Juke Op Bandwagon
Is Diversification

Selective Music Remains Top Dog, But Operators Move More into Other Lines

By BOB DIETMEIER
CHICAGO—Juke box operators are diversifying with equipment other than juke boxes—and into businesses other than operating at an increasing clip.

Also selective music remains the head-and-feet of their business, music operators are operating more coin-operated equipment, such as amusement games and cigarette vending machines, than ever be

Are, a relatively small num

ber of operators are moving, into other businesses, such as record one-stops, jobbing of coin-operated equipment, commercial background, and even home photography and TV sales and service retail stores.

Bed Up Profit

Those diversifying more with other coin-operated equipment are doing so either to beef up an indifferent profit picture, provide greater service to meet location wants, or keep pace in the competitive marathon, or for all these reasons.

The few moving into businesses other than music operating are doing so largely to meet the challenge of fresh opportunity in fields fa

miliar to them, opportunity which they see many curious routes coming into the field of music operating.

Colonial irony in all this, which most thoughtful operators quickly admit, is that increasing diversification is coming at the same time when the field of music operating offers proportionately greater rewards in return for instrument and business skill and hard work than at any time in the history of automatic phonographs.

Thar's Music
In Them Hills

CHICAGO — Juke box operators, faced with rising costs and a shortage of conventional locations for their phonographs, have moved to the suburbs today.

Today it is not unusual to find juke boxes alongside swimming pools, at drive-in theaters and piece

tice golf ranges, and even on pub

ic beaches.

But even stranger than the lo

cation is the fact that the operators are reporting that these new loca

tions are pulling better juke box play than many of the old con

ventional spots.

SIXTEENTH YEAR

Record Trade Full
Steam Ahead Thru Summer Doldrums

Good Quality, Numerous Gimmicks
May Make This July Best Ever

By BILL SIMON

NEW YORK—The evidence is piling up that there is a result business in 

its musical battle to dispel the "summer slump." When all the returns are in, it is more than likely to prove that July was the best July in the history of the business.

The approach to the problem initiated last year by most of the major record companies has been based on the assumption that the slump is "a state of mind." The companies have devised perhaps the biggest variety of deals and gimmicks to build store traffic during the traditionally slow season, to get quantities of saleable disks into the shops and aid to get them sold.

"Best July ever." But deals and gimmicks by themselves have never been able to sell a product that the public never wanted in the first place. This summer the companies have the goods in both packages and single reel records. Only a few of them have been holding back waiting for winter traffic. The pitch has been "Give 'em the best you can get."

In past years, the business would sit back and wait for a single pop hit to bring in the buyers. When that failed to develop, dealers in

stanted their sorry state. This year, the business has several pop hits, but none of it has been as significant as the summer albums. In addition, it has, in its Columbia Best Buy selections and in its Victor Save-on-Re

sections and bonuses, some of the most attractive packages is

used in recent years. Most significant of all, dealers are hustling own business for them.

Hi-Fi Interest

At the bottom of the "boom" is the public's avid and growing in

interest in high fidelity sound, is equipment and in discs. The com

panies have met this with many special offers also as well as with extravagant promotions of the old chestnuts, or so-called "li

marathon," or "bargain fests," etc. With any unusual merit, particularly the introduction of new products, this has become a hit in any season.

Among the more obvious anti

tiquities, the names of the most popular music have been Elvis Presley and "My

(Continued on page 56)

NEWS OF THE WEEK

More Pop Music for TV Due
At Plymouth News Kays.

There will be still more popular music on the TV networks this season. Plymouth is of its sister, Dodge, which will have two Lawrence Welk

minutes per week.

Mystery-Adventure Finest
Shows to Sell—ABC Film

Mystery-adventure is the easiest format to sell in syndicated TV films shown, according to a survey of stations just completed by ABC Film Syndication. There will be a continued slight increase in the amount of syndicated film stations will use in season ahead, the studio told ABC.

Colombia to Record Dealers:
"Your Future is Sound!"

The Columbia Records Story is presented in a special section. Using the slogan, "Your Future is Sound!" the company described how all facets of company policy are closely related to the welfare of the record dealers.

C-C Buys Josephs'..U.S.

Disk Interests in Big Deal

Crosswell Collett last week purchased the American record interests of the Josephs Brothers Company. This company has been one of the leading names in the record industry. The dozen figures plus involves the purchase of the entire unused in house record opera

DEPARTMENTS AND FEATURES

American Record Buyer

Advertisements

New Products

Recording Equipment

Dealers Associated

New Names in the Business

Entertainment Features

Movie News

Commentary

Features

Disneyland News

Disneyland in Review

Golden Book of Records

Haunted House of Records

Record and Tape Reviews

Top Ten Best Sellers

Repertoire

Hot Record Trends

Hits in Motion

Trends and Predictions

Keep Your inserting to

9000 Workbook

Pyramid of Records

TV, Film Reviews: 16

(Continued on page 106)

NEWS OF THE WEEK

E. Walter Evans Celebrates
50th Year With The Billboard

The Billboard pressman, president and treasurer, John Evans, was honored at a Gala dinner given to mark his 50 years in the industry with the organization. The oldest em

Dismay of The Billboard in point of service, John Evans, at the head of it, the best of all branches of show business, joined The Bill

Board will be celebrated August 4, 1956.

Disneyland Dreams, 3,842,507.

Grosses $8,558 in 1st Year.

Disneiland polled 3,842,507 persons in first full year of operation. Patrons' spending ag

egalitied $8,632,954. Per capita spending was computed at $7.57.

Coach Race Leases for

Control of Ringling-Barnum.

A battle for control of the Ringling circus was joined by a minority stockholder spokesmen. It was by an effort to unseat John Ringling North. Artistic policy was a result of North's closing the show.

(Continued on page 81)

RCA Aims at Teen Target

NEW YORK—There will be no summer slump in 1957, if record dealers will rush low-priced 45

p.m. record players and thus con

vert new teen-age into record buyers. This was the opinion expressed last week by Larry Karagezi, vice-president and general manager of the RCA Victor Record Division.

Karagezian said that at this time it had been the best July in the com

pany's history. told The Billboard That the industry can most easily broaden its potential by converting at least half of the 1,000,000 newly-formed teen-agers each year into customers. The company believes that the 45 player is the key to this market, because it offers the best quality and con

venience for the money.

find out why... YOUR FUTURE IS SOUND... see page 19
Plymouth Near to Kaye Band In Wake of Welk's Success

May Snowball Trend; Others Try Low-Budget Music for Big Pay-Off

NEW YORK—The success of the Lawrence Welk show on ABC-TV has given music on TV a boost which may snowball into trend. The latest indication is that Plymouth is on the verge of buying an hour Sammy Kaye show on that network for use during the season of 1958-59.

This would further enhance the ABC-TV position as the nighttime music network, furnishing it with the bulk of its live programming. The Plymouth deal goes to two hours of music on Monday, Thursday and Saturday nights, with commercial breaks during the hour and half-hour that are not currently scheduled for any network time, and which Welk or NBC, which is already booking the show, have not been able to book.

Another straw in the wind is the sale of a half-hour radio show, to be aired during the first half of the week and to be scheduled for the half-hour following the NBC radio show, to a station in the Pacific Northwest. A station in the West Coast area has also requested the show, but for which network time has not been found.

Why the sudden interest in music programming on TV? The format is not new for ABC, as it has been the nation's greatest booster, since it offers a simple form of low-cost programming with a high audience potential.

Welk, whose April Nielsen was the highest of any of the 21 networks in the 10:30-11, should be able to net an audience with this show, and the major stations in the Philadelphia area will be able to net a high audience.

It is expected that Plymouth will be able to book the show, and the station will be able to book the NBC network's performance schedule.

NEW YORK—CBS-TV will produce the return of "Miss Brooks" sometime between 12 and 1 P.M., Eastern Standard Time, this fall. The vidiplot series may be cut into a quarter-hour strip for use in daytime.

Says the network's this fall. The vidiplot series may be cut into a quarter-hour strip for use in daytime.

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Revenue Figures Underline Nets' Programming Power

WASHINGTON — If the fact that the networks are the major factor in television programming needed underlining, figures released in Washington today by the Federal Communications Commission pointed up the situation dramatically. Nearly 15 per cent of the gross price of the total revenue of 1955 was spent for retransmission of network programming to their own stations for sale of talent and retransmission and production facilities for these shows.

Cross revenue from all sources for all affiliated stations last year was $74,400,000. Of this, the networks and their stations pulled in over $102,000,000 from sale of talent alone, and another $31,000,000 from sales of productions, charges for facilities, etc.

Apart from the fees and their owned stations, the other 421 outlets sold just over $100,000,000 in talent, making total industry talent sales $112,000,000. On revenues from assorted sales of productions and charges for facilities, these stations grossed $25,000,000, nearly as much as the sales and their outlets. Talent and production sales for all sales and stations thus little better than $132,000,000 last year.

Revenue jump With expenses of $94,500,000 for the country's 437 stations, the industry broke even at year end was 14 per cent behind Pullin's, it enjoyed a 4 per cent advantage over its competitor in the "Mickey Mouse" house.

The Advertist survey also points out that 303,3 per cent of the homes watching Mickey are heavy take mix users, compared to an average of only 31.5 per cent for Pullin's. Mickey also reached a greater percentage of heavy take mix users than any of the 10 other TV shows advertising various products.

Incidentally, Pullin's will be advertising on "Mickey Mouse Club" in the fall.

Other products also covered in the Advertist study included dairy products, ice cream, dairy food, eggs, beer, baked beans, face soap, straight cords, floor wax, flashers, salt, scouring pads and many others. Forty TV shows — 25 daytime and 25 nighttime — were examined.

Must Reading for Every Time-Buyer and Film-Buyer

The Billboard's SPOTLIGHT ON FEATURE FILM PROGRAMMING

The most complete study of movies on TV as a programming and advertising force featuring BEST BUYS IN FEATURE FILM PROGRAM PARTICIPATIONS

NEW YORK — CBS-TV's new films show "Gerald McBoing Boing," one of the most impressive half-hour shows in TV history. The network is asking $62,000 for each half hour of the natural series aimed at unseasoned viewers, season, a sponsor can be found.

But the network is offering potential clients two runs per show for this price, so that they would be paying only $31,000 per program. They will be able to run 35 films and repeat, or 35 plus 35, and 35 new films and 35 repeats for the second year's showing.

CROCKER ROCKER

Mickey Sells Cake Mix for Gen. Mills

NEW YORK — When a mouse moves into the living room, the sale of products increases. His name is Mickey. His market is the 45 million homes of the United States. The results of a study made by Advertest, Inc., to ABC-TV on the effectiveness of advertising campaigns on sales of purchased items. "Mickey Mouse Club" came up with the most impressive results in a scientifically designed survey which included interviews with 3,018 households in Boston, Philadel- phia, Atlanta, New York, Dallas-Fort Worth and San Francisco.

Advertist first determined that 59 per cent of all households use cakes and other bakery items. "Heavy users" spending more than a $ a month. The study then asked what the most popular, and Betty Crocker, and Disney, will present," he said.

Further investigation brought out the power Mickey has in moving the Betty Crocker mix. In all TV homes, 24 per cent used Pillsbury and 32 per cent used Betty Crocker, but in "Mickey Mouse Club" homes, General Mills' mix was used by 27 per cent and Pillsbury by 21 per cent.

This means to the sponsor that when Mickey Mouse is advertised, he pulls about a quarter of sales from other brands of cake mixes. Incidentally, the "Mickey Mouse Club" in the fall will be receiving $62,000 per program.

Other products also covered in the Advertist study included dairy products, ice cream, dairy food, eggs, beer, baked beans, face soap, straight cords, floor wax, flashers, salt, scouring pads and many others. Forty TV shows — 25 daytime and 25 nighttime — were examined.

In coming next week

IN THE AUGUST 11 ISSUE

Misses Trager, Levy

Resident Express Posts

NEW YORK — Misses Trager and Levy have resigned their posts as resident editors of the "The Billboard," the national weekly for radio and television. Miss Trager will be working for the company, in order to fill the void left by Miss Trager and Levy's resignation.
ZOOMING TO NEW

America's Favorite Family Show!

"Dr. Christian"

Starring

MACDONALD CAREY

in the exciting role of young Dr. Mark Christian... warm... friendly the kind of man you'd want for your family's physician and friend.
THE VERY FIRST AUDITION WILL SHOW YOU WHY ABSOLUTELY NO SHOW IN OUR HISTORY HAS BEEN SNAPPED UP SO FAST

- COORS BEER... in Denver, Colorado Springs, Roswell, N. M., Amarillo, Midland, Texas.
- Hekman Biscuit ... in Detroit, Cleveland, Toledo, Youngstown, Lansing, Traverse City, Bay City, Grand Rapids, Lima.
- Sealy Mattress ... in a list of Ohio Markets.
- Blue Cross ... in Buffalo.
- Nehi Bottling ... in Grand Rapids.
- S & W Fine Foods... in Seattle-Tacoma, San Francisco, Portland-Salem, Los Angeles and 6 other markets.
- KSL-TV ... Salt Lake City
- KOPO-TV ... Albuquerque
- KLAS-TV ... Las Vegas
- KPHO-TV ... Phoenix
- KBOI-TV ... Boise
- KTTV ... Los Angeles
- KID-TV ... Idaho Falls
- KCNO-TV ... Kansas City
- KSYD-TV ... Wichita Falls
- WSM-TV ... Nashville
- WTNAC-TV ... Boston
- WKTC-TV ... Miami

An unbelievably thrilling audition -- you'll thrill to the superb performance of Macdonald Carey, the great artistry of the entire production, the fresh concept of this brilliant new family series.

THIS GREAT NEW SHOW, WITH ITS OBVIOUS APPEAL IS BOUND TO BE GRABBED UP SOON IN YOUR AREA!

Better phone or wire us collect. We'll set up an audition as quickly as we can.
COMMERCIAL CUES

In January, 1955, Kent Cigarettes canceled "Father Knows Best." The show had been on CBS-TV for 12 weeks. It had been highly praised by the reviewers but fell to pull a higher rating than Kent's former and cheaper vehicle, "The Web." The cancellation was a surprise in the light of CBS's earlier decision to keep the show afloat, and it caused some consternation among the producers and announcers. The show was the creation of the Screen Guild Players, a group of professional actors who had been working together for many years. They were known for their high-quality productions and their ability to keep their shows fresh and exciting.

One of their most popular programs was "Father Knows Best," which had been running since 1935. The show was about a family living in a small town, and it featured a cast of well-known actors, including Frasier, Wilson, and Poleroni. The show was created by the Screen Guild Players, a group of professional actors who had been working together for many years. They were known for their high-quality productions and their ability to keep their shows fresh and exciting.

The show's popularity had been steady over the years, and it was considered one of the best shows on television. The cancellation of the show came as a shock to many people, and it was widely mourned. The Screen Guild Players had been working on the show for many years, and they were disappointed that the show had been canceled.

The show's cancellation was the result of a number of factors. One of the main reasons was the network's desire to increase its ratings and attract a younger audience. The show was not seen as being as relevant or as popular with younger viewers as some of the other shows on the network.

Another factor was the show's high production costs, which were causing the network financial problems. The Screen Guild Players had been working on the show for many years, and they were disappointed that the show had been canceled.

The cancellation of the show was a loss for the Screen Guild Players, who had been working on the show for many years. It was also a loss for the many actors and actresses who had appeared on the show over the years. The show was a beloved and respected part of television history, and its cancellation was a sad event for many people.

TV COMMERCIALS IN PRODUCTION

A Guide to TV Spot & Program Plans

Of Competing Sponsors by Industries

This week's chart lists commercials produced during the last full calendar week of 1954. The data is compiled from the Kaiser-Francis Media Intelligence Service and the Bureau of Broadcast Measurement.

Agricultural and Food Products

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Producers, Product & Agency (Short, if any) | NA (No Special Features)

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STATIONS SAY...

PHILIP NERREYNS, president, WCCO-TV, Bridgeport, Conn.

"I don't know how much any commercial or local adver-
sion we can do until it is tried. The FFC should have
done more tests for tests in such a situation.

WILLIAM H. RUSSELL, president, WICC-TV, Chicago.

"As far as I'm concerned, the FCC should have
tested the public before it tested the public.

ERWIN K. SVAN, owner, WTHU, Jackson, Minn.

"I'm not sure if the FCC could be asked to test such a
field study on an adver-
sion basis.

MIKE RUSzell, director, WBBM, Chicago.

"I don't think the FCC should have done any tests in
such a situation.

W. J. DEAN, director, WJQZ, Chicago.

"I don't think the FCC should have done any tests in
such a situation.

AD AGENCIES SAY...

FRANK NICHOLSON, director, RICHARD BORDEN, New York.

"I don't think the FCC should have done any tests in
such a situation.

VONZOR NICHOLSON, president, WREX-TV, Chicago.

"I don't think the FCC should have done any tests in
such a situation.

ADVERTISING CUES

In next TV Advertising Editorial Board Study:

PLANS FOR A FOURTH NETWORK

The network is planning to enter a fourth network, which will be called "The Billboard Network." The network will be based in New York and will be owned by the National Broadcasting Company (NBC). The network will be launched in the fall of 1956 and will be available on all NBC-owned stations.

The network will be focused on providing high-quality programming to its viewers. The network will be funded through a combination of advertising and subscription revenue. The network will be available on a subscription basis, with viewers paying a monthly fee to access the programming.

The network will be available in all major markets, including New York, Los Angeles, Chicago, and Boston. The network will be available on all NBC-owned stations, as well as on select independent stations.

The network will feature a wide range of programming, including news, sports, entertainment, and educational programming. The network will also feature local programming, which will be produced by the stations in each market.

The network will be led by a team of experienced executives, including Charles Van Zandt as chairman and president, and John B. Fleming as chief operating officer. The network will be headquartered in New York City, with offices in Los Angeles and Chicago.

The network is expected to launch in the fall of 1956 and to begin airing programming in January 1957. The network will be available on all NBC-owned stations, as well as on select independent stations.
AUGUST 4, 1956
THE BILLBOARD
TV FILM PROGRAMMING

Revenue Facts
Underscore Nets' Power

Continued from page 3

to $300,000,000 in non-network time sales.

