coin pool would be legal providing no prizes are offered to players.

U. S. Bill Would Up Fed. Pin Tax to \$25

WASHINGTON — Pinball machines will be taxed at a higher rate if a bill introduced last week (18) by Rep. Aime J. Forand (D., R.I.) becomes law.

The Forand Bill would jump the present \$10 federal levy on pinballs offering only free games to \$25, whether or not prizes are involved.

"Allowable prizes" would be non-redeemable merchandise only, with a retail value of less than \$5. Merchandise valued at more than \$5 retail, or a cash prize, would up the levy to \$250. Under the present Internal Revenue code, the levy is also \$250 if free games are redeemed for prizes or other gifts.

Proposed legislation also applies to "remote control" machines,



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 comes to United from AMI, Inc., where he was Eastern regional sales manager since 1949. Previous to this he was associated with the juke box manufacturing firm as a distributor.

Mitnick has held other coin machine posts 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

\$12.50 per Half-Year System Proposed; Would Scrap Stickers for ID Cards

CHICAGO — The Chicago City Council is expected to vote this week on a new coin game licensing plan proposed by the Chicago Independent Amusement Association, game operator group here.

The proposed system would set license fees at \$12.50 for machines put on location after July 1. Previously the fee has been set for an annual period only, at \$25. Operators have had to pay the same \$25 fee whether they put machines on location in January or December.

where the customer pays the player over the counter and the player doesn't actually put money into machines.

Not For 1956

Rep. Forand, chairman of a House Ways and Means subcommittee on excise tax problems, said that even tho the bill (H.R. 12298) apparently has committee approval, there is no prospect of final enactment this year. He believes "an important function" will be served by introducing the bill now, "because it will give interested persons and groups an opportunity to study and comment on it."

The Forand Bill incorporates more than 80 recommendations made by the subcommittee for improvement in the federal excise tax system.

Summer Hits 5 Out of 6 Ops; Game Grosses Drop Av. 32%

CHICAGO — A survey of 60 coin amusement game operators throught the country by The Billboard last week revealed that 50 of these operators suffer drop-offs in gross collections during the summer months.

An average summer drop of 32 per cent is felt by these operators annually. Of those that indicated an increase in business during the summer, most had special types of summer locations at resorts, highways and tourist meccas.

Asked specifically about this summer's business, based on June-July operations, 24 of the 60 operators said collections would

be down from last year, 31 said there would be no difference, and just 5 expected an increase over 1955's summer months. Those expecting a drop-off looked for grosses to run 21 per cent below last summer.

What do game operators do to fight off the summer slump? A surprising 40 per cent operate to some extent in summer resorts, highway spots and tourist centers, according to survey results. This indicates that the trend to outdoor and seasonal type locations is on the increase, as more people each year spend vacations and weekends out-of-doors and on the highways.

Thirty-three per cent of the game operators surveyed reported they move machines more frequently during the summer to bring grosses up to the highest possible level. Eighteen per cent said that they invest in new equipment during the summer months.

Twelve per cent concentrate on sprucing up the equipment they have on location, and keeping it in top working order.

Many operators have definite plans in effect to offset the summer-time slide.

Said Douglas Detrick, Universal Games, Auburn, Ind.: "We keep games as new as possible, working on a lower percentage of profit to keep the play up. We also change equipment around more often and try to get a few special summer locations going to balance the difference."

F. E. Rocchio, Rocchio's Rhythm Route, Laramie, Wyo., keeps on the move during the summer to

(Continued on page 138)

West's Game Trade Has Ups and Downs

Shuffles, Rides, Guns Best in L. A.; Tourists Big Factor in Colorado

LOS ANGELES — Coin game business here is unsteady but the outlook is optimistic, and summer trade will ultimately be judged on whether or not "something new" in game attractions is introduced on the market.

The current situation finds pool

(Continued on page 134)

DENVER — Colorado operators' main summer target is the tourist—and they expect to find them free-spending throught the State's resort areas again this year.

Operators in the smaller towns to the East, West and South of Denver report their summer collections advanced; at the same time, metropolitan Denver operators are fighting a summer slump.

Reason for the contrast is simply that most tourists make a point to obtain lodgings in mountain resort communities or smaller towns away from the city.

Denver operators say the fall-off in pin games, skee ball, and shuffle game collections is due chiefly to the fact that many more amusements are available to Denverites and tourists than in preceding years. Another factor which hampered operations was the recent confiscation of pinball games throught Denver's taverns due to a licensing hassle.

Move Games Out

Local operators reported annual summer collections fall off an average of 25 per cent. Most Denver operators whose strings average 200 machines or more, are simply moving games out of congested downtown districts and into whatever suburban locations they have. There is also an effort to diversify with a wider variety of games.

Equipment buying during the summer months has been on the upgrade for suburban and mountain resort operators, but generally down where city operators are concerned. Distributors, in fact, report they concentrate their selling efforts on operators within a 100-mile fringe of Denver, rather than on Denver firms. Distributors, in search of new prospects, are sending their salesmen out into areas which haven't been contacted before. Much direct mail and special promotions to city customers has been discontinued.

While distributors generally report summer sales 10 per cent off from last year, they have given sales a temporary shot-in-the-arm with attractive trade-in offers, particularly in the pinball category. Other inducements are liberal time payment plans and free delivery service.

the group in creating better relations between operators, and a better understanding of operators problems by city government. Membership now stands at 87.

Tenn. Pin Rule Sidelined; Ops To Sit It Out

NASHVILLE — Illness of Federal Judge Elmer Davies has brought postponement of a hearing on a three-year-old case involving seizure of pinball games in middle Tennessee.

Judge Davies had been expected to give a decision that would at least "clear the air" and possibly give an opportunity to operators to carry their case to a higher court if necessary.

Court Clerk Robert Hall said the case has been continued until the next term of court which starts after the first Monday of October. This new development added another two months at least to the "watchful waiting" period that has already stalemated pinball expansion in this area since new seizures were made last May.

Attorneys for pinball owners were hopeful of securing a new hearing "based on new evidence" including their contention that Congress has clarified its \$250 gambling tax law so it does not apply to pinballs.

Previously the case had been postponed from July 13 to August 3 presumably on belief that Judge Davies would be well enough to handle it. New continuance indicates that his illness will be longer than anticipated.

BRITISH GAME IDEA MAKES LADIES BLUSH

LONDON — The object of the latest British mechanical amusement game is to "Make the Lady Blush."

The idea comes from a firm here which put together a number of gadgets to demonstrate a recent scientific discovery, a chemical substance which changes color from yellow to orange red when its temperature is raised to 50 degrees C.

A "lady" dummy on one of the devices is covered with the chemical. When the player turns on the heat by skillful operation of the game, the "lady" responds by getting red in the face.

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Guest Roster Hits 150 at Milwaukee Op, DeeJay Party

MILWAUKEE — Milwaukee's first annual music industry party pulled over 150 guests representing operators, disk jockeys, record dealers and juke box distributors at Stein Hall June 28.

The evening, altho including some general discussions of music industry problems, was primarily a social event. C. S. Pierce, of Broadhead, Wis., and president of the Wisconsin Music Merchants' Association, talked to operators about public relations as it affects the juke box industry (The Billboard, July 7).

The "Millie" award, a home-made title for outstanding public service efforts, was presented to Bob Larsen, WEMP disk jockey.

A partial list of those in attendance include Mr. and Mrs. Les Reder, L. R. Distributing Co.; Arnold Jost, Arnold's Coin Machine Co.; Mrs. Anita Macomber, Progress Amusement Co.; Edwin Puzia, A. A. A. Venders; Ery Beck, Mitchell Novelty Co., and Mr. and Mrs. Doug Opitz, Hilltop Coin Machine Co.

Ken Kulow, Modern Vending Co.; Mr. and Mrs. Harry Jacobs Jr., United, Inc.; John O'Brien, Major Distributin Co.; Bob Blic, Decca Records Distributing Co.; Harold Rietz and Art Kay, Taylor Electric Co.; Brad McCuen, RCA-Victor, Chicago; Audrey K. Fletcher, Sears, Roebuck, and Carol Murphy, of Ray Haasch Appliances.

Mrs. Lela Stenzel, Gimbels; Dick Kibbe and Gordon Furman, Capitol Records; Rubin Ginsburg, Mr. and Mrs. Jerry Glassman, Radio Doctors; Bob Allen, of the Milwaukee Braves; Mr. and Mrs. Gene Edwards, WRIT; Chuck Myers, King Records, Chicago; Lenny Garmisa, Garmisa Distributing Co., Chicago, and Jack Mills, Garmisa Distributing Co.

James H. Martin and Morrie Goldman, of James H. Martin Co., Inc., Chicago; Mr. and Mrs. Bob (Coffeehead) Larsen, WEMP; Tommy Gumina, Continental Records, Milwaukee; Rev. Father Matthew Scott, Milwaukee; Barney Fields and Bobby Christian, Chicago; Robb Thomas, WEMP; Paul Bartell, WFOX, and Kenny Meyers, Mercury Records, Chicago.

Norman Weiser and Bill Steward, Playboy Magazine, Chicago; John (Madman) Michaels, WOKY; Mr. and Mrs. Bob Reinhardt and Bill Farr, Columbia Records; Ivor McLaren, Gordon Thomas, Bruce Wallace and Ray Simandl, WTMJ; Chuck Phillips, WEMP; Earl Cramer, Lou Riepenhoff and Andrew Hertel, WISN; Al Hartel, Midwest Music; Mr. and Mrs. Art Marks, Marks Music Co.; Mr. and Mrs. John Plimpton, Bay Music, and Mr. and Mrs. Charles Netzow, Netzow's Music.

George and Ernie Lerner, Chicago, and Lucky Logan, WOKY; Mr. and Mrs. Al Oldrich, Chicago; Mr. and Mrs. Ed Walker, Coral Records, Chicago; Donald G. Smith, Bob Sacks Camera Shop; Janet Lundsten, Records Unlimited, Inc.; Mr. and Mrs. Ed Gronowski and Mr. and Mrs. Robert Gronowski, Red's Novelty; Mr. and Mrs. Joe Grasch, Grasch Radio; and Mr. and Mrs. Joe Weiss, Weiss Rhythm and Rhyme Shop.