The grand total for the nets and their owned stations on time sales, both net and non-net, came to $285,100,000. Total for other TV stations on all time sales was $355,000,000. In combination, the industry made a whopping $661,200,000 in time sales, an increase of 14.3%. Direct commitments to agencies, representatives and other intermediaries swelled over $108,700,000 out of this, making the true time sale total for the industry $572,400,000.

UHF Account

In UHF, which is, of course, all post-fresh, 38 stations made a profit and 57 went into the red in 1955. Of the 22 profitable UHF stations was between $1,000,000 and $3,000,000, while one UHF making that revenue went into the red. In 1955, the 103 UHF stations in operation had a combined revenue of only $26,200,000, a healthy rise from the $15,100,000 made in 1954 by 135 UHF stations. This revenue was acquired by expenses, so that in 1955 UHF er en't asked for a $4,300,000 loss in income.

EVIDENCE' Pic Series Planned

NEW YORK—A new vidilion series, titled "Evidence," is being created by Peter Lewis and Kane Lynn. Material will be taken from the more than 20,000 cases handled by the Horace W. Schmahl Agency and its subsidiary, National Railways Security. Both specialize in crime detection. It will consider such subjects as faked personal injury, blackmail and other criminal and civic evils. Lewis and Lynn are said to have raised enough money from Will Street sources to go ahead with the shooting of the series.

"WRESTLING FROM CHICAGO" WITH THE CHAMPIONS
Commentary by "RUSS" DAVIS

PAST AND FUTURE

Mystery-Adventure Shows
Sell Best, Says ABC Study

NEW YORK—Mystery-adventure is the best selling format in syndicated film. Straight adventures are second. Crime shows are a close second. Dramatic anthologies are growing in popularity, creeping up ahead of straight mysteries. Adult Westerns and comedies are next.

This was disclosed by a survey of stations just completed by Film Syndication. The top questions were: "Which programs have been easiest to sell in the past?" and "What do you think will be easiest in 1956-77?" The stations were given a list of 14 formats and asked to rank the first seven that answered each of these two questions.

The 145 stations return revealed little difference in past accomplishments.

"Margie" Cops Highest Rating

NEW YORK—The highest rated daytime show in New York in the July rating week was none other than "My Little Margie", WNBC-TV strips 9-9:30 a.m. It drew an average of 8.9 in the A. S. R. C. A. search rating of 8.5, with a highest quarter rating of 9.0.

The tough "Miss Mouse Club," 9-5 p.m. on the board, had an average of 5.7 and a high of 7.3. Ironically, WNBC, which has "Millie" and "My Little Margie," has not succeeded in selling too much of it so far.

Screen Gems to Pilot 'Mollie'

HOLLYWOOD—Screen Gems this week added another property to its list of hits to be piloted for fall. The show, titled "Mollie and Me," is to be written and produced by Stephen Longstreet, long-time screen writer. The show will reveal a woman's life in a small-town beauty parlor.

Another new series, to star Joan Carl in "My Little Margie," which "Favorite Husband," will be packaged by producer Frank Schmahl in conjunction with MCA. Intended for national sale, the show would be based on Ross' feature of a few years ago, "A Lady Takes a Chance."

Phillips EyesSlash Of Program Buying

NEW YORK—Phillips Petro-

leum, which has sponsored "I Led Three Lives" the past three years on 40 to 60 stations thru the Midwest and South, is reported to be planning a cut-back in its program sponsorship this fall. This season will probably see more money into spot announcements and less money spent into a few markets.

This would spell the end of pro-

duction on "Three Lives," which at times was considered one of the most successful shows in syndication. It is one of the few first-run syndicated shows ever to go into its third year of production. Ziv-TV will now probably turn it over to its own TV for reruns sale.

Phillips actually cut back its sponsorship somewhat last fall, when, in running "Lives" for the third year on a slightly expanded spot, it went into co-sponsorship and about half its markets.

During the first quarter of 1956 according to the Television Bureau of Advertising, Phillips spent a total of $180,800 for spot time, of which $105,000 was for program sponsorship. This is the 5th largest spot sponsor.

Phillips is said to be still looking at some of the pilot films on the market, but a greater emphasis on announcements was seen to be the inclination as of last week.

MORE SYNDICATION

CBS Pix Projects
Three New Series

NEW YORK—CBS-TV Film

Production is preparing for the next fall to introduce three new series this fall. CBS Film, which is scripted under the new ownership and will not have a rerun film available this fall for sale locally. It's new syndication series will probably be "Assignment Foreign Legion," which features Mario O'Hara and proves an adventure.

Another half-hour show is to be called "Attorney" and obviously will concern itself with law. It will be written by Frank Schmahl and produced "Navy Log." This one should be available in late October.

Lawell Thomas

The third CBS-TV new prop-

erty will be "Flight to Adventure," featuring Lowell Thomas Jr., and will undoubtedly use some of the footage shot in his Tibet visit. It will be a half-hour show. Should the syndicator's inten-

tions be realized, there will be no doubt of the amount of first-run promotion this series will get. Definitely scheduled from fall showing are "State Trooper," "Sheriff of Cochise" and "Dr. Christian." They are owned by MCA-TV, National Rights and Ziv-TV respectively.

Reiner Tops TPA

European Sales

NEW YORK—Manny Reiner is back in the TV film business as sales manager, Film and Television Programs of America. He has resigned as sales manager of ABC Releasing Corporation.

Reiner's last position in TV was as vice-president of subsid.

www.americanradiohistory.com

In 3-station Cincinnati, ZIV's CISCO KID outrivals the preceding show (Super Stars, with 10.9 rating points): with the following slight advantage in the same rate points (11.2) and more than doubles the combined competition in the direct competition.

ARQ, Apr. '56

Write, phone or wire for full facts on this televi-

sion audience producer.
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

<table>
<thead>
<tr>
<th>NATIONWIDE TV PROGRAMS</th>
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<tr>
<td><strong>Web Winners</strong></td>
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HOMEMONIES--CBS TV
Alto the Glasson's reviving his format for next season, his correct program pattern seems to be doing a good job for Bullo, his sponsor. The American Research Bureau's Audience Composition Studies for June peg the show in third place among situation comedies with a 29.4 rating. What should make Bullo's eyes pop, however, is the No. 1 status of the program among men, with an 89.9 per cent. It likewise draws 11.2 women and even 74.4 children per screen.

**Films to Watch**
- Of the five syndicated shows that get the greatest proportion of women viewers, it appears there's a drama in the nature of women's taste. One of the shows, and one musical. Among the top 10 for women, four are drama, four are adventure ("In the Shadow," and Thursday afternoon is actually the same show) and one is musical. The standard among these is "Cathedral Playhouse," since it's 18.0 women. It's a quite bit above any of the other 10. Also note that the show that gets the highest rating among the top five shows is "The Whistle," according to its average weighted Tele- pulse, and one of the top male attractions, is not among the top 25 shows for women.

**The Pulse Audience Composition Studies**

<table>
<thead>
<tr>
<th><strong>Web Situation Comedy Shows</strong></th>
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<td><strong>JUNE RATINGS</strong></td>
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<td>Maw, Goodell (CBS)</td>
<td>87</td>
<td>89</td>
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<td>5.</td>
<td>Bull, Goodell (CBS)</td>
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**AMONG CHILDREN**

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<td>1.</td>
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**AMONG VIEWERS**

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<tr>
<td>1.</td>
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**SYNDICATED FILM PROGRAMS**

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<tr>
<th><strong>Pulse Top Pix Among Women</strong></th>
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<tr>
<td>1.</td>
<td>Bullethole (Bullock)</td>
<td>91</td>
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<td>2.</td>
<td>Dangerous Assignment (NBC)</td>
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<td>3.</td>
<td>Celebrities (Bullock) (s)</td>
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<td>Bullough (Bullock)</td>
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<td>Male Suspect (Bullock)</td>
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**SYNDICATED FILM SHOWS**

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Many, many thanks...

To all of the ad agencies, sponsors and TV critics whose votes gave us these first place honors in The Billboard's 4th Annual Program & Talent Awards for the 1955-56 Television Season.

Be sure to watch the new Four Star shows coming this fall:

**HEY! JEANNIE!**

via CBS-TV Network, Saturdays, 9:30 p.m.,
for Procter & Gamble... and

**DICK POWELL-ZANE GREY THEATRE**

via CBS-TV Network, Fridays, 8:30 p.m.,
for General Foods

... And others, to be announced later.

**DICK POWELL**

and

**FOUR STAR FILMS, Inc.**

Beverly Hills, Calif.
### Non-Payment of Residuals Cues SAG Fire

HOLLYWOOD — Policy of TV residuals is becoming a major problem for the Screen Guild and other talent unions. With only a few of the residuals being made, the SAG last week started airing a series of ads that were cracking down on delinquent producers.

As one of the first steps the Guild is setting up meetings with the producers' organization to work out plans to better guarantee pay-ments. At present, there is no real way to continuously check the filmLexer, a predicted series is going into a specific market.

At the same time, the Guild is, for the first time, bringing legal action against a producer who al-legedly did not pay residuals. The company is Telenot Tele-cope Pictures, and Donovan is president, and which produces the 'C-Men' about three years ago.

In explaining the action, SAG said that it has decided to give a producer every leave in pay-ments, and that such action will be brought only when it seems that nothing else can be done about them. Investigator of other film makers is under way presently to see what further steps can be taken against them.

Of the list of residuals of this year the Guild has distributed $1,486,000 to producers, $3,400.00 for residuals, and $100,000 for theatrical films released to TV.

In recent years, the Guild and other guilds to a lesser degree, is facing the same problem. The amount of that nearly half has been collected during the past nine months, and for $100,000 is now coming during June alone. With the rate still on the increase, payments of what is and what is not being paid is becoming a gigantic task.

### FIND OUT WHAT KIND THEY WANT

HOLLYWOOD—Much of the grief of pilot production could be avoided, Walt Tihbald, head of Hollywood Productions, said last week, if producers would just take the trouble to have story conferences with agencies and sponsors are looking for. If just true, it be served, that agencies won't say.

Tihbald, a former V.P. of 20th century Fox, declared that agencies will tell the producers the general types of programs their sponsors are looking for, and what their budgets are. So, the problem of the producer, then, is to be in a good-look- ing show at that price.

When Tihbald and averted, a pilot film will be along these lines: Husband, song, looking de- feated. In its kitchen, pours out soap powder and smiles, husband then tries to stir the de- feated, deceptively, the cook, with a smile. With the slight hesitation, he will sell off with many of its mar- ket advertisers because of its originality, and the same sub- ject matter is becoming even more popular, and the number of monoply sponsors.

He said, "Secret Film" was one of the ideas that mentioned official decided by the syndication business under Hal Hartley's management. One of it

### Balsam Sells 'Secret Film'

NEW YORK—The distribution of "Secret Film" S. A. P. has been under the management of Balsam Films and is, of course, the subject of the purpose by the veteran film distributors. Official Film's two-week exhibition is expected to be about three months. There are 25 half-hour films in the series. The films are distributed in New York province and the first subject matter is becoming even more popular, and the number of monoply sponsors.

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### KUTV Adds Film Prime-Time Aces'

KUTV Adds Film Prime-Time Aces'...
SALT LAKE CITY-ODEN- PROVO, UTAH

TOP NETWORK SHOWS
1. The Mickey Mouse Club, KTVU, 19.7.
2. The Donna Reed Show, KSL, 18.
3. The Donna Reed Show, KTVU, 17.
4. The Donna Reed Show, KSL, 15.
5. The Donna Reed Show, KTVU, 15.
6. The Donna Reed Show, KSL, 14.
7. Star Trek, KSL, 13.
8. The Donna Reed Show, KSL, 11.
9. The Donna Reed Show, KTVU, 10.
10. The Donna Reed Show, KSL, 9.

TOP SYNDICATED SHOWS
1. The Benny Goodman Show, KSL, 15.
2. The Benny Goodman Show, KTVU, 14.
3. The Benny Goodman Show, KSL, 13.
4. The Benny Goodman Show, KTVU, 12.
5. The Benny Goodman Show, KSL, 11.
6. The Benny Goodman Show, KTVU, 10.
7. The Benny Goodman Show, KSL, 9.
8. The Benny Goodman Show, KTVU, 8.
10. The Benny Goodman Show, KTVU, 6.

TOP WEEKLY SHOWS
1. The Donna Reed Show, KSL, 18.
2. The Donna Reed Show, KTVU, 17.
3. The Donna Reed Show, KSL, 16.
4. The Donna Reed Show, KTVU, 15.
5. The Donna Reed Show, KSL, 14.
6. The Donna Reed Show, KTVU, 13.
7. The Donna Reed Show, KSL, 12.
8. The Donna Reed Show, KTVU, 11.
9. The Donna Reed Show, KSL, 10.
10. The Donna Reed Show, KTVU, 9.

SALETT-TACOMA
4 TV Stations—310,730 TV homes
Population—773,000 (246 in U.S.)
Buying Income—$2,635,000 (127)
Population Income—$3,612,000 (526)
Households—101,730 (127)
Food Sales—$5,925,100 (1893)
Food Sales—$12,911,700 (2243)
Automobiles—$56,830,000 (277)

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ST. LOUIS
7 TV Stations—52,100 TV homes
Population—5,456,000 (304 in U.S.)
Buying Income—$1,612,720,000 (224)
Population Income—$2,324,000,000 (430)
Households—422,300 (304)
Food Sales—$3,091,520,000 (1893)
Food Sales—$12,911,700,000 (2243)
Automobiles—$28,000,000,000 (277)

WASHINGTON, D.C.
11 TV Stations—85,100 TV homes
Population—8,610,000 (304 in U.S.)
Buying Income—$1,912,720,000 (224)
Population Income—$2,324,000,000 (430)
Households—422,300 (304)
Food Sales—$3,091,520,000 (1893)
Food Sales—$12,911,700,000 (2243)
Automobiles—$28,000,000,000 (277)

VIETNAM

The symbol 1 is for film series looked on a special spot basis. The symbol 2 indicates a UFO network series scheduled to be in regular daily running. Season ratings are for a market period and include reruns. Non-network shows are indicated by the market.

Radioactivity

Africa Report
Sold to BBC

NEW YORK—CBS-TV Film

Africa Report
Sold to BBC

NEW YORK—CBS-TV Film

Africa Report
Sold to BBC

NEW YORK—CBS-TV Film

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NEW YORK—CBS-TV Film

Africa Report
Sold to BBC

NEW YORK—CBS-TV Film
LATEX TAKES C&C SUPER'S N. Y. SPOTS 
Speculations Have Other Possible Deals 
Where RKO Library Was Not Bartered

NEW YORK — International Latex is picking up spot available here owned C&C Super in the latter’s time-for-film deal of a year ago. Observers here have been speculating that Latex might be also doing this in several markets that Matty Fox’s C&C Television has not been able to sell its new RKO library in recent months. U. S. A., the old package is still being offered.

The Latex saturation spot campaign started in New York a week ago. It is running on WABC-TV. This station has a deal going until the end of 1956 by which it has provided spot time for the various C&C Super enterprises, including Super Cools and Noodles (no longer part of the C&C empire), in exchange for the use of the Motion Picture for Television features. Latex is also spending on WABC-TV for spots, in addition to the time provided by the MPTV library deal.

Fox could not make a better deal on the RKO library here in New York, because this is one of the markets in which RKO Teledyso has reserved the films for its own station, WOR-TV.

Spaun Confab

In a press conference last week, A. N. Spaun, Latex board chairman, confirmed his company’s entry into TV under circumstances that have been well known to the trade for the past six months.

Nevertheless, beyond the fact that the time was being purchased in a deal involving the 749 RKO picture, Spaun declined to give any details of the deal, claiming it was a confidential matter between Fox and Latex.

The campaign goes into full swing August 1, at which time, Spaun said, the spots would be reaching more than 95 per cent of the TV homes in the country. The Latex plan calls for use of the 100 top markets, but there was no disclosure of the number that would be ready to go August 1.

C&C is reported to have closed deals with five station groups, only three of which have so far been confirmed by the station owners, being Westinghouse, Triangle, and Creasy.

NTA Projects Plan for Local Live-Pix Segs

NEW YORK — National Television Film Associates is planning a campaign to beef up film programming that uses a live wrap around. In the belief that stations have, by and large, failed to inject any great creative energy into their locally built shows, NTA plans to start a pool of ideas and introduce a few of its own.

This is in line with NTA’s promotion of the library of Paramount shorts, which it bought two months ago from the now defunct UBMEM. NTA has named the library its “Panorama of Entertainment Programs,” or PEP for short. It has brokered the library into 13 integrated packages. For each package a station buys, NTA will give it a slide to use as the rear-projected background of the live frame of the program. NTA finds there are 300 stations with rear-projection equipment.

NTA is also starting a “Program Information Exchange” among stations buying any of the PEP packages. It will send out periodic bulletins reporting on original ideas stations are using in the selling, programming, and merchandising of these films.

‘Arnold Time’ Cuts Swath in Canadian Mart

CHICAGO — “Eddy Arnold Time,” the country and western TV series distributed by the Walter Schwaner Company of Chicago, is now invading the Canadian television market with a marked degree of success.

The 15-minute version of the American-type program has been purchased by Sterling Drug Manufacturing, Ltd., for seven Canadian markets: Montreal, Winnipeg, Toronto, and Ottawa, among others. This show has 20-30 weekly shows. The show has also been purchased by the Southen, South Ste Marie, Kitchener, London, Hamilton, Barrie, Kingston, and Peterborough, all in Ontario. This sale will begin shortly.

“Eddy Arnold Time” has already had a long run in South Ste Marie, Ont.; Letterbridge, Alta.; Halifax, N. S.; and Calgary. Arnold himself is a strong "best seller" in the recording field north of the border, S. W. Caldwell, Ltd., handled the sales.

Cowans’s New Moniker

NEW YORK—The TV packaging firm of Louis G. Cowan, Inc., has changed its name to Entertainment Productions, Inc. Cowan set up the firm in 1940 and left about two years ago to become a vice president at CBS.

COMEDY BUILD S AUDIENCE!

“MY LITTLE MARGIE”

LOOK AT THESE GAINS IN AUDIENCE

* ALL REGISTERED WHEN STATIONS RE-PROGRAMMED DAILY TIME WITH “MARGIE”!

CHICAGO 2210% CLEVELAND 910% BALTIMORE 775% SAN FRANCISCO 430% NEW YORK 145%

AUDIENCE COMPOSITION

AVERAGE REACH 20 15 20 30 20 (AGAINST BEST WOOKIE EQUITY IN BOTH MARKETS)

* AAR REPORTS - 1956-57 "CHICAGO" - ANY QUESTIONS CALL 477-4747

ALWAYS LEAVES EM LAUGHING!

NTA Projects Plan for Local Live-Pix Segs

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BADGE

Just released, 39 exciting new episodes of Badge 714

Here's television's greatest syndicated mystery! New honors for Badge 714 and Jack Webb — from Billboard's 1956 TV Program & Talent Awards: television's "best half-hour mystery series," "best mystery performer" and "best actor among all syndicated programs."

Viewers continue to vote Badge 714 television's greatest mystery series, too! As DRAGNET, it is the highest-rated mystery show on network television today.* As Badge 714, it's tops in market after market regardless of size or program competition (latest available ARB).

Badge 714, award and audience winner, is your answer to quick sales action. Get all the facts first-hand . . . call NBC Television Films now for first-run syndication availabilities in your markets.

663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Building in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.
Crowell-Collier Co. Buys Concert Hall Label, 5 M-O. Clubs

Publishing Firm Gets All Rights
In U. S. to Josefowitz Holdings

NEW YORK — The biggest deal in the record industry since Elec- tronik Records, Inc., the U. S. arm of England bought Capitol Rec- ords two years ago was consum- mated last week when the Crowell- Collier interests purchased the American record interests of the Josefowitz family. These included the Concert Hall Jazz label and five mail-order record clubs operated by Musical Masterpieces Society (Vicor Records), Jazz Record Society, Concert Hall Music Society, and the Haunted Society.

The deal, which, according to the sellers, involved an amount in seven figures, was described by Crowell- Collier smacks into the mail-order business with one of the largest mail-order catalogs in the world, listing more than 100,000 records. This gives the C-C interests an active list of mail-order buyers said to number 400,000 people in the mail-order business, probably the big- gest such list extant.

It also puts C-C into the retail record business with Concert Hall label, which is sold via distributors and dealers. In fact, the maga- zine-end/TV combine which in- cludes Collier and Watson’s Home Company, is taking over the Joes- ifowitz disk distribution instruction, and will reenter in the latter’s Columbia Avenue offices immediately.

Immediate Plans

Impeccably positioned, the disk works under the new management.

(Corned on page 59)

COLUMBIA SIGNS BERNSTEIN AND 7 NEW PACEES

The firm’s new album preview kit, especially prepared for radio and TV programs (and features 7 selections from Capitol’s new albums), was designed to give disk jockeys complete program- ming information, including editorial material, press releases, and album credits, publisher and recording company names.

New DJ Plan From Mercury

NEW YORK — In a move to broaden its disk jockey coverage in all categories, Mercury Records is offering a disk jockey service, covering all parts of the country.

The package (which is offered to radio and TV stations only and is limited to one complete service period) is being offered to stations at a discount rate on the label. However, Mercury pres- ident George Litchfield is also considering offering it to some of the firm’s releases (just prior to their release for ex- ample) with an eye toward rounding up the disk jockeys for their libraries. For instance, stations operating on a “pay-as-you-go” basis, a number of hours of classical music might wish to use

(Corned on page 59)

DEALER ACHES AND PAINS

Record Retailers Air Beefs At NAMM Convention Forum

By REN CROMWELL

NEW YORK — Mail-order rec- ord clubs, rock dealers, alleged price discrimination on the part of distributors, and pillage within the store itself were among the wide range of dealer beefs and problems discussed Wednesday at a meeting of Our Name in Music Merchants’ Phonograph Record Committee called its Record Dealer Panel to order.

Meeting at the Hotel New York, New York, the panelists here, more than 50 dealers from all parts of the country took part in the discussion, which was headlined by Leon Ferguson, a "A" Retail Merchandiser, and Howard M. Judkins, Sr., of Judkins Music Company, Garden Grove, Calif.

Over-all subject for discussion was "Better Merchandising of Phonograph Records," which averaged "pres- sed by a wide range of matters pressing interest.

A wide range of loud refutations of "Mr. Gooby," as the group called on the record dealers present in the group, was given, with the necessary discussion to include the "pricing structure" of the phonograph record industry as a whole.

A number of matters were discussed, with the most heated discussion concerning the "44" to "45" speed record, and the alleged price discrimination of retail record dealers.

"Numerous dealers reported that they have been the target of many complaints from customers, who have been "thrown back in the mud" and made to buy the records at a price higher than the "Record" price, which they felt was unfair." (Continued on page 59)

NJ Decca Records

NEW YORK — Mike Conner, Decca Records director of artists and repertoire, is in the thick of a full promotion from the company’s new album preview kit, especially prepared for radio and TV programs (and features 7 selections from Capitol’s new albums), was designed to give disk jockeys complete program- ming information, including editorial material, press releases, and album credits, publisher and recording company names.

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"Numerous dealers reported that they have been the target of many complaints from customers, who have been "thrown back in the mud" and made to buy the records at a price higher than the "Record" price, which they felt was unfair." (Continued on page 59)
Columbia Kicks Off Most Extensive Fall Sales Drive
Your Future Is Sound’ Theme Keys
Program Unveiled for 350 Districts

By JOEL FREEMAN

HOLLYWOOD—To the tune of "Happy Birthday to You," Columbia Records kicked off the most extensive and ambitious fall promotion in its history last week (21-24) before an audience of approximately 350 marketing directors and salesmen at its annual sales convention at Esther Park, Colo.

A total of 53 new single series for August and September, release, the program encompasses the use of generous point-of-sale merchandising aids, the continuance of the firm’s highly successful "Buy of the Month" plan, and a return privilege allowance for dealers on popular and classical LPs.

Effective July 30 the September-December, dealers will be allowed a return privilege allowance for all masterworks LP’s (including "Theodore Roosevelt" and "Theodore Roosevelt: A House of History," titles released last week), and a plan to offer Columbia's "House Party" series, return privilege allowance of 50% on each selection of each release after the first release.

Following an opening feature consisting of catalog albums shipped to distributors before the fall plan, in addition, dealers will enjoy special deferred billing, with installment plan to be announced soon.

(Continued on page 54)

79 Cities Get
Col-Kick-Off

ESTES PARK, Colo.—Columbia Records was to introduce its fall program this week (30) at a series of dealer meetings in 79 cities, the largest project of its kind ever attempted by the company.

The plan is to present a package of Columbia records designed to enable people of every financial level to explain the company’s objectives and its program, according to Hal Cook, vice-president in charge of sales.

In addition to meetings in the 38 major cities in which Columbia’s distribution is to be presented, will be made to dealers in 41 other less populated areas. Cocktails and dinner will precede each presentation, followed by an audio-visual presentation of Columbia’s fall sales plan and product.

Walco Offering
New Bonus Plan

NEW YORK—In a move to provide every dealer with his own "needle clinic," Walco Products, Inc., is offering retailers the opportunity to own their own needle-injection machines.

The plan, a highlight of the Walco booth at the National Audio Merchants Convention here last week, calls for dealers to acquire the stereophonic

(Continued on page 54)

London Does Dice
Dot Frisco Tie

NEW YORK—London Records execs have vigorously denoted that the plans are to move into a joint distribution operation with Dot and Frisco in San Francisco. The possibility that such a move was likely was cemented in recent conversations.

On the other hand, a London official denied that such a move is about to be made in the Cincin nati market last week by Dot president Rudy Wood that the companies will have a distribution plan that will have application in Los Angeles, Boston, Chicago and Minneapolis. The possible move is believed to have been hinted at before that other major markets would be brought into the co-op London-Dot fold within the next two weeks.

(Continued on page 54)

LIEBERSON COPS
HUMOR HONORS

ESTES PARK, Colo.—Columbia Records’ sales conventions thru last July 21-24, with the meeting taking, on the atmospheres of a marathon visit to Esther Park, Colo.

Columbia pres., Codell Greene, noted that the press, hard to understand who was not a part of the above, and unexplained a new distribution plan in the audience as he greeted Neville "Humphrey" Thomas, recently appointed a new president moving a piano. Do you think Peroni would do better for you?"
WASHINGTON—Congress for the first time this year has approved a bill that would provide tax relief to the music industry. The bill, passed by both houses of Congress, would allow producers and publishers of records to deduct up to 90% of their costs from their taxable income. The bill, which is expected to be signed into law by President Johnson, will have a significant impact on the music industry, which has been struggling with high taxes in recent years.

The bill was introduced by Senator John F. Kennedy of Massachusetts and was supported by a bipartisan group of lawmakers. It was signed by President Johnson on October 16, 1965, and became law.

The bill will benefit music publishers and producers in several ways. First, it will lower their tax burden, allowing them to reinvest more of their profits in new recordings. Second, it will encourage record companies to take on more risk, knowing that they will not be as heavily taxed on any profits they make. Third, it will allow record companies to continue to produce high-quality music, even in times of economic downturn.

The bill had the backing of many music industry leaders, including Johnnie Ray, who said, "This is a historic day for the music industry. It will allow us to continue to produce the kind of music that America loves." Ray was joined by many other recording artists, who agreed that the bill was a welcome relief for the industry.

The bill was also supported by many members of Congress, including Representative John Dingell of Michigan and Representative John康的of California. Both representatives praised the bill and said that it would be a great help to the music industry.

The bill was opposed by some members of Congress, but they were outnumbered by those who supported it. The bill passed the House of Representatives by a vote of 306 to 100 and the Senate by a vote of 85 to 15.

The bill will go into effect on January 1, 1966, and will remain in effect for the next 10 years. It is expected to save the music industry millions of dollars in taxes each year.

Columbia Gets "Amber" Rights

NEW YORK—Columbia Records acquired the original-cast album rights to the Broadway musical "Lettin' Go," starring James Cagney and Elizabeth Taylor. The album was produced by Goddard Lieberson due to record the score for October release.

The album is a collection of songs from the Broadway musical, "Lettin' Go," which is about a man who becomes a "gunsmith" after his hand is shot off in a duel. The album features such songs as "Lettin' Go," "Ole Gun," and "Goodnight Gun." The album is expected to do well, both critically and commercially.

The album will be released on October 15, 1965, and will be available at all record stores.

Record Count Crowns Denver Music Festivals

By BERNARD GEHRBART

DENVER, Colo. — Unprecedented box office records are being established in nearly all phases of entertainment in the Rocky Mountain area. The largest number of box office records this season is in the area of live shows.

With the Denver Symphony bringing such stars as Gisele MacKenzie, Rone Stevens, Marian Anderson and Maestro Andre Kostelanetz, the city has been host to some of the most exciting entertainment in the area.

In the Denver area, the symphony draws a large crowd each night, with thousands of people packing the music hall.

The box office records now stand at 12,547 for the week, which is an all-time high for the Denver Symphony. The previous record was set last year, when the symphony drew 9,460 people.

The records were set in a series of five concerts, with each concert drawing more people than the previous one.

The concert on Thursday night, which was attended by 2,100 people, set a new attendance record for the Denver Symphony.

The concert on Saturday night, which was attended by 2,500 people, set another new attendance record.

The concert on Sunday night, which was attended by 2,800 people, set another new attendance record.

The concert on Monday night, which was attended by 3,000 people, set another new attendance record.

The concert on Tuesday night, which was attended by 3,200 people, set another new attendance record.

The concert on Wednesday night, which was attended by 3,400 people, set another new attendance record.

The concert on Thursday night, which was attended by 2,800 people, set another new attendance record.

The concert on Friday night, which was attended by 2,000 people, set another new attendance record.

The concert on Saturday night, which was attended by 1,800 people, set another new attendance record.

The concert on Sunday night, which was attended by 1,600 people, set another new attendance record.

The concert on Monday night, which was attended by 1,400 people, set another new attendance record.

The concert on Tuesday night, which was attended by 1,200 people, set another new attendance record.

The concert on Wednesday night, which was attended by 1,000 people, set another new attendance record.

The concert on Thursday night, which was attended by 800 people, set another new attendance record.

The concert on Friday night, which was attended by 600 people, set another new attendance record.

The concert on Saturday night, which was attended by 400 people, set another new attendance record.

The concert on Sunday night, which was attended by 200 people, set another new attendance record.

The concert on Monday night, which was attended by 100 people, set another new attendance record.

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The concert on Monday night, which was attended by 100 people, set another new attendance record.
EDITORIAL

Dealer Stake Big

The record industry is on the threshold of a new era and the dealer's stake is large. His profit potential has never been as bright and his position as a segment of the American economic structure has never been more firmly anchored. His future, in brief, is assured.

More than ever, the dealer has become a major factor in company planning--to much so that he is, figuratively if not in person, ever present on all levels of policy-making.

This is the most pertinent fact which may be gleaned from a reading of the stories in this special Columbia Section, Advt. sales, merchandising, promotion--all lead to Mr. Dealer.

It may be fairly stated, or understated, that this industry and its companion, the phonograph business, have undergone a revolution. Advances set in motion by the development of the long-play record have been dramatic. They have occurred on the technological level, and in the creative and merchandising spheres. Keeping pace with this has been a growing awareness on the part of the buying public--a ready acceptance of quality standards in home entertainment.

These trends have been reflected in retail dollar volume. Prior to 1935, dollar volume in records and phonographs remained static for years despite a booming national economy. The upward curve has extended well into 1956. What was once a seasonal business has become relatively stable. Dealers are no longer prone to talk of summer slumps, and many frankly admit summer business is good, not only in packages but in singles.

The traffic stimuli, the progress in engineering, advt., and merchandising, are having a profound effect.

It behooves all of us to be aware of the progress made, for if we don't know what it's all about, then it may not be selling. We have a habit of being articulate only in times of stress. Let us be aware of it and abet it. The product, the merchandising and the creative spirit can really make the good times roll.

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Columbia Story...

...Highlighting the growing stake of the music dealer in the constantly expanding record and equipment business.

The Columbia Story...

Columbia History Mirrors Manifold Industry Changes

- Development traced from two-man firm to far-flung organization
- Product diversification, dealer stability, are policy keywords

Columbia Records--today a far-flung empire--produces more than a million LP's a month. Its operations are diversified, for it distributes its own extensive line of phonographs and needles, its own tape recorder machine, a molded plastic product for industry, recorded greeting cards, etc. The organization develops new uses for recorded material, as for example, the "Autavision" process, its activities in foreign markets have grown tremendously.

Whence came this giant in the home entertainment field?

The earliest ancestor was the American Graphophone Company, set up in Bridgeport, Conn., in 1887, to develop the primitive invention of Chichester Bell and Charles Sumner Tainter -- who hoped to make records by engraving tracks on a wax cylinder. To sell the product the Columbia Graphophone Company was formed. The market accepted the idea in what were literally talking machines -- dictating machines for home use, and some three or four of these could be manufactured in one day.

Gradually, the company discovered that recorded entertainment was a better business, and soon the firm was selling graphophones to carnivals and amusement centers. For a nickel, one could play a wax cylinder of his choice. The recording studios were in New York, where the graphophones with huge recording horns were ranged against a wall.

Turn of Century

At the turn of the century, the youthful record business became highly competitive. In 1902, a 12-inch disc had been developed, supplementing the wax cylinder. By 1907, the pioneering Columbia Company produced the first long-playing record of a durable type. Dealers demonstrated the virtues of this disc by staking it on the floor to show it didn't break. Artists were being signed and sales offices established. By the time of World War I, the original 12-inch plant had been expanded into a block-long structure.

During the war, the company suffered from shortages of materials and the channeling of several million records into the home entertainment field and widened its horizon. The company realized that high-quality, low-cost phonographs would be required to fully realize the potential of the LP, and by the summer of 1932 the Columbia 6007 was unveiled. In the next few years the line was expanded to include portable models and by 1934 tape recorders were added. This progress has kept pace with the present day, with the current line more extensive than ever before.

The technological growth has been matched by progress in the creative and merchandising spheres. In a year-end report issued in December, 1955, James B. Cookling, then president, stated the company's peak volume and noted that production ranged from classical and pop releases on both the Columbia and Epic labels to special "Hi-Way Hi-Fi" discs produced for automobile phonographs. Cookling noted gains in broadening the base of sales, the Columbia Record Club, the expansion of the foreign market, the progress of the transcription division. The label scored hits in the classical, pop, jazz, show music and country and western categories.

Under the present administration, headed by Goddard Lieberson, the policies of diversification and creative development will be carried forward--with all lines of emphasis pointing to the dealer. This is reflected in such recent developments as the dramatic reorganization of the Columbia Club whereby dealers may realize fullest benefits, and the various merchandising plans intended to bring buyers into retail outlets.

Stability for the dealer--the development of a year-round rather than seasonal business--is the keynote of comity policy.
Lieberson Sees A&R Exec as 'Heart' of Record Business

- Old-time 'mechanical man' now in all-important role of creative producer
- Points to development of show albums, documentary films as examples

The artist and representative func-
tion of the record company is an illu-
minated role. The development of the large-scale modern record company has con-
stantly drawn the attention of the A&R exec. to the needs and wants of the artists, the audience, and the industry.

He has a keen interest in the development of the artist and the need to keep the artist in the forefront of the industry. He believes that the artist is the heart of the record industry and that the A&R executive has a crucial role in nurturing and developing that talent.

Goddard Lieberson, president of Columbia Records, has been at the forefront of this movement. He has always believed in the importance of the artist and the creative process. He has worked tirelessly to ensure that the artist is given the creative freedom and support they need to produce their best work.

He has been a strong advocate for the development of show albums and documentary films, seeing them as important vehicles for showcasing the talents of artists and reaching new audiences. He believes that these forms of expression can help to elevate the status of the artist and provide additional revenue streams for the record company.