Mr. and Mrs. Lou Ames, Music

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COINMEN YOU KNOW

Continued from page 125

City, Kan., was a recent visitor of Roy Provencer's at Minthorne Karel Johnson, who recently joined Wurlitzer as factory representative with headquarters in Dallas, arrived in town to move his family to the Texas city where they have purchased a home. . . . Charles A. Robinson, C. A. Robinson Company, is back at his desk following a vacation. . . . Phil Sreden, Western Vending Machine Company, returned recently from a trip to New York. . . . Bill Siegle, W. H. Siegle Company, bulk merchandise operators in Bellflower, telling his friends about the races at Indianapolis. While in the Midwest, Siegle visited with friends. . . . Dick Leubbert of Costa Mesa is now established in Sherman Oaks, having moved his bailiwick there from East Los Angeles.



PROVENCER

Dave Yates joined Badger Sales Company in the parts department headed by Jack Leonard. Leonard is breathing more easily now that the inventory of the large department is completed. . . . Charles Koski, Long Beach, who has participated as a swimmer in several water festivals, is still interested in nautical sports. His future interest, however, will be in sailing for he expects to purchase a boat. . . . Ed Wilkes, manager of Paul A. Laymon, Inc., is off on his two-week vacation in Colorado.

Boston

By CAMERON DEWAR

KEEP COOL IN HEAT. Workers these days are happy to go to work at Trimount Automatic Sales Corporation for it's 15 degrees cooler inside with the air-conditioning unit. . . . Sales chief Irwin Margold reports big turnover in games for summer spots. Says Mutoscope's Lord's Prayer proving an excellent piece.



MARGOLD

Ed Flanagan, Northwestern Sales & Service, enthusiastic over Victor's new ball gum and trading card machine, the 5-Star Baby Grand. Al MacGilvray, West Roxbury, finding his bulk route picking up now that the moppets have more time on vacation. . . . Dave Baker, Melo-Tone Music, Arlington, summering on weekends at his place in New Hampshire, is fast becoming an expert water skier. . . . The good weather has meant a good upswing in business for Guy P. DiGiovanni of Commonwealth Distributors, Can't get enough kiddie rides and games.

Ed Ravreby, Associated Amusements, spending leisure hours at his place in Hyannis, Cape Cod. . . . Sales manager Al Levine found business booming in a trip around the Springfield area. . . . Music and games going well at Atlas Distributors, Louis Blatt reports. New model AMI doing particularly well. . . . Barney Blatt recovering from a heart attack. He's recuperating at home and his condition is improving.

Distributors, Inc.; Gordon Krahn, executive secretary, FTRA; Les Columbia Records; Mr. and Mrs. Lerche, Columbia Records; Eddie Bill Bramhall, WFOX; Milt Brandl, Kaye, Mitchell Novelty Co.; WISN; Glen Allvine, Melody Circus Theater; Harry Halloway, ex-Carnitz, Badger Novelty Co., and Larry Fischer, WISN.

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Steel Strike Boosts Detroit Game Grosses

DETROIT — Operators have found that "workers without work" play coin games. There has been a considerable amount of unemployment here for several weeks and, surprisingly, it has created improved business for games.

Unemployment conditions, aggravated by the current steel strike, are not expected to last. Meanwhile, however, workers are finding plenty of time to play shuffleboard and other games while they await a strike settlement.

Operators expect a summer drop-off in game collections of 15 to 20 per cent. Local restrictions virtually limit operations to shuffleboards and bumperless pool games. "People are asking for something new," said Dave Stevelberg, of Brilliant Music.

Up-State there is the usual boom in the resort areas, where there is a greater use of other types of game equipment. Bumper pool tables are reported throught the up-State area, bringing a welcome element of novelty this summer.

Detroit recently approved the new bumperless pool games for city locations, and the result is an increase in sale of equipment and operator grosses. This could offset a sizable part of the usual summer drop.

Lauds Chi Assn.

paralysis fund raising headquarters in New York.

Recently a letter from Joseph F. Nee, director of The National Foundation for Infantile Paralysis, was received by Phil Levin, RMSA president, acknowledging and thanking Chicago operators for their efforts.

The letter read: "May I take this opportunity to thank you and your associates for the checks which you so kindly forwarded to the National Foundation for Infantile Paralysis.

"It is indeed gratifying to know that the members of your association were so generous with their time and their efforts for so worthy a cause as the March of Dimes. I know that we can count on you again in the future.

"On behalf of the thousands of children who will need our help and the National Foundation for Infantile Paralysis, please convey my personal thanks to all your members."

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 ARAMITH Each \$2.50 REGULAR Each \$2.00
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Hundreds of operators are anxious to know how they may convert their tables for ROTATION POOL TABLES. It's simple. Order a set of ROTATION POOL BALLS and a Cue Ball. For Kelly Pool include a set of Tally Balls (Peas) and a Bottle. INCLUDED WITH EACH SET OF ROTATION POOL BALLS ARE A HANG-UP RULE CARD AND AN INSTRUCTION SHEET FOR THE OPERATOR. REMEMBER ONLY MARVEL BILLIARD SUPPLY CO. FURNISHES RULES AND INSTRUCTIONS FREE WITH EACH SET OF ROTATION POOL BALLS.
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E-120	\$465.00	1436	\$149.50
D-40	175.00		

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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 jukeboxes. A firm desiring the breakdown had to pay \$90 or \$180 for the information, depending on the amount of detail required. Similar charges were made for breakdowns 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 have 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 many evidences of the importance of the export statistics will be taken into account in planning future programs."

Los Angeles

Continued from page 131

games moving slowly, demand for shuffle bowlers and kiddie rides rising, and operators of pinballs remaining in a quandary as to what legal action will be taken against them.

Buying plans of some operators were upset recently when the State Franchise Tax Board filed suit against 73 pinball operators for \$400,888 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 use them have been supplied. At the C. A. Robinson Company, Al Bettelman, manager, sees a growing demand for United's Pool Alley, which has recently been put on the sales floor.

Bowlers Regain Favor

Both Hank Tronick, general manager of Minthore Music, and Ed Wilkes, manager, Paul A. Laymon, Inc., reported shuffle bowlers were gaining in their comeback popularity. Tronick added: "There is a growing demand for good used pieces."

Wilkes predicted that the summer school vacation will up the takes on kiddie rides, with operators of these units in outlying shopping centers and resort areas getting top grosses.

William R. Happel Jr., head of Badger Sales, looks for Arcade equipment to sell consistently, but added the main buying had been done in April and May. The Genco State Fair gun game is claiming attention, he stated. Tronick also predicted a continued demand for guns.

Happel expects export business to increase, stating that of total foreign shipments made by his firm, 70 per cent are phonographs, 20 per cent games, and the remaining 10 per cent Arcade pieces including shuffle games and guns.

Bead Popularity

Continued from page 126

sters continue to find different ways of making bracelets, strings of beads and other ornamental items.

Fall Dip

William H. Siegle, Bellflower operator, reported a pick up in business. The slump to guard against is in October and November when the kids are fed on candies and nuts garnered in "trick or treat" forages at Halloween.

"I can see a gradual increase in my sales from now until fall," he added.

Jobbers here are particularly delighted over the hit of the interlocking beads because, they report, they have sufficient stock to supply operators' needs.

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COIN COUNTER — DOWNEY JOHNSON, model 20ph, counts all coins, condition like new, \$175. F. P. Zilles, 8812 Charles St. Omaha, Neb.

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VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, Le Tah Gum, Le Package Gum, Spanish Nuts, Virginia's Ride Skins, small Cans, small Amanda Mixed Nuts, all in vacuum pack or bulk; Panned Candies, Le Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used. Vendors Write for prices and order blank. King & Co., Northwestern Distributors, 2790 West Lake St., Chicago 12, Ill. 2929

25 PERFUMATIC—4 SECTION PERFUME dispensers, good condition. Will take best offer. Write or wire George Lord, Bryan, O. 2930

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CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. 2932

COIN-OPERATED HORSEY HORSES, BRONCO, Champion, Mustang, etc. Any condition; give details and lowest cash price. Will sell Big Bronco Coin Chutes, top condition, \$10 each. Box 2861, The Billboard, Chicago, Ill. 2933

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Dude Ranch	55.00	New Keeney Flicker Pool	Write

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Keeney Fascination (Hinged Top)	125.00
Exhibit Skill Pool	120.00

SUPPLIES

Cue Sticks, Ea.	\$ 1.50
Chalk, Gr.	1.50
10-Minute Cement, Tube	.30
Cue Clamps, Ea.	.35
Plastic Cups, red or white, Ea.	.30
Coin Chutes, Ea.	15.00
Playfield Cloth	9.50
Set of 10 2 1/4" Pool Balls	12.00
Set of 8 Pucks	12.00
Shuffle Game Wax	2.50

BINGOS

Night Club	Write
Broadway	\$395.00
Beach Beauty	360.00
Miami Beach	250.00
Big Time	240.00
Gay Time	230.00
Variety	135.00
Pixies	295.00

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JUNIOR 8-1814

AIR ATTACK

**Cool Idea
 Down South
 Could Up \$\$**

MEMPHIS—Mid-South operators may launch an "air attack" on the lazy summer season that brings with it a drop-off in collections.

Two distributors here, Edward F. Newell, general manager of Williams Distributing Company, and George Sammons, president of Sammons-Pennington Company, along with Drew Canale, operator of Canale Amusement Company, are urging operators to "sell" location owners on the idea of air-conditioning their spots.

They say most small locations in the Mid-South are without air-conditioning and that the warm, humid atmosphere drives business away.