In his role as A&R executive, Lieberson has been instrumental in the development of many iconic artists, including Frank Sinatra, Ella Fitzgerald, and Billie Holiday. He has been a champion of innovation and experimentation, encouraging artists to push the boundaries of their creative expression.

Throughout his career, Lieberson has remained dedicated to the mission of fostering excellence in music and art. He continues to be a driving force in the record industry, using his influence to promote the importance of the artist and the creative process.
LIEBERSON STRESSES CREATIVE SELLING

In 1939 when I attended my first Columbia recording session, as chief page-turner and handmaiden (we called it "recording direction") in those less complicated days, the business was new, very small and orderly business indeed. The first time I ever saw a recording session was the time the popular hit record in any case. There were only a handful of dealers and a few logos, perhaps two or versions of a song or a symphony. Certainly, both were promoced by Broadway musicals, were novelty on records. Recording a complete symphony was a difficult selling proposition. As might be expected, it was quite peaceful.

By ARTHUR SCHWARTZ

Promotion Manager

Cook cites LP marketing as stable, year-round business

By ARTHUR SCHWARTZ

Promotion Manager

The longheld diet, a product of broad cultural value and an integral part of the Columbia mission, is finding its way to a stable all-year-round business, which is the theme of this article, held by Hal B. Cook, vice-president of the Columbia Records. Mr. Cook, a native of the Columbia Records' sales philosophy.

In order to implement the con-cept of a stable year-round business, we at Columbia have found it necessary to maintain sales in all seasons. The division of the Columbia Club. Mr. Cook, as the Senior Vice-President, Traffic, the regulations now provide that members may purchase records through Columbia dealers in shops. A tremendous program is expected to enable record buyers created by the Club, according to Columbia's research.

Note: Cook may see other instances where a company is not responding to customers and campaigns designed to benefit the buyer's interest. For example, one that could be called "Like Jazz." There was the Bank- er's promotional campaign around the Top 50 disks in the GL500 series, competing jazz, pops and special of the year. Another was the promotion of records released in the "Spring," this promotion of new 30 continental albums was tied in with the "Spring" tour: "Pictorial Guide LP" book which was given away to all Columbia dealers, made when we up them to an idea to reduce playlist. In a recent promotion, one of a selected dealer's books are offered. We do not sell the book, but in fact, we sell the Columbia dealers' interest in the format. This is not merely selling a Columbia record, it's a business with traffic stimuli, special projects, etc. Cook noted that Columbia was building a group of specialists—men whose knowledge in new fields would aid the industry in helping its dealers achieve results. Among such specialists are Dickin, whose tired or pine levels, are always discussed. Among their agencies in these cities and create this excitement in the recording season. The diskery, meanwhile, sparked interest by getting appearing in the "Spring" tour. Cook's enthusiasm, "By stimulating the business, we are helping to "sell Columbia," Cook added. The Columbia sales chief feels that the Columbia LP has not only been realized only if all segments are involved—dealer, distributor, and manufacturer. The industry, Cook feels, should be open to the consumer—distributor, and manufacturer. This may be done, by point, by having the dealer get behind new artist releases. Prior to 1955, Cook noted, the Columbia business was static for two years despite a booming national economy. Such issues as the Victor price cut, the Columbia clubs, the thrusters, are having an effort and the distribution trends make the picture even brighter.

The Billboard

Music Radio

Cook Cites LP Marketing as Stable, Year-Round Business

- Continuing liaison with A&R Dept. and with dealers see merchandising function

- Creative sales programs bring increasing traffic of new buyers to retail stores

The longheld diet, a product of broad cultural value and an integral part of the Columbia mission, is finding its way to a stable all-year-round business, which is the theme of this article, held by Hal B. Cook, vice-president of the Columbia Records. Mr. Cook, a native of the Columbia Records' sales philosophy.

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A BIT OF THE OLD

THREE PLUS ONE. On the left are three widely known personalities in the country and western field: Art Sathelway, for many years a vp, a Sr. director at Columbia; Don Law, present country a Sr. chief, and, of course, Gene Austin, Harold Kemplow, director of Columbia's Children's-Educational Department, completes the foursome.

THE LATE orchestra leader, Eddy Duchin, one of Columbia's biggest stars during the late '30's, has been receiving extensive disk (jockey coverage lately in conjunction with the national release of Columbia's hit film, "The Eddy Duchin Story.") Tyrone Power plays Duchin in the movie.

MITCH MILLER'S was salute to the boys in grey, "The Yellow Rose of Texas," turned out to be pure gold for Columbia Records, recently left over. Mitch Miller is pictured receiving his gold record plaque from Goddard Lieberson. Also drooped for the occasion are Gene Becker and James Conkling, left, and Art Schwartz, right.

THE THREE most important factors in any record session—performance, production and sound reproduction—are represented here by this trio of top Columbia talent. Reading from left to right: sound engineer Frederick Plant (seated), Andre Kostelanetz and Goddard Lieberson.

PICTURED are two of Columbia's all-time popular artists—the late Buddy Clark, one of the greatest pop vocalists in the last two decades, and Xavier Cugat, noted Latin American orchestra. Even today, disc-jockeys still spin Clark's old disks on a regular basis—"Linda," "Love Somebody," "Baby, It's Cold Outside," with Dinah Shore, etc. Clark's career was tragically brief. He was killed in a plane accident on the West Coast in the late '40's. Clark was known as a 'singer's singer,' and—like another Columbia artist, Frankie Laine—he was around the music business for years before he made the big time on records. He was the unbilled vocalist on several Cugat and Wayne King discs before he staked his own right, and many of these old sides are collectors' items today.

HERE'S A NOSTALGIC PHOTO TAKEN SOME YEARS BACK at a ground-breaking ceremonies for a Columbia plant. How many execs and artists—all then under contract to Columbia—can you identify? Reading from left to right: they are Ray Bobbe, Andrew Schrade, Edward Wallenstein, Nelson Eddy, Al Dexter, Frank Sinatra (with the cap), Xavier Cugat, Sonny Burke, Woody Herman, George Montgomery, Dinah Shore, Martha Saks and Les Brown.

Copyrighted material
YOUR FUTURE
IS SOUND

Another new year in records
starts right now! Columbia Records'
again brings you great products,
sensational plans and hard-hitting
promotional campaigns to get you under-
way with what will be the greatest
selling season ever. Summer slump?
No such thing with Columbia! Follow
Johnny Bellringer as he shows
you how Columbia will

RING IN THE NEW!
The first money-back guarantee of quality ever offered!

Columbia Records announces GUARANTEED HIGH FIDELITY—each new Columbia "360 Sound" recording covers the entire 30 to 15,000 cycle range of perfect sound. Technical advances and our manufacturing standards permit us to guarantee the quality of each Columbia Record, unreservedly, on a money-back basis! GUARANTEED HIGH FIDELITY is one more powerful incentive for your customers to buy Columbia.
RING UP SALES WITH HOUSEPARTY SERIES!

10¢ @ $1.98

Pipes and Drums of the 45th Highlanders
Albat, Highlanders - Midshipman Jim
Pipes and The Right Stuff - The Cameronians - My Nature
Highland Home - Annie Lassie
Red Coat My Coat - John Campbell - Cally's Callie - Battle
Of The Somme - The 45th Highlanders - Inspection March - Colonel
D. M. Robson - Highland Laddie
Tie The Black Tie and Try Her Best - The Drummer Piper
Cromdale - The High Road To Lasswade
Tail Tadpole - The Kill Is My Right
Rosalie Aylar - The Home
Time - The Auld House The
Minstrel Boy
CL 2094

A Gal Named Jo
Jo Stafford With His
Music From Hollywood
Easy Come, Easy Go - Little Man
With A Candy Cigar - Taking A Chance On Love - Mountain High
Valley Low - Don't Get Around Much
More
CL 2041

Happy Instruments
Johnny Amends and His Orchestra Conducted
by George W. Frasher
Forever The Piccolo Song - Join The
Ring - The Happy Clad - Sliding
Out The Trombone Man - The Big
Fields
CL 2017

Sweet Dreams
The Norman Scotch Choir
Brahms Lullaby - Sweet And Low
Creole Serenade - All Through The
Evening - Sorry Baby
Sleep - Good Night
CL 2008

Liberace
A Song On The Keys
Kissin On The Keys - The Doll
Dance - Nola - Chopiniana - Yankee
Doodle Brogue
CL 2012

PARIS A LA LA HI-YI
Michel Legrand
and His Orchestra
Emile (from "Madame Tussaud")
Monsieur-Quichotte (from La
Fontaine) - Je T'Aime Mon
Coquillette - Revoir Les
Coindres - La Valse - Sur La
Pave De Paris (from "Hermitage
Holiday")
CL 2099

More Of Les
Les Elyard and his Orchestra
The Trouble With Harry - Tum-
bling Tumbleweeds - Bubble Shoe
Bobby - Made This-Gotten Arh
Inexorable Baby - Le Change
CL 2096

Rock 'n Roll 'n Robbins
Marty Robbins sings
Long Tall Sally - Tennessee Teddy
Maybeline - Beautiful Blue
Brooks - Mean Blues - Long
And Lonesome Blues
CL 2003

RING UP SALES WITH CHILDREN'S RECORDS!

From the TV Show
THE ADVENTURES OF BIN TIN TIN
"The Man Not Human"
10-11-157 10-177
From the TV Show
THE ADVENTURES OF BIN TIN TIN
"The Despatch"
10-11-157 10-177
Doodle-A-Doodle
Bob Keenan (Sung In Kargaroo)
with Orchestra and Chorus
10-281 20-204
Music For 7 Year Olds
Dudley Evans with Orchestra
Directed By Tony Evans
CL 2002 20-212

The Teddy Boppers
Six Little Ppaps - A
Bob Keenan (Sung In Kargaroo)
with Orchestra
10-281 20-204

Doodle-A-Doodles
and Mumbo-Clogs
Art Carnival
The Dodo Bird In The Bathtub
to "The Way Our Way - Have a
Never Never Land"
Happy Little Teddy Bears - William
The Hermit Of LAO - The Who
Sing Off The Rails And Fools
CL 2004

The Singing Princess
With Tony Boffola
and His Orchestra
The Toy Town Choir To "We've
On Our Way - Never Never Land"
Happy Little Teddy Bears - William
The Hermit Of LAO - The Who
Sing Off The Rails And Fools
CL 2004
AUGUST 4, 1956
THE BILLBOARD
MUSIC-RADIO 27

YOUR FUTURE IS SOUND WITH COLUMBIA'S

AUGUST SELECTIONS

Guaranteed heavy traffic with the cream of the new releases for the month offered at $2.98 each! High turnover ($1½ million retail business during first 3 months of program). Ask your salesman about a permanent "Buy-Of-The-Month" browser box for your store.

"SOLO MOOD" PAUL WESTON and his MUSIC FROM HOLLYWOOD
Ringin' Chair - A Foggy Day - Body and Soul - Sweet Lorraine - When It's Sleepy Time Down South
Ready and Satisfied - Remember - Ink Spots - I Love You

"MADAME BUTTERFLY" OPM Orch./Conductor ANDRE KOSTELANETZ and his Orchestra
On The Sunny Side - Taking A Chance On Love - Wrap Your Troubles In Dreams - Funny Spring
On The Sunny Side - School Days - Dancing In The Dark - The Things We Did Last Summer

CL 879

"ON THE SUNNY SIDE" THE FOUR LADS with CLAUDE THORNHILL and his Orchestra

CL 912

BRUCH: SYMPHONIE NO. 3 IN G MINOR
THE PHILADELPHIA ORCHESTRA EUGENE ORMANDY, Conductor

NEW EXTRA-SALES WHEEL-a handy device for sales clerks to recommend additional Masterworks selections based upon the customer's musical preferences! It's a simple, hand-sized disc containing all Masterworks categories related to the customer's purchase. Set the wheel to the proper category and you'll immediately have related music to suggest!

COLUMBIA'S ADD-A-RACK-by which you can modernize your store with outstanding self-service fixtures!

COMPREHENSIVE RETAIL OPERATION BOOKLET-Columbia has prepared a carefully-documented survey of the future for the record dealer, complete with answers to hundreds of questions about our business; suggestions for improving it, keys to obtaining maximum profit from it. All of you now in business, plus those who plan to be, will be better dealers for having read "Your Future Is Sound"!

www.americanradiohistory.com
YOUR FUTURE IS SOUND
WITH COLUMBIA
RECORD-A-VIEW

New educational entertainment . . . ideal for group participation!
Favorite children's stories come alive with records and
3-dimensional, full-color slides featuring top TV personalities!

YOUR FUTURE IS SOUND
WITH COLUMBIA
QUALITY

Over 7,000 years of phonograph record manufactur-
ing experience represented by Columbia's factories!
Rigid audio and visual inspection standards!
A-B testing of master pressings!

Revolutionary new Injection Moulding Process!
Highest manufacturing standards and technical
advances permit Columbia to offer Guaranteed
High Fidelity—on a money-back basis!

YOUR FUTURE IS SOUND
WITH COLUMBIA'S
EDUCATIONAL
PROGRAM!

Two new Columbia Educational Catalogs to help dealers
approach this great potential area of profit—schools,
libraries, hospitals, industries, community centers and
religious organizations!
HiF-1 High Fidelity Phonograph with earphones for
classroom use!
Free Educational Counseling Service for schools!

www.americanradiohistory.com
YOUR FUTURE IS SOUND WITH COLUMBIA'S RECORD CLUB

New Extra Traffic for record dealers through operation NET—and new extra profits, too! Ask your distributor salesman about the exciting details.

YOUR FUTURE IS SOUND WITH COLUMBIA'S CUSTOM SERVICE PROGRAM

Columbia's Custom Service Program assures you steady profit from slower-moving merchandise not carried in stock!
Eliminates lost sales! Quick delivery!
Simplifies inventory problems... reduces risks!

YOUR FUTURE IS SOUND WITH COLUMBIA'S ADVERTISING AND PROMOTION PLANS

For August and September selling—a 22 x 35 mounted and sealed animated window display in full color, showing all new merchandise, plus window streamers, in-store 2-color die-cut pennants, plus mounted covers on all releases for window or wall use!

Full pages of national advertising in New Yorker, Saturday Review, plus key record publications including New York Times Magazine, Schwann, Long Player, Review of Recorded Music, High Fidelity, American Record Guide and Hi-Fi Music at Home!

Key-city television spots and radio spots, plus a heavily concentrated co-op advertising program!

Big, new two-color consumer catalog featuring cover reproductions of new releases, The Columbia Quality and Manufacturing Story in text and pictures, plus a listing of best sellers from Columbia's huge @ Catalog!
YOUR FUTURE IS SOUND WITH

EUGENE ISTOMIN
OSCAR LEVANT
DIMITRI MITROPULOS
ANNA RUSSEL
ISAAC STEIN
IGNOR STRAVINSKY
BRUNO WALTER
TONY BENNETT
JIMMY BOYD
ART CARNEY
DON CHERRY
BUDDY COLLE
EDDIE CONDON
WILD BILL DAVIDSON
FOUR LADS
FOUR VOICES
ARTHUR GODFREY
KEN GRIFFIN
LEONARD HAMAND
BUDAPEST STRING QUARTET
ROBERT CASADEUS
GOLD AND FIZDALE
EUGENE ORMANDY
PHILADELPHIA ORCHESTRA
SAINT LOUIS SYMPHONY
JOSPEH SZIGETI
JERI ADAMS
DICK BRICKE
MINDY CARSON
JOSEPH GLOONEY
DORIS DAY
XAVIER CUGAT
FRANK FAITH
CALVIN JACKSON
J. J. JOHNSON
JAZZ MESSINGERS
E. POWER BIGGS
LEONARD BERNSTEIN
LEONARD DE PAUR

www.americanradiohistory.com
COLUMBIA'S GREAT ARTISTS

FRANKIE Laine
LIBERACE
NORMAN LUBOFF
MITCH MILLER

JOE LOCO
JOHN MATHIS
GARRY MOORE
TURK MURPHY

MARGIE MARINO
GATLA FEEVEY
HERB SHEINER

CARMEL QUINN
JOHNNY RAY
BOYD RAEBURN
JO STAFFORD

EILEEN RODGERS
JIMMIE RUSHING
LU ANN SHAMS
JERRY VALE

BARRBARA RUCK
WALLY ROSE

TOOTS THELMANS
ART VAN DAMMEE
JOAN WEBBER

PAUL WESTON
KAI WINDEG
RICKY VILEGAS
FRANK YANKOVC

CARL BUTLER
RICHARD WILSON
CHARLIE ADAMS

GAIL DAVIS
CHUCK WAGON GANG
JOHNNY BOND
ROY DRUSKY

LEE EMERSON
RICHARD ZAHND
WILLIAM "LEFTY" FRIZZELL

FLATT & SCRUGGS
FIVE STRINGS

JOHNNY MASTERS
BOBBY LORD
JOHNNY HORTON

FRANK MILLER
JOE AND ROSE LEE MAPHIS

JIMMY MURPHY
GEORGE THOMAS MORGAN

EARL PETERSON
BILLY WALKER

RAY PRICE
WILLIAM & MARY BIRD

CARL SMITH

MARTY ROBBINS

STAMPS QUARTET
THE HARVESTERS

ROY DRUSKI
WILLIAM "LEFTY" FRIZZELL
DURING AUGUST AND SEPTEMBER COLUMBIA WILL MAKE AVAILABLE THROUGH DISTRIBUTORS A SPECIAL RETURN PRIVILEGE OF

8% ON MASTERWORKS LP PURCHASES

4% ON POPULAR LP PURCHASES

This includes all new releases previewed here as well as all merchandise purchased on a stock basis during August and September. Special delivery terms during August, September, November and December will be extended by our distributors to qualified dealers.

There it is . . . Columbia's greatest program ever, to get you started selling now and right through the fall season. Superb repertoire, great artists and un-parallelled merchandising campaigns prove once again that with Columbia Records . . .

YOUR FUTURE IS SOUND

GET ALL THE DETAILS AT YOUR DISTRIBUTOR'S DEALER MEETING! Call him today!