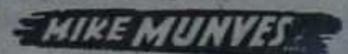
ARCADES—OPERATORS

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Mutoscope Rock 'n' Roll, new	Write
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Sidewalk Engineer, new	Write
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Pokerinos & 3-in-Line Rubber Balls, Glasses & Contacts.	
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Chicago 4-Player Derby	125.00
Roover Name Plate	150.00
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Bally Big Inning	100.00
Evans Bat-a-Score	100.00
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Card Vendors, floor models	45.00
	\$25.00, \$35.00 & 155.00
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Chicago Coin Midget Skee Ball	95.00
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- Not to be Confused with European Slate

Featuring best rubber-backed cloth held on drum-tight with special springs to eliminate loosening of cloth under ALL climatic conditions.

**NO GLUING!
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LEHIGH 10-COL. NEW All-Coin Cabinet (mechanical)	\$225.00
National, 8 col.	\$145.00
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BINGOS	
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Shuffle Bowlers Show Renewed Life in Calif.

LOS ANGELES — Bowling games are coming back in this area and in many instances taking 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 dire need for something new.

Glenn Wolcott, 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 take in those spots.

Walter Hemple, First National Music in San Fernando, which has music in addition to games, de-

clared 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 summer months to maintain as near as possible the winter take level, Hemple answered, "just put it this way—we are in the moving business."

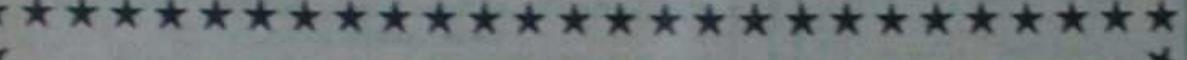
Trico Music's Al Cohn has found that his shuffle bowlers maintained a fair revenue stand in the face of the pool table demand. "The better games worked right along," Cohn stated. "Bowlers in some spots maintained their popularity. As far as pool tables are concerned, lately I have replaced one table, in spots where I had two, with a bowler."

E. 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 sizable amount of expected summer business.

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TOP BRANDS
Electric Scoring
ALL GAMES IN ORIGINAL CARTONS!
CALL FOR PRICES!
THANKS, OPS. FOR BUYING UP THE VENUS GAMES!
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THE GREAT NEW EXHIBIT GUN GAME... COMING SOON!
THE EXHIBIT SUPPLY CO.
Established 1901
4218 W. Lake St. - Chicago 24, Illinois - Phone: VA 6-3100

30-Play Juke Box Makes Debut on British Market

LONDON—A new juke box playing 30 records has just made its first appearance on the British market. Called the Renotte, it is being imported into this country from Belgium by a London company, Precision Automatics.

The machine is selling here for just over \$1,000, which includes a 20 per cent import duty and 60 per cent purchase tax. It plays seven-inch disks at 45 r.p.m.

There are no push-buttons for selection. Instead, the customer places his coin in any of 30 slots which determine the record played. The disks lay on top of each other on a spindle, each separated by an aluminum disk. When a coin is inserted the disks not required are automatically raised up the spindle,

leaving the record chosen revealed for the playing arm.

The agents claim there is virtually nothing to go wrong with the machine, but nevertheless make sure by providing after-sales service and spares if required.

Altho the agents are primarily concerned with selling the juke box outright, they are also acting as operators jointly with location owners.

Usual practice is to take the first \$6.40 taken each week, and share the rest with the location owner on a 50-50 basis.

Cost to American purchasers would be about \$550.

Joe Ash says...

When you compare quality with price, Active is never undersold!



Joe Ash says...

Exhibit **SKILL SCORE**

Electric Scoring Pool Table

\$95.00

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ACTIVE

AMUSEMENT MACHINES CO.

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Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

Genco Ships State Fair, Rifle Game

Gun Lists at \$495; Features Rolling Ball Target Set-Up

CHICAGO — State Fair Rifle Gallery, the first new coin-operated gun game introduced in 1956, was shipped to distributors last week by Genco Manufacturing & Sales Company.

The game is similar in appearance to the standard rifle unit, but has an entirely new target idea—free rolling balls that are shot off of a track—and lists at a relatively low price, \$495.

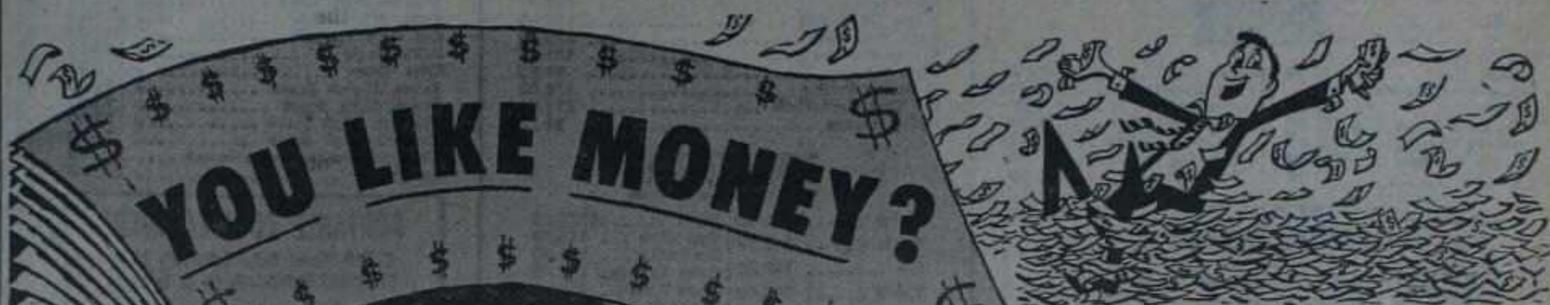
Ball targets roll back and forth along two tracks at intervals during the game, and fall off when hit, registering automatic scores on the backglass. Other targets consist of a large comical figure which waves its arms, tips its hat and falls backward when hit; two light-up candle targets that "go out" when hit, and two rows of stationary "flop-over" targets representing owls and goats.

Players Choose Targets

Players are free to shoot at any all targets throught the game, getting 25 shots for a dime. The moving ball targets, however, award highest possible scores in the final three shots.

As on the standard rifle units, target field is reflected from the bottom of the cabinet onto the backglass, giving apparent depth to the field of fire. Gun, attached to the cabinet, consists of an authentic type .22 rifle. Player is rated according to number of hits made, as an expert, sharpshooter, marksman or rifleman.

State Fair has adjustable replay features, and is available in a match play model or regular model. The field of fire is designed to look like a real shooting gallery. Cabinet is done in cork finish, and measures 50 by 29 by 70 inches.



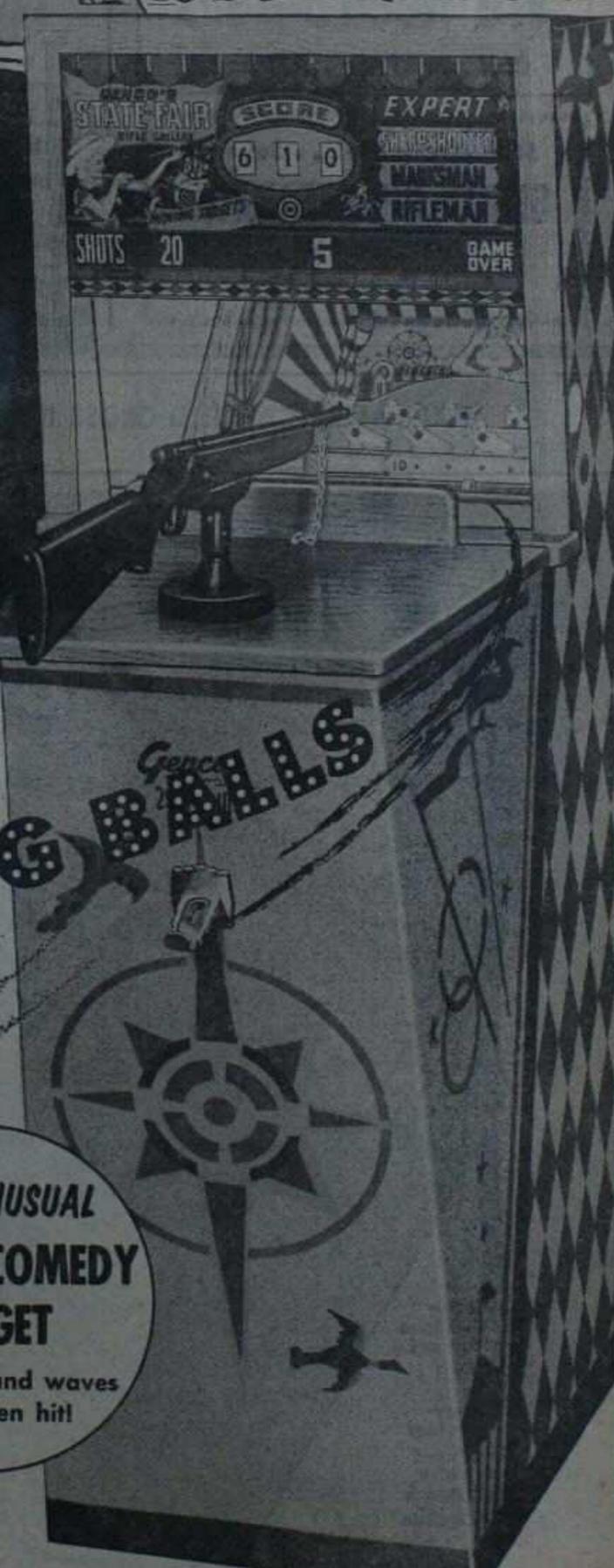
YOU'LL LOVE
GENCO'S Sensational
STATE FAIR
MOVING TARGET
RIFLE GALLERY

Featuring an **ENTIRELY NEW IDEA**
Never before seen
on a Rifle Game
FREE-ROLLING BALLS

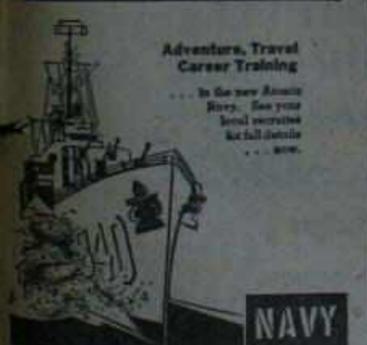
Roll down 2 Lanes—Just Like a Real Rifle Gallery . . . the player tries to shoot them off.