Albany, New York
| Robin Brothers, Inc., 1227 Broadway |
| Atlantic, Georgia |
| Distributors, Inc., 1419 Spring Street, M. W. |
| Baltimore, Maryland |
| Randolph, Inc. M. Company, 116 S. Pass St. |
| Buffalo, Massachusetts |
| H. Company, 275 Bigelow Street |
| Buffalo, New York |
| Columbia Distributors, Inc., 730 Main St. |
| Burlington, North Carolina |
| Standard Records & Parts Co., Inc., 600 North College Street |
| Cincinnati, Ohio |
| Home Products, Inc., Columbia Record Director, 401 Broadway |
| College, Florida |
| The Sawmill Company, 366 South Western Ave. |
| Columbus, Ohio |
| Sawmill Distributors, Inc., 1329 E. Franklin Ave. |
| Dallas, Texas |
| Meltzer Company, Inc., 1202 Dragon Street |
| Denver, Colorado |
| Sawmiller, B. K., Company, 1401 23rd Street |
| Denver Arms, Midtown-Timmerman Co., 311 East Court Avenue |
| Detroit, Michigan |
| Blau Company, 755 Park Avenue |
| Des Moines, Iowa |
| East Hartford, Connecticut |
| H. Distributors, Inc., 256 Park Avenue |
| El Paso, Texas |
| Mattson & Co., 113 South Main Street |
| Honolulu, O. U. H. |
| Hawaii Paper Company, Ltd., 310 Kapalani Blvd. |
| Jackson, Florida |
| Joyce Appliance, 140 Meaco Place |
| Jacksonville, Florida |
| Distributors, Inc., 555 Osborn Street |
| Kansas City, Missouri |
| Columbia Record Distributors, Inc., 1006 Grand Avenue |
| Los Angeles, California |
| Thomas, Ray, Company, 1911 South Hope Street |
| Louisville, Kentucky |
| Schiller Company, 609 West Main Street |
| Nashville, Tennessee |
| Womachen & Company, Inc., 716 South Sumner Ave. |
| Minneapolis, Minnesota |
| Mercantile Company, Inc., 511 West State St. |
| Minneapolis, Minnesota |
| Columbia Midwest, 611 Gladwood Avenue |
| New Jersey |
| Stewart & New Jersey, 500 Market Street |
| New Orleans, Louisiana |
| Columbia Electric Company, 1704 South Peters St. |
| New York, New York |
| Time Columbia Distributors, Inc., 303 Fourth Ave. |
| Oklahoma City, Oklahoma |
| Meltzer Company, 111 E. California St. |
| Philadelphia, Pennsylvania |
| Columbia Record Distributors, Inc., 313 North Broad Street |
| Pittsburgh, Pennsylvania |
| Danforth Corporation, 600 Hamilton Avenue |
| Portland, Maine |
| Filene's Department Store, Inc., 919 Congress Street |
| Richmond, Ohio |
| Crump, Ink., Co., 1316 E. Franklin St. |
| Rochester, New York |
| McLean, Inc., 919 Congress Street |
| Rochester, New York |
| Standard Supply Co., 205 East 6th Street |
| San Francisco, California |
| Buhl, H. R. Company, 235-15 Street |
| Seattle, Washington |
| Love Electric Co., 100 Westlake Avenue, N. |
| Shafer, Washington |
| Syracuse, New York |
| Home Products Co., 544 West Genesee Street |

www.americanradiohistory.com
TO: The ENTIRE COLUMBIA ORGANIZATION

FROM: MITCH MILLER

The past six years have been the Most Happy and Rewarding of my career. During my association with Columbia Records I've been privileged not only to have the enthusiastic co-operation of all its recording artists but also from everyone at Columbia from office boy to president. For this I will be eternally grateful—
No Pushbutton Future Seen For Retailers, Says Kavan

- Profitable operator will not depend on 'ready-made' trade, but his own energies
- Predicts record business will double in five years and triple in 10 years

By STAN KAVAN

Columbia's theme this fall is "No Pushbutton Future." No signs in the window. No difficulty for the buyer in locating the goods. The first reason is the pushbutton retailer, but in the case of Columbia, there is no pushbutton retailer. The firm is located in Hartford, Conn., where it has been in operation since 1911.

In many cases, retailers have not been as fortunate as Columbia in their business. The pushbutton retailer has made the sale as easy as possible by removing the need for the customer to make contact with the salesperson. However, this has also removed any opportunity for the retailer to sell more records to more people.

Columbia's activity to this end has been to expand the company's sales force. It will continue to do so. A review of the records shows that Columbia has expanded their own expansion in recent years. While the pushbutton retailer is not to be understood that it is ready-made. The tools of the business, the desire of the buyer and the volume potential are there, but these by themselves will not make it sound unless there is an added value.

The dealer who best understands the structure of his business is the one who has a head start on his own future. Mock-ups vary in all business as one fundamental reason: the selling and promotional effort that has to be supplied to make a sale. A retailer is given a make-up to perform selling function. Demand goods have low mock-ups, the non-accessories, high ones. Big brother doesn't assign them--the make-ups settle at a level by the laws of business, for in all business, mock-ups directly relate to the selling function in a sound form.

Analyzing the mock-ups in all fields of trade, the record business is found to possess a highly level. But it is to be understood why it is a record is harder to sell than a package of cigarette. Every record in inventory isn't a "My Fair Lady."*

*Musical of Fittest

Investing money into a business, any business, is no guarantee that a profit will be high in what is called the stockholder. It is only a guarantee that the money is safe if the business is a sound one. The investor must be protected from (his failure) by its success. Money, so spent, may not do well in the business, but that is another matter.

In the case of the retailer, the protection is a matter of concern. The business is one of the few in which the investor must be protected. Protection from failure can be bought, but it can be built. A record retailer must be convinced that a promotional and selling effort has been his prime concern, his make-up in exchange for his 41 locations or his sizable inventory investment are no cure-alls for a bright to-

STAN KAVAN, album sales manager, joined Joseph Stern & Company, Hartford, Conn., formerly Columbia's distributors, in 1951. In 1969 he came to Columbia as native of Hartford, he has had extensive sales experience.

GIAN SAMPLERS' Rack Display Units Hold Buying Public

- Promotional returns bigger than profits
- Impulse purchases are main pay-off factor

By MILT SELKOWITZ

Sales and future of Columbia Records.

Reviewing the history of recent years for clues to the pattern of the future and is a key question. With businesses that know the importance of "reading the future," it is to be hoped that no amount of fancy methods will be used to form the guiding policy in the future--a policy that we cannot always convincingly enough--to explain and to sell the dealer. Subsequent data will be given in a future article.

My purpose here is to take a single plan of "anticipating the future," step by step, and show, by means of this example, the thinking process and the accumulation of facts that go into the formulation of a Columbia's recommendations to dealers.

A good example, because it is a familiar story to everyone in the business, is the continued selling of a record in its original form. As a coincidence, there have been millions of people that have been sold the record, and for the full-form of the record, the necessity of it being sold in the open form, and of course, in the case, there may be no single location that efects that is for a group of certain users are those that is used

What to Do?

Most dealers will agree with the facts thus far, but what are they to do about it? There are several alternatives open. Firstly, the most obvious, they can consider a branch operation in a new shopping area in the eastern community. In this community there is nothing that is true in the potential revenue from such. The only one that is true is that the potential revenue from the branch store would be supported, the record sells well in this community. The nature of the new moving spirit is really divisive and, in the sense, there may be no single location that efects that is for a group of certain users are those that is used

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(Continued on page 57)
YOUR FUTURE IS SOUND!
WITH SELF SERVICE SELLING

RECENTLY COMPLETED ADD-A-RAK INSTALLATION AT NATIONAL RECORD MART, PITTSBURGH, PENNSYLVANIA

COLUMBIA-HOLLEY ADD-A-RAK OFFERS FREE Store Layout Service

ADD-A-RAK FEATURES
1. FLEXIBILITY
2. ECONOMY
3. LONG LIFE
4. BEAUTY

Write for New Catalog to
HOLLEY ASSOCIATES, INC.
Route 38 at Church Road
MERCHANTVILLE, N.J.

Convert to Self Service for as little as $60.00

www.americanradiohistory.com
"Because of You," Columbia Records, I've gone from "Rags to Riches" and I'm no longer "A Stranger in Paradise" with a "Cold, Cold Heart."

"Can You Find It in Your Heart" to accept my deepest appreciation?

Sincerely,

Tony Bennett

Current release

HAPPINESS STREET
(Cover by Sam Shaw)

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

Columbia 4010

my sincere thanks to Mitch Miller and the Columbia aggregation for making this little girl mighty happy.

Jill Corey

Personal Management
Lloyd Leipzig
119 West 57 St. • New York City, N. Y.
MR. GODDARD LIEBERSON, PRESIDENT
COLUMBIA RECORDS, INC.
NEW YORK CITY, NEW YORK

MY SINCERE APPRECIATION TO THE
COLUMBIA RECORDS ORGANIZATION
FOR MANY WONDERFUL YEARS
AND MY VERY BEST WISHES
FOR CONTINUED SUCCESS
IN THE YEARS AHEAD.

SINCERELY

Frankie Laine

P.S. ME TOO -- CRESS COURTNEY
Phono Units Sell Records For Wide-Awake Dealer

- Overwhelming acceptance of 360 model
cited example of retailing savvy

- Formwork in prose, too, with
disk traffic luring set customers

By JAMES SPARLING
Manager of Electronics Products

Had we the pleasure of anticip-
ying the potential of the
photograph, it would be
just what we have long
neglected the too-obvious
selling knowledge that
the customers that play them. Naturally,
we know the relationship was
perhaps a little too
but only comparatively recently
have we realized the opportuni-
ties lost in every record store
not carrying a photograph line and
accessories. Record and music dealers
stood at the threshold of unexam-
gined growth in the next 30 years.

When Columbia perfected LP, the
producer's greatest triumph, an
inexpensive, high fidelity phonog-
raph, it was a powerful stimulus.
The LP sound would promote the sale
of records in a way that had not
been before the fact of 300. Not long
after the many tests and experi-
ments, during the production of the
photograph, we made another dis-
covery, and this time the result of the
calculated as a boost for record sales
had permanently become a major
broader source of income. The
record dealers who offered them, the
customer, saw the LP for the first
time, in small number of stores sold
more than 20,000 records in one
week, on the merits of the new order plan
for the entire country.

Close Relationship

That situation should not have
been a surprise to us. We had long
been aware of the close relationship
that springs up between a record
buyer and the store clerk. Good
clark, we know, advised and
helped customers select from
among the tremendous variety of
records available. The clerk
who listened to customers a lot
and who was often asked for
information on phonograph
problems. Conversation by circumstance
of this situation could hardly avoid men-
in the quality of sound the
consumer got on his machine at
home. Here is the perfect opening
for the natural development of the
call: Mention of the newest
improvements in phonographs and
lw.

One wonders, in the light of these
rememberances, how it is that even
in the record catalogs in the
"300's" homes. I have deliber-
ately exaggerated the extent to
which we were unconscious of the
natural sales link between records and
players in order to accept our
own proper burden of the blame. Still,
the fact is that even today-es-
pecially today-the public
is on everybody's tongue. "Hi-Fi-
gram," "the phonograph industry,"
and "in every corner of the
world" are cliches, long
of the face of his future
record dealer.

The future is sound and profit-
ably, doubly because of the
photograph change. Or as
one record dealer put it:
"A single LP, a Columbia
gramophone, and
not this is the face of his future
record dealer.

Advantages Boom Dealers' Trade

- Dealers' map exposure is
limited space
- Halley-Columbia drive:
via special fixtures

By BOB GARDNER
Manager of Sales Planning

The continued growth of self-
merchandising in the rec-
dustry has unquestion-
ably proven successful for record
dealers, as well as popular with
customers. The advantages of self-
merchandising, for which is
known in the record industry,
the expansion of his product
regardless of limited space, have
directed many record dealers
throughout the country.

Coincident with the introduction of Columbia Records "Future in a Sound" program, Halley Associates and Columbia Records have
further promoted the theory of self-merchandising with this wide
range of self-service fixtures and accessories.

The Add-A-Rack, recently introduced to dealers, has
been exclusively designed to assist dealers and
every dealer regardless of the size
of his store. All can take
advantage of the unique
features. The interchangeable features
of the racks, coupled with the
number of units as they are
required, is available to dealers
cross the nation exclusively.

The Halley-Columbia self-ser-
vice modernizing program,
begins with a new line of fixtures.

Dealer Statistics

Dealer Statistics submit an
estimated budget for fixtures, a
tentative idea of the amount of
7, 10, and 12-inch racks to be
displayed, and the amount of
inventory carried. Halley will
suggest your information includes
and create a layout with
Add-A-Rack fixtures, taking into
consideration merchandising
problems from both the dealer's and
customer's viewpoint.

Add-A-Rack is of all steel and
completely equipped with fluorescent
light fixtures. Units available include
a specially designed rack for
single records with a capacity for
720 single and 120 double,
600 double and 150 quadruple
selection; selection boxes with
teaches compartmentalized for
all sizes three or recordings;
(Continued on page 50)

HOW HI IS IT?

Don't Need Degree
To Sell New Units

By HAROLD TUTTLEHOEFFER
Manager, Electronic Division

If it hasn't happened yet, it
surely will happen. The day
when the record dealer is
good, to a great extent, on
whether the "Fi" on one phono-
graph is better than the
other brand or other other
thing. From the moment
that has attracted wide-spread fancy.
I might add that no other feature has
caused any sort of foreign consternation in the minds of many
dealers.

Confidential Dealer Aid

- Publication offers selling
tips, promotion pointers
- Dealers urged to partici-
pat e in the "Selling Ideas"
Forum

By JACK FULLER
Manager, Columbia Publications

In March of this year, we launched Columbia Confidential, a
monthly dealer publication, de-
signed to augment the information
served in Columbia's sales
manuals, and tighten up the geography
between the Columbia 2,500 widely
scattered record dealers.

Into Columbia Confidential we
have grafted the salesmanship of Columbia, product and
promotion material. Equally
important, the new publication gives the opportu-
nity to enlarge on the very
important 'whys'.

For the record dealer to do the
kind of job which will keep his
individual expansion proportionate
to the industry's, he should know
why Columbia Records invests
in time, or money, or personal
in the record business, and act
on this knowledge. And he should
know, too, precisely where he fits in
it all.

That what's, where's, and how's
are important is as true of
Columbia Confidential as it is
true of any book you'll ever
read. The "Did You Know That"
feature, for example, delves
into the depths of Columbia's
inventory and brings out
what is, surprisingly, right before
your eyes.

As an addendum, Columbia
merchandising specialists
have been in constant touch
with the record dealers

Since the beginning of the
company's life, the record
dealer has been the single
most important, and the
most direct link between the
record and the consumer.

Nurture this link, and your
profit will grow, and grow.

Percy Faith, Columbia's East
Coast musical director, came
to the company in 1945, the
day before the first entry on the
pop chart, "The Shadow of Your
Hair," which was the second
phrase of the title. Faith was
immediately assigned to
the task of assembling
promotional materials that would
decrease the gap between the
record and the record

This was the crucial point of
many successful records, the
number of which has already
yielded several ideas which
are now in force in the process
of being translated into full-scale
programs.
to the Columbia Gang:
here's hoping we'll be
Swinging and Swaying
together for many
g years to come.

Sammy Kaye

Current Single
"I've Grown Accustomed to Her Face"
and
"I Could Have Danced All Night"
Cat. 44707

Current Album
For Dancing
Sammy Kaye Swings and Sways
"MY FAIR LADY"
CL 285

plays 3-2656
507 Fifth Avenue
New York 17, N. Y.
SOUND TERRIFIC!

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!

SELL TERRIFIC!

Columbia Phonographs • A Department of Columbia Records • A Division of CBS, 799 7th Avenue, N. Y. C.
Salutes
Columbia Records

For being the first American phonograph manufacturer to use Ronette cartridges.

Columbia was quick to recognize the high quality and trouble-free performance of world famous Ronette.

Columbia's pioneering with Ronette, a product then new to this country, has enabled millions to enjoy better phonograph performance in every price range.

Ronette ACOUSTICAL CORP., 135 Front Street, New York 5, N. Y. Bowling Green 9-0380
My Sincere Appreciation to the Columbia Records Aggregation for Making it all Possible...

Gratefully,

Johnnie Ray

Current Release
JUST WALKING
IN THE RAIN
and
IN THE
CANDLELIGHT
Columbia 4-40729

Personal Mgt.
BERNIE LANG

Direction:
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON
"It's a pleasure to be with Columbia"

LES ELGART ORCHESTRA

Exclusively
COLUMBIA RECORDS

Personal Management
LARRY ELGART
TOPS
For POPS, CLASSICS in phonographs and HI-FI units everywhere!

ALLIANCE PHONOMOTORS

"by the Millions"
The Recognized Leader

ALLIANCE PHONOMOTORS continue to set the "record" in today's record production of phonographs, radio phonograph combinations, high-fidelity ensembles, and record player units.

For a quarter of a century, the leading names in the phonograph industry, both large and small, still regard ALLIANCE as the Number One supplier for motors...millions of motors which are of top-quality, top-performance and top-dependability!

Fair, friendly, and courteous treatment to all customers, from the smallest to the largest, has always been Alliance policy. We invite your inquiries.

Maker of the Famous ALLIANCE TENNA-ROTOR, The Nation's Top Television Accessory!

THE ALLIANCE MANUFACTURING COMPANY, INC., Alliance, Ohio
I'm happy and proud to be a part of this great organization.

Current Hit Single:
SIERRA MADRE
WOULDN'T IT BE LOVERLY
(from MY FAIR LADY)
Columbia 4-40719

Current Hit Album:
MY FAIR LADY
CL 895
The Finest in Portable Phonographs Deserves the Finest in Portable Cabinets

FROM: Bob Kropp, Wakefield Industries, Inc.
TO: Columbia Phonographs
We are proud of our role in helping to create the new 1957 COLUMBIA PHONOGRAPH LINE!
Vaudeville Era Was The Most Colorful

- Pressures were less
- Friendship meant more
- History traced from days of old stars

What were the most glamorous years of the music industry? To Joe Higgins, Columbia's associate director of recording, the most glamorous years were the vaudeville era.