- PLUS ALL THESE GENCO ATTRACTIONS:**
- Flip Over Targets
 - 2 LIGHTED CANDLES snuff out when hit!
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 - 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!



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Hill Pool	Imperial Pool	Baseball Pool
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Coon Hunt	175.00	Rifle Gallery	195.00
		DeL. Carnival	235.00

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UN. STAR SLUGGER, WMS. DEL. FOUR BAGGER
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Heavy Hitter	49.50
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Sidewalk Engineer	195.00
Grandma Horescope, New	Write
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Merry-Go-Round	375.00
Muto Football	275.00
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Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50

BINGOS

Pixies	\$375.00	Hi-Fi	\$125.00
Triple Play	295.00	Surf Club	115.00
Rio	100.00	Ice Frolics	115.00
Tahiti	100.00	Palm Springs	115.00
		Dude Ranch	100.00
		Beach Club	100.00
		Bally NIGHTCLUB	85.00
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		Evans Saddle & Turf Club	195.00
		Gayety	150.00
		Variety	165.00
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2 MODELS
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United SELECT PLAY	United REGULATION
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Chief, High Score	145.00
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Try either one on a 30-day money-back guarantee

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Illinois, Kentucky, Ohio, Indiana, Wisconsin.
Order Now—for Early Delivery.

Summer Facts

Continued from page 134
hold his summer collections steady. "My summer resorts keep to collections at about the same year-round level, but my travel expense is much higher. I'm traveling about 1,000 miles more a month to keep takes at a desirable level."
Stated A. G. Williams, Williams Music Company, Monticello, Ariz. "We move games around trying to give each location something a little different. Our's is primarily farming territory, and the current drop in farm employment has been our big reason for the slump in grosses." Williams expects to improve collections 10 per cent over last summer, however.
"It is extremely difficult to operate special summer locations because good spots require special equipment that will not pay for itself after the season," reports Mark L. Shaevel, Mark Amusement, Brookline, Mass.
A New Jersey operator commented: "There isn't much that can be done about the regular location. During the past three years I have concentrated on summer locations and have found that they make up for most of the losses suffered on normally good year-round spots. Under this system my monthly grosses hold about average throughout the summer."
A Wisconsin operator reports that pool games have made this year's collections increase 20 per cent over last summer's.
Air-conditioned locations have helped the most for Jack Jeffrey, Jeffreys Amusement Company, Osceola, Ia., altho he expects a heavy drop from last year. "Seasonal games will not 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."

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CLASSY BOWLER



Location Test Reports Unanimous:

- Hitting Four Consecutive Strikes Lights Hole for Special
- Hitting Additional Strikes Without Getting a Spare Increases Value of Special
- Spares Add Up for Special Score
- 3 Targets and 4 Rollovers Score Strikes
- 2 Targets, 2 Rollovers and 2 Holes Score Spares
- 4 "On-Off" Pop Bumpers
- 2 Alternating-Light Cyclonic Kickers
- High Score to 6 Million 900 Thousand

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BALLY UNDERSEA RAIDER	125	UN. DuL. CARNIVAL GUN	200
GENCO RIFLE GALLERY	175	EXHIBITED SPORTLAND GUN	185
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23,502 Sign Portland Ops' Pin Petition

PORTLAND, Ore.—Pinball operators here have filed an armload of petitions bearing 23,502 signatures, which seems to make certain a new vote on the games at the November election.

If 18,316 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 1,500 pinballs from tavern and store outlets and placed them in warehouses.

As drawn up, the new petitions not only call for licensing pinballs and other amusement devices, but

set down terms for how this should be done. The petitions define 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.

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State Fair

CHICAGO COIN
Steam Shovel—Twin Hockey

EXHIBIT
State Pool

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Chi Coin Bonus Score	\$295.00
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Thunderbolt	275.00
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Hollywood	275.00
Cross Cross	125.00
Advance	100.00
Super Frame	125.00
Feature	150.00
United Capital	260.00
Clipper	250.00
Mars	195.00
Shuffle Targette	175.00
Bally Jet	200.00
Champion	195.00

GUNS

Bally Bull's-Eye	\$295.00
United Carnival	225.00
Genco Rifle Gallery	175.00
Exhibit Sportland	175.00

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New Pool Tables \$150.00

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Scores Vary as
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2 or 4
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New York State

Continued from page 131

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.

Cue 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 construed as having dangerous weapon characteristics."

The New York City License 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."

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Insert a dime. Instantly the player assumes complete mastery of Crane. He pushes 4 Buttons to:

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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 give free play or prizes or money in return.

At Bremen, O., the Fairfield County Sheriff's office announced that action will be taken immediately against any person found possessing, exhibiting or playing free-play pinballs in the county. The announcement follows similar moves in nearby counties. There are more than 100 such machines in the county that must be removed, the sheriff's office stated.