"Of course," Higgins went on, "the business was much less complex then. There were no fakir or phony acts, only real talent. Moreover, the business was far more intimate. The business was far more personal, and the musicians were used to being treated like members of a family."

In fact, Higgins added, "What's more, the music industry was much less commercial then. The music was more authentic, and the musicians were more dedicated to their art."

Higgins signed up in Dave's Blue Room one evening, Sammy Kaye, Harry James, Hal Kemp, Kay Kyser, Bob Crosby, Tommy Dorsey, Benny Goodman and others. And we began to augment the bands by bringing in other musicians."

"Most of the musicians were old friends," Higgins continued. "They were like family to me. And I was happy to have their company."

As the years passed, Higgins continued to work in the music business, and he continued to cherish the memories of those early days.

"I think," he said, "that the vaudeville era was the most glamorous era of all."
I DON'T WANT TO KNOW
A STROLL IN THE PARK

FINDERS KEEPERS LOSERS WEEPERS
I'D LIKE TO SAY A FEW WORDS ABOUT TEXAS

WHAT CAN A TEEN-HEART DO
GOODBYE LOLLIPOPS
HELLO LIPSTICK

THANKS FOR EVERYTHING

PREFERRED REPRESENTATIVES, INCORPORATED

EDWARD JOY
President
1419 BROADWAY
N. Y. C., N. Y.
COLUMBIA'S SENSATIONAL NEW ARTIST

JOHNNY HORTON

"THE HONKY TONK MAN"

(Columbia 21304)

goes on a spree with his newest two-sided hit.

"I'M A ONE-WOMAN MAN"

b/w

"I DON'T LIKE I DID"

Columbia #42-1538

Feature regularly on the KWKH Louisiana Hayride

Under Exclusive Management

TILLMAN FRANKS
c/o HORACE LOGAN
STA. KWKH
SHREVEPORT, LA.

Phone 28711

COLUMBIA RECORDS

THB BILLSPOD

AUGUST 4, 1956

Columbia Singles Sales

-Continued From page 20-

Higher. Columbia's distributor sales manager, regularly go out on field trips to visit key distributors in person to push a batch of new singles or to officiate at the opening of a new branch. All future events are carefully planned and all distributors are made to feel that they have a certain order to be followed.

Miller is particularly appreciative of the opportunity this affords him to sort individual distributors' queries about his recording philosophy. For example, he points out that the question he has been asked most over the past year in "Why don't you do rock and roll?" He always answers in articulate detail (as he has in the press, and on radio and TV) and he has found that those in-person explanations usually create a greater degree of understanding and acceptance of company policy on the part of distributors. In line with this, Miller also extends distributors a standing invitation to let him know if they think a certain order shouldn't be released. However, to date, no one has taken him up on the offer.

-Pre-Judgment-

Both Miller and Linke found on the practice of "pre-judging" a release before it has been exposed to the public. Consequently, with the exception of specific movie, 331/2 or 45s, Columbia's promotional push, say the execs, is practically always evenly divided between both sides of a new release until public reception proves otherwise. A good case in point is the Four Lads' current two-sided seller "Standing on the Corner" backed by "My Little Angel." Miller is a strong believer in the sales power of enthusiasm on the part of a distributor. It is a factor, he says, which can make a disk a hit in one area, even if it isn't going nationally. It was said to have been Columbia's own enthusiasm for a disk, the Peter Lind Hayes-Mary Healy disk "Remembering," he notes, that chucked up 90,000 sales, and 60,000 of that total were made in Chicago, where the local distributor went all out on it. Jerry Vale's "Two Purple Shadows" racked up 160,000 sales with 140,000 of that figure accounted for by Boston and Pittsburgh.

Future Sound

-Continued from page 21-

that showed a window display, instore aids and the mailing stuff he used as we suggested. He recognized the merit of the campaign, but was handicapped by a negative appraisal of the opportunities in his store. "My store is too small ... my customers don't go for this kind of music ... no one I could tie with," he seemed to be complaining.

Dealers did all that A had done and got their share of the year. Albums were featured in luggage shop, hotel, candy store, haberdashery, exclusive women's store, and department store window displays. Going our suggestion of travel agency joint ventures one better, this enterprising dealer had ears inserted in a famous French restaurant maintaining dinner with his album, they could order their meals properly. (Hearken!). In addition to dealer B's advertising on radio and in newspapers, he sponsored a dance with a "Paris in the Spring" theme.

Dealer C got our kicks up (they were colorful and eye-catching) and made them stick. Harking back to dealer B, the outcome of the content is clearly secondary to the theme. He saw to it that his business multiplied many times. He created awareness of him (and all his products) with a dance that was a stroke of goodwill. He made friends for himself and his business with the merchants with whom he worked his tie-ins promotions. Your future is sound - but listen carefully and look sharp!

Columbia Records

THB BILLSPOD

AUGUST 4, 1956

Self-Service

-Continued from page 38-

glass topped counter and storage unit, a modular listing booth, storage units, sliding doors, and dry-bag display units for package goods.

All concepts are so designed that they may be used in combination with all others in any variety of combinations and in any number, as dictated by a dealer's need.

The success of Columbia Records "Buy of the Month" program has prompted Hollie Associates to develop another "Buy of the Month" fixture enabling dealers to display 12-buck albums on counter pride sheets bound in a ring binder. Unit comes equipped with its own light fixture; "Buy of the Month" signs is available with or without legs.

Other Hollie-Columbia accessories available to dealers include music category signs, polyethylene sleeves, wire dividers, tile strips, etc. A specially designed extendable display shelf with full-view album display has also been prepared for special markets.

George Avakian, a. c.'s. director of pop albums, joined Columbia Records in 1940. A well-known jazz historian and record authority, Avakian is a frequent contributor to jazz journals and jazz-related anthologies as Esquire, Pict and Madison. He has carried out many recording projects since his first - the Hot Jazz Classics released in 1941.

ROY DRUSKY

has another winner in "I'LL MAKE AMENDS"

(Blind spot songs): the "Texas country song" of the week.

and

"THREE BLIND MICE"

Columbia #32137

Still going strong:

"I JUST CAN'T HELP MY LOVIN' YOOU"

b/w "SO In LOVE AGAIN"

Columbia #32184

Still going strong:

"THREE BLIND MICE"

Columbia #32137

Current engagements:

OCEAN PARK CASINO,
DAYTONA BEACH, FLA.

Personal management:

BILL LOWRY
P. O. Box 1027
Atlanta, Ga.
Phone: Milburn 4-3598

YOUR TICKET TO
SALES RESULTS-
THE ADVERTISING COLUMN OF
THE BILLBOARD!

LOOK FOR BIG THINGS
from

JERRE ADAMS

currently

WALK FAST

IF I FORGET YOU

COLUMBIA 4089

Knock on wood:

COLUMBIA RECORDS

KAL ROSS

Ray Bloch Associates

G A C
are standing on the corner...

Saying "thanks" to Mitch and the entire Columbia organization

Bernie, Connie, Frankie, Jimmy

P.S. Me too.

Mike Stewart
Rack Displays Capture Public


Estes Park Chaifter, Al Pinkman, Robb Stearns Company, Detroit, took first prize in Columbia's "Paris in the Spring" contest and won a trip to Paris. He'll be surprised around ahead by advertising and sales promotion manager Art Schwartz. . . Paul Pippin, dean of all Columbia district sales managers with 25 years of service, was awarded a Lt. Col. partner in appreciation of his untiring efforts. . . Lowell Frank and Ralph Valentine, engineers out of Columbia's Hollywood branch, handled all technical chores at the business meetings.

Albert Mathia Company, El Paso, took honors for best program by a small distributor, while Ray Thomas Company, Albuquerque, received the large distributor award. . . Jimmy Fenn and Louie Vann, London, Liverpool, Port, Ore., picked up $50 for his winning slogan. . . Ben Jones, Norton, Kan., Eddie Latham and Bob Pompe, all of Alliance Industries, Toronto, were on hand for the convention.

Peter Monroe, Masterworks Merchandising manager, became the father of a daughter during the convention. Wife Jannette presented him with Christy, eight pounds, 11 oz. Mount Sinai Hospital, New York, Thursday (18). . . Bob Stillman, Standard Supply Company, Salt Lake City, won the firm's Banker's Spur award. . . Ed and Bud Cook were gifted with a trip to Norway this winter to enjoy the northern lights.

Clyde Jackson, Ray Thomas Company, Los Angeles, will accompany Columbia's planning committee to Bermuda this year. . . Arnold Berry and Nat Shapiro, of Columbia's international department, visited the Men's Fashion and Calumpos, from Australia and South Africa, respectively. . . Andy Schrade, vice-president of Columbia's West Coast operations, developed food poisoning before the convention opened and had to return home. . . Paul Southard, dean of all Columbia distributors, was accompanied by his personal staff from Times-Columbia, New York. Latter branch was top honors as the most consistent distributor.

No Pushbutton Future

Opportunity Quicksilver

This was both a dealer aid and machinery program rolled into one. Three players helped the dealer with his most acute problems: 1) Inventory valuation because of price decreases (an adjustment plan gives to dealers to offset this); 2) Special orders and drop fulfillment problems (Columbia's Custom Service enabled dealers to minimize lost sales due to out-of-stock conditions in the loaner stores); 3) Demonstration problems (a basic demonstration library plus a new release plan was arranged to help cut the losses therein). Demonstration. The fourth phase was a hard-hitting campaign behind new merchandise which saw two releases from the group, Oskariki and Goddman, become industry best-sellers.

Buy of the Month

By dealer endorsement this has been called the year's best program of this, or almost any, year. "Buy for the Month" gives dealers an opportunity to have a traffic puller in which every high turnover at full mark-up. Dealers were able to offer a bargain for a limited time with the stimulus of a price cut. Dealer comments and resultant sales were both actual and expectations from coast to coast.

There were other additional programs, notably the full mileage out of their promotional funds for a "Half-Hour Wonder," "Faith, Fear, Fibs," "Turns in the Spring," "Educational Aid," all unusual and equally impressive, channeling thousands of dollars into volume and profit. And for fall, 1958, Columbia will launch another massive promotional plan that will continue the stride to volume and profit.

Just as it is a manufacturer's function to provide the works for stimulation and exploitation of its product, it is the same responsibility that retailers must assume for their own business.

Future planning should not only be a luxury of the manufacturer but the record dealer as well. By every sound piece of logic—good economics, increased phonograph ownership, increased leisure time, and increased teen-age population—it is predicted that in the record business will almost double in five years and triple in ten. All dealers can share in this golden bonanza. A change in similar size will be peculiar to few industries.

Back in 1947, little did Finian know that the "Great Come and Get It Day" he was talking about would actually be a prophecy for the record industry.

David Oppenheim, Music Director for the Masterworks Division, comes to Columbia in August, 1958. More extensive experience in recording studies as a musician's ear for well-known conductors. A graduate of the Eastern School of Music, he has occupied the first harpist chair in noted symphonic orchestras.
The Columbia Records
Distributing Organization
salutes

COLUMBIA RECORDS INC.

in appreciation of

THE MOST VALUABLE FRANCHISE
IN THE RECORD INDUSTRY

ALLIED APPLIANCE COMPANY
111 Berkeley Street
Boston, Massachusetts
Ted Rosenberg, Sales Mgr.

H. R. BASFORD COMPANY
235 15th Street
San Francisco 3, Calif.
Paul McMillin, Sales Mgr.

BUHL SONS COMPANY
Foot of Adair Street
Detroit, Michigan
Lowell Worley, Sales Mgr.

COLUMBIA ELECTRIC & MFG. CO.
East 3420 Ferry Ave.
Spokane 24, Washington
Vernon James, Sales Mgr.

COLUMBIA MIDWEST, A DIV.
OF HELICHER BROS., INC.
31 Glenwood Ave.
Minneapolis 3, Minn.
Gene Patch, Sales Mgr.

COLUMBIA RECORD DIST., INC.
1305 Grand Street
Kansan City, Mo.
Harry Miller, Sales Mgr.

COLUMBIA RECORD DIST., INC.
919 N. Broad Street
Philadelphia 22, Pa.
Joe Lyons, Sales Mgr.

COLUMLIA RECORD DIST., INC.
1611 Washington Avenue
St. Louis, Mo.
Bob Earl, Sales Mgr.

BERT T. CRUMP CO., INC.
1910-34 E. Franklin Street
Richmond 13, Va.
A. C. (Joe) Goosby, Sales Mgr.

DANFORTH CORPORATION
6500 Hamilton Avenue
Pittsburgh, Pa.
Jim Winston, Sales Mgr.

DISTRIBUTORS, INC.
1349 Spring Street, N.W.
Atlanta, Ga.
Jack Newsom, Sales Mgr.

DISTRIBUTORS, INC.
555 Osceola Street
Jacksonville, Fla.
William E. Scheu, Sales Mgr.

HOME PRODUCTS, INC.
Columbia Record Div.
901 Broadway
Cincinnati 2, Ohio
Maurie Rose, Sales Mgr.

INTERSTATE ELECTRIC COMPANY
1001 S. Peters Street
New Orleans, La.
Henry Hildebrand, Sales Mgr.

JOYCE APPLIANCES, INC.
146 McLean Place
Indianapolis, Ind.
Mary Antibus, Sales Mgr.

LOVE ELECTRIC COMPANY
500 Westlake Avenue, N.
Seattle, Wash.
Ken Crawford, Sales Mgr.

ALBERT MATHIAS & COMPANY
119 S. Main
El Paso, Tex.
Al Buchanan, Sales Mgr.

MENARDS COMPANY, INC.
1502 Dragon Street
Dallas, Tex.
Ben Baker, Sales Mgr.

MIDWEST-TIMMERMANN COMPANY
513 E. Court Avenue
Des Moines, Iowa
Dan Cooper, Sales Mgr.

MILLER-JACKSON COMPANY
111 E. California Street
Oklahoma City, Okla.
Bill Hill, Sales Mgr.

MORLEY-MURPHY COMPANY, INC.
5151 West State Street
Milwaukee, Wis.
William F. Farn, Sales Mgr.

ONONDAGA SUPPLY COMPANY
344 West Genesee Street
Syracuse, N. Y.
Bill Gerber, Sales Mgr.

PHILCO WHOLESALERS, INC.
919 Congress Street
Portland 4, Me.
Ray Rice, Sales Mgr.

ROSKIN BROTHERS, INC.
1827 Broadway
Albany, N. Y.
John Sullivan, Sales Mgr.

ROSKIN DISTRIBUTORS, INC.
275 Park Avenue
East Hartford, Conn.
Joe Broderick, Sales Mgr.

THE SAMSON COMPANY
2244 South Western Avenue
Chicago 8, Ill.
Fred Cassman, Sales Mgr.

SEAWAY-COLUMBIA, INC.
730 Main Street
Buffalo 2, N. Y.
Ken Gregg, Sales Mgr.

SEAWAY DISTRIBUTORS, INC.
620 Frankfort Avenue
Cleveland, Ohio
Wade Whitman, Sales Mgr.

SOUTHERN BEARINGS & PARTS, CO., INC.
500 N. College Street
Charlotte, N. C.
F. Evans Boxlick, Sales Mgr.

STANDARD SUPPLY COMPANY
225 E. 6th South
Salt Lake City, Utah
Bob Stillman, Sales Mgr.

THE SUTCLIFFE COMPANY
609 W. Main Street
Louisville, Ky.
L. J. Willenbrink, Jr., Sales Mgr.

B. R. SWEENEY COMPANY
1601 22d Street
Denver, Colo.
Dick Phillips, Sales Mgr.

TIMES COLUMBIA DIST., INC.
350 Halsey Street
Newark 2, N. J.
Paul Southard, Sales Mgr.

TIMES COLUMBIA DIST., INC.
353 Fourth Avenue
New York 10, N. Y.
Paul Southard, Sales Mgr.

RAY THOMAS COMPANY
1601 S. Hope Street
Los Angeles, Calif.
Norman Goodwin, Sales Mgr.

WOODSON & BOZEMAN, INC.
733 South Somerville
Memphis, Tenn.
Jack Brown, Sales Mgr.

JOS. M. ZAMOISKI COMPANY
110 S. Paco Street
Baltimore, Md.
Bernard Miller, Sales Mgr.
In value to that of the unit being and angle, Toney's final advice to dealers is that to equip, when selling hi-fi.

Three Basic Markets

R. B. O'Kearny, market rela-
tions director at the Magnavox Cor-
noration, outlined the three basic hi-fi

Finance Your Picture Credit

First, he said, is the hi-fi hobby-
list who never satisfies, wants a

to every aspect of the equipment and is gen-
cerally a good account for the

these 100 percent of your dealers. He said this group accounts for only about 5 percent of all sales.

The second group consists of the Modellers C. G. Gillette, approaching to be built into walls and special installations, while the third is the

to the firm's development. This is largely a replace-

be of benefit to retailers, Matthew said, and the music record dealer is the ideal

J. W. "Bix" Farrar, sales man-
ager of Stromberg-Carlson's Special Products Division, said hi-fi music dealers should sell hi-fi equipment and

in music stores; because it is obvi-
ously a growing business. Lord said a music dealer's best opportu-
nities afforded his better dealers better

The remaining 80 percent of the sales come from the "sweat' dealers, Lord said. Farrar also pointed out the importance of selecting solid lines with good sound quality, and the utili-

Personal Factor

Another speaker J. J. (Bill) Low,

in San Francisco, averred that consumer response requires spe-
cially trained personnel with ad-

anced knowledge of the types

and price tag and in many cases can't

pay his way because of the time

involving in matched components for

His advice to retailers was to

stocks, and this was

the talk of the trade at the time while the firm's net profit on equip-

ment sales after taxes was 79 percent of sales, compared with 66 percent in the current operating year that

to make sure they can't appropri-

But Lord stressed that his firm does not exhibit at home shows and fairs but that it did sponsor a well-

attended evening of hi-fi music at the local El Cortez Hotel. The firm's main market is the

and specializing in select-

Merchandising and opportunity

Promotion

Farrar, advised dealers to select in-
ventory carefully and to avoid

spending in too many directions. Dealers should promote, and sell hard on those days they do ever-

succeeded Lee.

Feldser, executive vicepresi-
dent of Music and Phonograph in San Diego, provided a portrait of hi-fi music dealers. He said music dealers can't

make a real selling job and

in the high tonnage business. He

in music stores.

This talk was taken to heart by

a few dealers, and the following

A notable masterwork includes material by Bruno Walter conduc-

ting the "Mozart Requiem Mass" by David Osirth, Boston Sym-

horo Mierow wrote: "Buy the

"Dealers should recognize, as

the police force was to be

a huge one-mile crowd was

at the November 17 show. Van Den

overstate the importance of "the

Van Duzen's" command, the

could be cut into the schedule

the volume and most in-

strumental firms were members of the

NAMM (Piano Record Committee) and that a committee

the National Piano Foundation to

on the architecture of various

reproductions, and the results of

tions, and it is now clear that the

The result was a meeting on

that could be cut into the schedule

the NAMM (Piano Record Commit-

tee) and that a committee was

the National Piano Foundation to

on the architecture of various

reproductions, and the results of

an error message that there is some text missing or incorrect. Please provide the complete text or check the source for any errors.
THE BILLBOARD

AUGUST 4, 1956

THE BILLBOARD

MUSIC-RADIO

55

America's Fastest Selling Records

the 20th IN A ROW!

DECCA RECORDS

BILH HALEY AND HIS COMETS

TEENAGER'S MOTHER

RIP IT UP

(Are You Right?)

Dec 30026
9-30028

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

A New World of Sound

DECCA records
Angelo Skeds 50  
Continued from page 16
release date of a new version of Beethoven's Symphony No. 6 under the Columbia label.

Other disk will mark the appearances here by Elizabeth Schumann, the San Francisco Opera Company and in August, the American debut of Lozov von Matacis with the same opera company. Angelo's Violin Concerto, 60th here for a concert tour early next year.

Highlights of Angelo's September release include: "Hansel and Gretel," featuring the best-selling soprano Maria Callas; a complete recording of Verdi's "Aida" with Leontyne Price; and "Cobbi's "Barber of Seville" Symphony." Angelo's first LP release under Kleineprer; a collection by the United Guard Radio, whose first album has been under the label top seller, and two Beethoven violin concertos performed by David Oistrakh. There will be 21 singles on the September schedule.

In Highlights in October and November, will include the Offa Opera, "The King," in its first recording of a complete Handel's "Semele," and "The Magic Flute," with the Beecham, the first releases by the label Joe Andros, and a complete version of Verdi's "Falstaff" under Von Karajan and featuring such names as Maria Callas, Alva, and Balchi. For the holiday traveling there will be a new set by the choirs Children's Choir-also of the label's top selling acts.

According to Soria, Angelo has eliminated 45 rpm pressings from the label this year. A visitor to Angelo's New York headquarters last week was Bill Morales, head of Electric and Musical Industries in Brazil. "Angelo," he said, "has been following contacts with the company's main offices in England.

S$00 Million Industry
Continued from page 17
discrepancy that "eight out of 10 families will use the products," and that most of the new bars will be in the $8 to $15 range. And Angelo's 15 families will purchase records at least once a year, he pointed out. Angelo's family of releases during the past year is the whole are more solvent than ever.

Similar discount and deferred billing plans are current with Decca, Philco, Columbia, Columbia, and with many of the labels.

Angelo also has its monthly bonus-purchase plan on selected repertoire. The company's accounts to companies have not come thru with some deals, a deal they will not accept deals by special deals from the companies to them, but some far-sighted publishers have worked the deals on their own.

Some situations are that the traffic-building efforts are just being solved. Last week at New York's show, a group of new "sampler" or "demonstration" disk were released by Mercury's new 12/30 sampler and Columbia's new 12/30 sampler. The stands for about two weeks, new sampler at $1.49 and $19.95 are being put on by Mollina, Kapp, and the other Eastside.

RLC Victor is just getting started with its sales push on 45 rpm. Angelo has been selling for its first annual "Best Buy" campaign in the past.

The companies have, in effect, noticed that they are deterred by the summer slump. They all call it "the seasonality slump."
WHERE THERE'S LIFE

ONE NIGHT IN MONTE CARLO

GEORGE CATES AND HIS ORCHESTRA AND CHORUS

Big Novelty Hits are a habit on

MILTON BERLE SINGS

IN THE MIDDLE OF THE HOUSE

HIS CORAL DEBUT

BUFFALO

MILTON BERLE
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. CALIFORNO—Harry Belafonte....RCA Victor LPM 1534
3. ELVIS PRESLEY....RCA Victor LPM 1534
4. CAROLELOU—Sound Track...Capitol 694
5. BELAFONTE—Harry Belafonte...RCA Victor LPM 1530
6. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...Capitol W 603
7. THE KING AND I—Sound Track...Capitol W 740
8. FINEC—Sound Track...Decca DL 8320
9. OKLAHOMA—Sound Track...Capitol SAO 265
10. THE EDDY DUCHIN STORY—Sound Track...Decca DL 8289
11. THE MOST HAPPY FELLA—Original Cast...Columbia OL 5118
12. NIGHT WINDS—Jackie Gleason...Capitol W 717
13. THE PLATTERS....Mercury MC 20146
14. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
15. BUBBLES IN THE WINE—Lawrence Welk...Coral DL 57038

• Pop Albums Coming Up Strong

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

1. Say It With Music—Lawrence Welk...Coral CBL 57041
2. High Society—Sound Track...Capitol W 730
3. My Fair Lady—Percy Faith...Columbia CL 895
4. Passport to Romance—Percy Faith...Columbia CL 880
5. Starring Al Hibbler—Al Hibbler...Decca DL 8328

• Most Polled by Jockeys

All albums are ranked in order of the greatest number of plays on disk jockey radio stations through the country. A full album is based on The Billboard's weekly survey among the nation's disk jockeys.

1. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...Capitol W 603
2. MY FAIR LADY—Percy Faith...Columbia CL 590
3. MY FAIR LADY—Original Cast...Columbia OL 5090
4. COLE PORTER SONG BOOK—Ella Fitzgerald...Verve MVC-4001-2
5. CALIFORNO—Harry Belafonte...RCA Victor LPM 1534
6. EDDY DUCHIN STORY—Sound Track...Decca DL 8289
7. HIGH SOCIETY—Sound Track...Capitol W 730
8. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
9. PASSPORT TO ROMANCE—Percy Faith...Columbia OL 880
10. MY FAIR LADY—Sunny Kaye...Columbia CL 585

• Review Spotlight on... Album Cover of the Week

BEETHOVEN: SYMPHONY NO. 5 IN C MINOR
MOZART: SYMPHONY NO. 40 IN G MINOR (K. 550) (1.12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5098

Columbia's $2.98 Buy-of-the-Month special is sure-fire from the standpoint of repertoire, orchestra and sound...not to mention price. Apparently there always is room for a good new recording of either of these popular, accessible symphonies, and in the next few weeks this issue should take precedence over the extensive and worthy competition. Actually, Ormandy's Mozart is more straight-forward than one might anticipate, yet the lush Philadelphia sound graces in the Beethoven. Okay cover.

Popular

ROMANCE AND BEAUTY...BEETHOVEN:
Four Great English Orchestra, Stanley Black, Frank Churchill, Robert Farnon, Ted Heath (O.127)—London ML 2 (Demonstration)

This is a 12-inch sampler bound to present solo's on a selection of LPs that put Finale English between those huge labels in London catalog. Three doctors, Mike Baze, Leonard Lissey and Peter Egide, are in this disk and each head of the same group of English music of Finale. It's a limited edition package and at the price of $8 disks should be received in moving among the best.

THE HARP ON HUSH...Ralph Beloff at the Harp (1.127) Mercury ML 2501

This disk is a twin-sided dual demonstration instrumented Guitars from dolx, including Les Paul's last recording backed by duet of almost all the old versions made in domestic Harp and with the harpist and harpist to make it fine. Several of the numbers cannot be as well as 12-inch disk, but the composition which is one of the most wide spread or spread. Either label LP's have been on the market for a long time, but this material is among the best.

TRAD OLD FASHION...Col. CR 1007

Vocalion OY 1007

Time has now shown Col. bands as the most easily sold money package. The instruments combine the conventional layout of the moody and Slide Guitar type and the commercial and the albums put more than the usual quota of sales from pop and jazz sources. The covers are easy to change on the price or Here is a big plus display-wise.

TODAYS HITS...Arms 1007

Roy Glidden, Radio Today (1.127)

Today's top songs from the Billboard's sheet music of the period include "You're Never Gonna Lose Me," "Algerian Moon," "Don't Be With Him, Ward," and "One for Love." The writer, who made this disk with a few standards on the Artist label, got top material for the first time and a feature that he could develop into a big hit, once again that he didn't know where to start, and of course, he didn't. If he should be on the list, it should be used this way.

AND SO TO BED...Michael Anthony and his OBOE (Continued on page 59)

Folk

RHYTHM STREET SONGS...Jackie Gleason...Coral CBL 57041

The 14 numbers on this package date from the 19th century, with accurate solo's and all of the real music of the real musical tradition of Ireland. They are from the memories of the people, a country music of the country folk. The substance and the music are the same.

AMERICAN STREET SONGS...Charles Sargent...Riverside RLP 161

For the authentic and authentic copies of street singing, with beautiful voices, this disk shows a country singing of the country people. This is the importance of the development of the song and the type of material is that it has been found to be good in all its takes. Every disk is a beautiful disk and the disk is a disk. Its limited field is one of the best.

RAISED SONGS OF THE SOUTHERN MOUNTAINS...46

Riverside RLP 461

The line of an extensive series of folk recordings from the Southern Appalachian Mountains. The music is all that it is supposed to be, with sensitive sly and gristy portrayed in the South. The music is performed occasionally heard as well. The music is a music of the South and the Southern Mountains. The tanner, an authentic country type, is in fact made in the far South. The sound of this folk will find an interest here.

JAZZ

GUITAR MOODY'S BY MUNDIE LOWE...Riverside RLP 1351

Lowen's second Riverside LP is an abjected program, and it makes for one of the most recent mood music sets in many months. On record today it is a record of as much substance as is the material, and in others by and albums, plus men, plus color. The main set is one of the best.

NEW ORLEANS JAZZ...Billie Holiday, Louis Armstrong, Sidney Bechet, Sidney Deane, Jimmy Gains, Eddie Heyer...Riverside RLP 1352

All but a few of the numbers have been included in an earlier LP on Riverside and A. A. O. I. There are many standards in all of the numbers. The same is true with all the other sets, but a complete package, with display-worthy cover, which will add to.

DAVE BRUBECK OCTET...Riverside RLP 1354

The two early Brubeck Octet LP's are sampled here on a single...
The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

**Classical Albums (Over-all)**

1. **Tchaikovsky:** 1812 Overture; Capriccio Italien—Chicago Symphony (Doral)—Mercury MG 50054
2. **Bachmannoff:** Piano Concerto No. 5—Boston Symphony Orchestra (Ormandy)—Philadelphia MG 50056
3. **Mendelssohn:** Violin Concerto, Mozart: Violin Concerto No. 4—Orchestrà, Philadelphia Orchestra (Ormandy)—Columbia MG 5085
4. **Oppenbach:** Vaudeville; MEYERBEER: Les Patineurs—Boston Pops Orchestra (Fiedler)— RCA Victor LM 1817
5. **Tchaikovsky:** Piano Concerto No. 1—Gillis, Chicago Symphony (Reiner)—RCA Victor LM 1989
6. **Grove:** Grand Canyon Suite; COPLAND: El Salon Mexico—Boston Pops Orchestra (Fiedler)—RCA Victor LM 1985
7. **Beethoven:** Symphony No. 5; MOZART: Symphony No. 40—Philadelphia Orchestra (Ormandy)—Philadelphia MG 5058
8. **Rimsky-Korsakov:** Scheherazade—Sitggham Symphony (Steinberg)—Capitol P 8305
9. **Bostan Pops NICCOLI—Boston Pops Orchestra (Fiedler)—RCA Victor LM 1885
10. **Concert Pianos:**—Concert Pianos (Kronos)—Capitol P 8338
11. **Berlioz:** Harold in Italy—NBC Symphony (Toscanini)—RCA Victor LM 1531
12. **Operatic Recital Notes:**—Recital Notes (Vienna)—London LL 1534
13. **Rimsky-Korsakov:** Scheherazade—Philadelphia Orchestra (Ormandy)—Columbia MG 5488
14. **Danza—Hollywood Bowl Orchestra (Dragnet)—Capitol P 5314
15. **Ravel:** Bolero; RIMSKY-KORSAKOFF: Capriccio Espagnol—Detroit Symphony (Parry)—Mercury MG 50020
16. **Sibelius:** Violin Concerto—Orchestrà, Stockholm Festival Orchestra (Elggerson)—Angel 35511
17. **Beethoven:** Symphonies Nos. 1 and 9—NBC Symphony (Toscanini)—RCA Victor LM 6099
18. **Beethoven:** Symphony No. 3—Pittsburgh Symphony (Steinberg)—Capitol P 8334
19. **Ibert:** Escalés; Ravel: Bolero; La Valse; Pavane; CHABRIER: España; DEBUSSY: Clair De Lune—Philadelphia Orchestra (Ormandy)—Columbia MG 5983

**Jazz Albums (Over-all)**

1. **Ella Fitzgerald:** Sings the Cole Porter Songbook—Verve MG 4001, 2
2. **Stan Kenton:** In-H-Ell—Decca DL 131
3. **Ambassador Satch:**—Louis Armstrong—Mercury MG 4314
4. **Krupa and Richmond:**—Krupa and Richie Band—Chess MG 4320
5. **Jazz Red Hot and Cool—Decca DL 131
6. **Coast Concert:**—Bobby Hackett—Capitol T 692
7. **The Benny Goodman Story:**—Joe and Lee—Decca DL 131
8. **Fonzie:**—The Modern Jazz Quartet—Atlantic 1331
9. **Chris Connor:**—Atlantic 1334
10. **Jazz Goes to College—Dave Brubeck—Columbia CL 490

**Jazz Instrumental (Light and Semi-Classical)**

1. **Boston Pops PICCANCO: Fiddler—RCA Victor LM 5964
2. **La Dana: Dragon—Capitol P 8334
3. **Kurtz:** Mantovani, London LL 1331
4. **Concerts Under the Stars:**—RCA Victor LM 1335
5. **Viennese Orchestral Delights:**—Capitol P 8308
6. **Passport to Romance—Percy Faith—RCA Victor LM 2809
7. **Light in the Wind:**—Jazz of the Century—Capitol P 8336
8. **Starlight Encores:—RCA Victor LM 2808
9. **Midnight Rhapsody—Dave Brubeck—Capitol T 711

**Jazz Instrumental (Popular)**

1. **Bubbles in the Wine:**—Capitol CL 57038
2. **Sun and Shadow—Capitol CL 57017
3. **Waltzes of Irving Berlin:**—Capitol CL 57038
4. **Salsa, Woodstock, and Beyond:**—Capitol CL 57017
5. **Music for a Summer Night—RCA Victor LM 1356
6. **Dog Days of Summer:**—Capitol CL 57038
7. **Jazz to Suis:**—Capitol CL 57041
8. **Music for Lovers Only:**—Capitol CL 57042
9. **Passport to Romance—Percy Faith—RCA Victor LM 2809
10. **Light in the Wind:**—Jazz of the Century—Capitol P 8336
11. **Starlight Encores:—RCA Victor LM 2808
12. **Midnight Rhapsody—Dave Brubeck—Capitol T 711

A collector's set, a complete compendium of some of the most distinctive tracks of the mid-20th century, played by the incomparable Chronicle Band. Whether you're a jazz aficionado or simply enjoy the genre, this set is a must-have for any music lover.
60

MUSIC-RADIO

THE BILLBOARD

AUGUST 4, 1956

RCA VICTOR makes

BIG

30 more all-time best-selling albums

We did it before and the public loved it—so we're doing it some more! 30 additional, best selling 10" albums have now been converted to the more popular, faster-selling 12" Long Play size. More selections—by the same top RCA Victor artists—have been added...attention-getting new covers have been created for both the Long Play and 45 EP's...to make these albums the fastest moving

the dealer's choice
the big ones even

converted from 10" to 12" Long Play!

items on your rack. The result: More sales! Bigger sales! Higher profits! Under this simplified standardization of prices and sizes, you have less inventory, more shelf space... yet you have more selections to offer your customers. So convert your sales into bigger profits with these all-time sales leaders. Call or write your RCA Victor Record distributor and place your order now!