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FIRST-Conditioned CHICAGO COIN

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- *GOLD CUP 115
- *TRIPLE SCORE 85
- CROWN 85
- DOUBLE 75
- *NAME 65

UNITED

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- *TARGETTE 165
- ROYAL 90
- *CLOVER 75
- *STAR 10TH FRAME 60

KEENEY

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- *BIKINI 150
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- PACEMAKER 95
- *DOMINO 75
- CARNIVAL 65
- 10 PLAYER 55
- 6 PLAYER 45

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NEW GAMES EXHIBIT

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- 3-Hole Models!
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- Electric Scoring!
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- Chi. Coin BASKET BALL CHAMP 145
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- Cap. MIDGET MOVIES 135
- Bally BIG INNING 115
- Chi. Coin GOALES 95
- TELEQUIZ (w/Film) 95
- Evans TEN STRIKE 85
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- Seeb SHOOT BEAR 145
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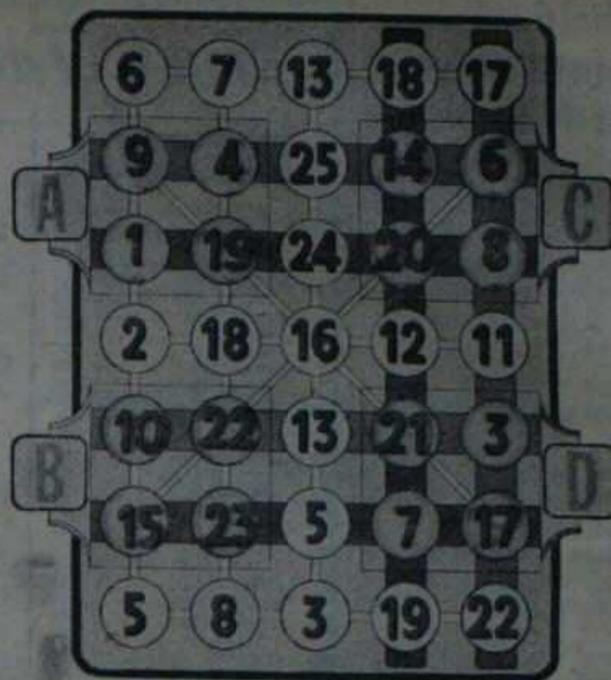
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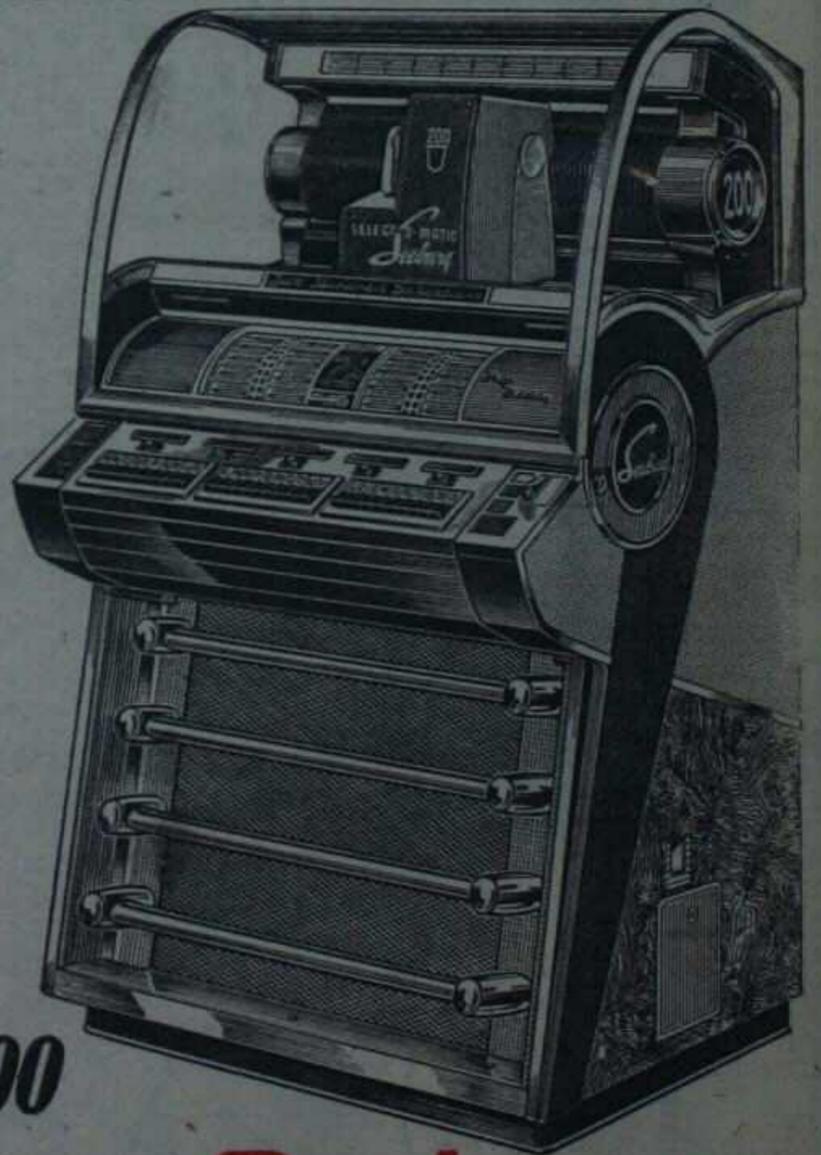
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