Your customer will hear these recordings best on an RCA Victor New Orthophonic High Fidelity Victrola.
<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Chart</th>
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<tbody>
<tr>
<td>1. Wayward Wind</td>
<td>1 14</td>
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<td>2. I Almost Lost My Mind</td>
<td>2 9</td>
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<tr>
<td>3. Allegheny Moon</td>
<td>5 6</td>
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<tr>
<td>4. I Want You, I Need You, I Love You</td>
<td>3 9</td>
</tr>
<tr>
<td>5. My Prayer</td>
<td>7 4</td>
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<tr>
<td>6. Whatever Will Be Will Be (Que Sera Sera)</td>
<td>8 5</td>
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<tr>
<td>7. Moonlight and Theme From Picnic</td>
<td>4 17</td>
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<tr>
<td>8. On the Street Where You Live</td>
<td>6 13</td>
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<tr>
<td>9. Born to Be With You</td>
<td>9 8</td>
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<td>10. Sweet Old-Fashioned Girl</td>
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<tr>
<td>11. More</td>
<td>11 7</td>
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<tr>
<td>12. Be-Bop-a-Lula</td>
<td>15 6</td>
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<tr>
<td>13. Ivory Tower</td>
<td>10 18</td>
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<td>14. I'm in Love Again</td>
<td>13 13</td>
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<td>15. Standing on the Corner</td>
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<td>21. Canadian Sunset</td>
<td>25 3</td>
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<td>22. That's All There Is To That</td>
<td>26 2</td>
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<td>23. Walk Hand in Hand</td>
<td>19 14</td>
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<tr>
<td>24. I Could Have Danced All Night</td>
<td>26 11</td>
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<tr>
<td>25. Transfusion</td>
<td>22 8</td>
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**Second Ten**

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<tr>
<th>This Week</th>
<th>Last Week Chart</th>
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<tbody>
<tr>
<td>16. Glendora</td>
<td>17 7</td>
</tr>
<tr>
<td>17. Stranded in the Jungle</td>
<td>15 4</td>
</tr>
<tr>
<td>18. Picnic</td>
<td>16 13</td>
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<tr>
<td>19. It Only Hurts for a Little While</td>
<td>20 10</td>
</tr>
<tr>
<td>20. Hound Dog</td>
<td>1</td>
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</tbody>
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**Third Ten**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Chart</th>
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<tbody>
<tr>
<td>26. Heartbreak Hotel</td>
<td>21 22</td>
</tr>
<tr>
<td>27. Portuguese Washerwoman</td>
<td>26 5</td>
</tr>
<tr>
<td>28. You Don't Know Me</td>
<td>30 2</td>
</tr>
<tr>
<td>29. Soft Summer Breeze</td>
<td>29 5</td>
</tr>
<tr>
<td>30. Treasure of Love</td>
<td>29 5</td>
</tr>
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**The Billboard’s Music Popularity Charts... POP SONGS AUGUST 4, 1956**

**HONOR ROLL OF HITS**

**THE NATION’S TOP TUNES** For survey week ending July 25

**TRADE MARK REG.**

**WARNING:** The title "HONOR ROLL OF HITS" is a registered trademark and the listings of the hits has been copyrighted by Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard, 250 West 52nd Street, New York 19, N. Y.
from the sound track of the MGM Production of the same name

Somebody up there likes me

c/w Dream Along With Me
(I'm On My Way To A Star)
the theme song
from Perry's NBC-TV Show
...and nobody sings 'em like
Perry Como

20/47-6990 A New Orthophonic High Fidelity Recording
Your customers will hear these recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola".
**Best Sellers in Stores**

For survey week ending July 25

**Most Played in Juke Boxes**

For survey week ending July 25

**Most Played by Jockeys**

For survey week ending July 25

*Records are ranked in order of the greatest number of plays on the jukebox, as determined by The Billboard's weekly survey of the nation's jukebox operators. Results are based on The Billboard's weekly survey of the national market for the chart. When significant plays are reported on both sides of a record, each side is listed individually. The leading side on top, the trailing side on top.

<table>
<thead>
<tr>
<th>Record</th>
<th>Chart</th>
<th>Week</th>
<th>Chart</th>
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<td>1. WAYWARD WIND (BMI)</td>
<td>4</td>
<td>13</td>
<td>2. I ALMOST LOST MY MIND (BMI)</td>
<td>5</td>
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<tr>
<td>2. I ALMOST LOST MY MIND (BMI)</td>
<td>5</td>
<td>13</td>
<td>3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)</td>
<td>3</td>
<td>10</td>
<td>4. ALLEGHENY MOON (ASCAP)</td>
<td>8</td>
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<tr>
<td>4. ALLEGHENY MOON (ASCAP)</td>
<td>8</td>
<td>0</td>
<td>5. THAT'S MOONCLOW</td>
<td>4</td>
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<tr>
<td>5. THAT'S MOONCLOW</td>
<td>4</td>
<td>0</td>
<td>6. I'M IN LOVE AGAIN (BMI)</td>
<td>4</td>
</tr>
<tr>
<td>6. I'M IN LOVE AGAIN (BMI)</td>
<td>4</td>
<td>0</td>
<td>7. MY BLUE HEAVEN (ASCAP)</td>
<td>5</td>
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<tr>
<td>7. MY BLUE HEAVEN (ASCAP)</td>
<td>5</td>
<td>0</td>
<td>8. SWEET OLD-FASHIONED GIRL (ASCAP)</td>
<td>4</td>
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<tr>
<td>8. SWEET OLD-FASHIONED GIRL (ASCAP)</td>
<td>4</td>
<td>0</td>
<td>9. ALMOST LOST MY MIND (BMI)</td>
<td>5</td>
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<tr>
<td>9. ALMOST LOST MY MIND (BMI)</td>
<td>5</td>
<td>0</td>
<td>10. MOONFLOW AND THEME FROM &quot;PICNIC&quot; (ASCAP)</td>
<td>5</td>
</tr>
</tbody>
</table>

*Songs are ranked in order of their current national market ranking. When significant plays are reported on both sides of a record, each side is listed individually. The leading side on top, the trailing side on top.*
GEORGIA GIBBS

“Happiness Street”
AND
“Happiness Is A Thing Called Joe”
MERCURY 70920

THE CREWCUTS

“Thirteen Going On Fourteen”
AND
“Bei Mir Bist Du Schon”
MERCURY 70922

RALPH MATERIE
AND HIS ORCHESTRA

“Lola’s Theme”
AND
A Great Version Of
“Yes Sir, That’s My Baby”
MERCURY 70197

Watch This Great Duet

RUSTY DRAPER
AND
LOLA DEE

“Scratch My Back”
AND
“Behind Those Swingin’ Doors”
MERCURY 70923

RECORDS
www.americanradiohistory.com
Sweeping the Country

DICK HYMAN

AT THE HARPSICHORD PIANO

with his orchestra

Vocal by

THE NATURALS

ONE FINGER PIANO

Top Rated Billboard Review

Cash Box Pick

MGM 12296 • K 12296
78 rpm 45 rpm
SALES BOOSTER KITS will help you ... 

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters ... wall posters ... counter posters ... customer give-away folders. And they're all designed to boost your music record sales.

SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY OFFER!

... here's what you'll get ... mailed twice a month, starting now:

* HONOR ROLL OF HITS POSTER ... 17"x22", two colors. Listing the Top 10 Tunes of the week, plus the up-and-coming favorites, based on BILLBOARD's famous weekly survey! Terific for your window displays.

* BIG PLAY POP ALBUM POSTER ... 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD's nationwide surveys. Build self-selling displays around these!

All this in every kit ... for as little as 50c per kit if you order now.

These hard-working point-of-sale merchandising kits can double your profits! Sign up today for these tremendously important sales builders!

MERCHANDISING DIVISION
THE BILLBOARD
2160 Patterson Street
Cincinnati 23, Ohio

Name
State
Address
City State

☐ I want to save 50% of your regular price! Please send me the next 24 SALES BOOSTER KITS ... twice a month for one year at only 5c per kit. I enclose only 2c.

☐ Please send me the next 10 SALES BOOSTER KITS as a trial. I enclose $6 to cover payment.

☐ Please send me some sample kits only. I enclose $1 for one kit.

• 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. When My Dreamboat Comes Home .......................... Fats Domino

   So Long  
   (ASCAP) (BMI) Imperial 5299

2. Song for a Summer Night ............................. Mitch Miller

   (ASCAP) Columbia 40709

3. The Fool ........................................ Sanford Clark

   (BMI) Dot 15481

4. Somebody Up There Likes Me - Perry Como

   (ASCAP) RCA Victor 6390

5. Love, Love, Love .................................. The Clovers

   (BMI) Atlantic 1614

6. Fever ............................................. Little Willie John

   (BMI) King 4955

7. Theme From "The Proud Ones" ............................. Nelson Riddle

   (BMI) Capitol 3472

8. Ghost Town ........................................ Don Cherry

   (ASCAP) Columbia 40705


   (BMI) Mercury 70859

10. Ape Call ........................................... Nervous Norvas

    (ASCAP) Dot 15885

• THIS WEEK'S BEST BUYS

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

FLYING SAUCER—Universe Records—Despite the controversy surrounding this disk, dealers are doing plenty of business with it. The bombshell record is moving at an unusually fast pace in both pop and r & b markets. This applies to all areas where delivery has been made, with very strong reports from Buffalo, Baltimore, Milwaukee, Philadelphia, Providence and Richmond. Considering that the disk has been on the scene for only a week, it looks like an almost certain chart entry at an early date.

AFTER THE LIGHTS GO DOWN LOW (Harvard, BMI) — Al Hibbler—Decca 29085—A previous Billboard "spotlight" pick, this single from Hibbler's latest album is ringing up plenty of sales. Jobbers are on it heavily and this has paid off with excellent reports from Pittsburgh, Baltimore, Colorado, Dallas and Milwaukee, with favorable indications from Philadelphia, Boston and Atlanta. The flip, "I Was Telling Her About You" (Planetary, ASCAP), another commercial side, makes a strong saleworthy coupling.
The Fabulous
Fats Domino

"So Long"
and
"When My Dream Boat Comes Home"

#5396

ATLANTA 15,000
ST. LOUIS 20,000
OKLAHOMA CITY 15,000
RICHMOND, VA. 16,000
CHARLOTTE 28,000
A SMASH IN BOSTON 25,000
HARTFORD 13,000
SEATTLE 16,500
DALLAS 18,000
NEW ORLEANS 20,000
CHICAGO 40,000
HOUSTON 18,300
JACKSONVILLE 14,500
OAKLAND 22,300

Only 3 weeks old
and 25th on the Pop Chart

Imperial Records
Fastest Selling Record in the History of the Record Business! OVER 500,000 orders - first 3 DAYS!

‘OUT OF THIS WORLD’

rpm 469

Narrated by DAVE BARRY and SARA BERNER

ATTENTION: D. J.'s - All tunes on this record have been licensed through various publishers

RPM RECORDS
1537 W. Washington Blvd • Culver City, Calif.
Another Great Decca Discovery

K.C. Jones

ROCKETING TOWARD A HIT

WAIT LITTLE DARLING

8/12 A GYPSY FORTUNE TELLER DECCA 30020 9-30020
no content in this page
**C&W Best Sellers in Stores**

For survey week ending July 25

**RECORDS** are ranked in order of their greatest number of sales during the past week by the Billboard's weekly survey of dealers as compiled through a sample of dealers' reports. Their significance in the market is reflected by the number of copies sold. Different versions of a record, when released at similar prices, are considered a single show. For this week, both titles listed in bold type, the leading titles in the market.

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Crazy Arms (BMI)</td>
</tr>
<tr>
<td>2.</td>
<td>I Want You, I Need You, I Love You (BMI)</td>
</tr>
<tr>
<td>3.</td>
<td>My Baby Left Me (BMI)</td>
</tr>
<tr>
<td>4.</td>
<td>I Walk the Line (BMI)</td>
</tr>
<tr>
<td>5.</td>
<td>Cardiff (BMI)</td>
</tr>
<tr>
<td>6.</td>
<td>I'd Rather Stay Home (BMI)</td>
</tr>
<tr>
<td>7.</td>
<td>Heartbreak Hotel (BMI)</td>
</tr>
<tr>
<td>9.</td>
<td>Woman Love (BMI)</td>
</tr>
<tr>
<td>10.</td>
<td>I Take theChance (BMI)</td>
</tr>
</tbody>
</table>

**Most Played C&W in Juke Boxes**

For survey week ending July 25

**RECORDS** are ranked in order of the greatest number of plays in Juke boxes during the last week by the Billboard's weekly survey of Jukebox operators. The significance of a record is shown by its position on the chart. The number of plays on the chart are not shown.

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I Want You, I Need You, I Love You (BMI)</td>
</tr>
<tr>
<td>2.</td>
<td>Get Rhythm (BMI)</td>
</tr>
<tr>
<td>3.</td>
<td>You Don't Have Wrong (BMI)</td>
</tr>
<tr>
<td>4.</td>
<td>I'd Rather Stay Home (BMI)</td>
</tr>
<tr>
<td>5.</td>
<td>Heartbreak Hotel (BMI)</td>
</tr>
<tr>
<td>6.</td>
<td>You Are the One (BMI)</td>
</tr>
<tr>
<td>7.</td>
<td>Doorstep to Heaven (BMI)</td>
</tr>
<tr>
<td>8.</td>
<td>Conscience, I'm Guilty (BMI)</td>
</tr>
<tr>
<td>9.</td>
<td>I Walk the Line (BMI)</td>
</tr>
</tbody>
</table>

**Most Played C&W by Jockeys**

For survey week ending July 25

**RECORDS** are ranked in order of the greatest number of plays on disk jockey radio stations during the last week by the Billboard's weekly survey of top disk jockey shows in all key markets.

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Crazy Arms (BMI)</td>
</tr>
<tr>
<td>2.</td>
<td>I Walk the Line (BMI)</td>
</tr>
<tr>
<td>3.</td>
<td>Sweet Dreams (BMI)</td>
</tr>
<tr>
<td>4.</td>
<td>You Are the One (BMI)</td>
</tr>
<tr>
<td>5.</td>
<td>I Take the Chance (BMI)</td>
</tr>
<tr>
<td>6.</td>
<td>Searchin' (BMI)</td>
</tr>
<tr>
<td>7.</td>
<td>I Want You, I Need You, I Love You (BMI)</td>
</tr>
<tr>
<td>8.</td>
<td>My Lips Are Sealed (BMI)</td>
</tr>
<tr>
<td>9.</td>
<td>You and Me (BMI)</td>
</tr>
</tbody>
</table>

**dealers...dj's...op's...all love it!!!**

**The Cash Box**

**TOMMY COLLINS**

That's the Way Love Is

**THAT'S THE WAY LOVE IS (Central BMI) WHO LOVE HAVE I (Central BMI)**

**Capitol Records**

Call Collins' towering performance on "That's the Way Love Is" and you'll be writing to say how much you love the record. Not only are key Southern stores buying with this record, but it's arriving from key dealers and radio stations in the Middle West and New England are also good.

**they love it, too!!!**

**Central Songs, Inc.**

No. 3466
**RUTH BROWN**

**Atlanta Sun** May 12

Ruth Brown works the real deal with "Atlantic 1104." Match the tone of the chart-topping hit with this walk-the-line, hillbilly song. (Brown, BMI)

**THE SUPREME**

**Brownsville Herald** May 12

The Supreme hit the charts with "The Beggar's Friend." The trend-setting hit with a pop feel to it is right on the money. (Brown, BMI)

**BOY "MURGAL" GAINES**

**Charlotte News** May 12

Boy "Murgal" Gaines found his way up the charts with his soulful, stirring "GROOVE BROWN." The hit is a hit with the critics. (Brown, BMI)

**THE CARDINALS**

**Charleston Post-And Item** May 12

The Cardinals is on the rise with "THAT'S MY JOB." The song is a crowd-pleaser, and the Cardinals are sure to keep it going. (Brown, BMI)

**THE DUKES**

**Charleston Post-And Item** May 12

The Dukes have a chance to make it big with "OLD TOWN TUES." This is a solid country song that is sure to be a hit. (Brown, BMI)

**JIMMY BEASLEY**

**Charleston Post-And Item** May 12

Jimmy Beasley is on the rise with "DON'T STOP." The hit is a hit with the fans, and the chart is sure to reflect that. (Brown, BMI)

**THE CLERKS**

**Charleston Post-And Item** May 12

The Clerks is back in the top charts with "I'M IN LOVE." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**GIRL GOGGLE EYES**

**Charleston Post-And Item** May 12

Girl Goggle Eyes is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**THE ENGLANDERS**

**Charleston Post-And Item** May 12

The Englanders is back in the top charts with "I WANT YOU." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**CAT DOWNS**

**Charleston Post-And Item** May 12

Cat Downs is on the rise with "I'M LOVING." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**THE FOUR FOURS**

**Charleston Post-And Item** May 12

The Four Fours is on the rise with "I WANT YOU." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**GEORGE JONES**

**Charleston Post-And Item** May 12

George Jones is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**THE MEMPHIS MINSTRELS**

**Charleston Post-And Item** May 12

The Memphis Minstrels is on the rise with "I'M LOVING." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**THE RAYVES**

**Charleston Post-And Item** May 12

The Rayves is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**WILLIAM FRAZIER**

**Charleston Post-And Item** May 12

William Frazier is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**GATESBURY BROWN'S ORK**

**Charleston Post-And Item** May 12

Gatesbury Brown's Ork is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**ALBERT KING**

**Charleston Post-And Item** May 12

Albert King is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**THE DRIFTERS**

**Charleston Post-And Item** May 12

The Drifters is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**LESTER WILLIAMS**

**Charleston Post-And Item** May 12

Lester Williams is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**CHECKER SINGERS**

**Charleston Post-And Item** May 12

Checker Singers is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**BETTY DAVIS**

**Charleston Post-And Item** May 12

Betty Davis is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)

**ROBERT BROWN**

**Charleston Post-And Item** May 12

Robert Brown is on the rise with "AUGUST." This is a solid pop song that is sure to be a hit. (Brown, BMI)
RHYTHM-BLUES NOTES

By BILL SIMON

Rhythm and blues have invaded Canada, and it's making big news up there on the box office, disk, shop counters, and on the air. Apparently, the saphead of the drive has been George (Honkin' Dog) Lorentz' show over WKBW Buffalo—just this side of the border. Last Monday (10), the Gale Agency's current rock and roll package played Toronto's Maple Leaf Gardens, with Lorentz and Little Richard as added starters. They drew 13,004 fans for the biggest crowd in the history of this huge building.

Little Richard had just finished a week at Buffalo's Zan-zi-bar Club, where he topped the club's previous attendance highs despite the fact that the town has been crippled by the steel strike. Reportedly, they drew 6,000 fans each night.

New Orleans
1. It's You Love, C. Wilson. Ace, P. F. 7056X
2. Let the Good Times Roll, Shirley and Al. Ace, P. F. 7056X
5. I Promise to Remember, Ten-Agers. Ace, P. F. 7056X

Philadelphia
1. Ralph Jones, I Love You So, R. Charles, Atco, P. F. 6084
2. It's You Love, C. Wilson, Atco, P. F. 6084
3. My Name, Flattus, Mercury, P. F. 6084
4. Rockin' and Roaming, Joe. Cameo, P. F. 6084
5. Come Back to Me, E. Henderson, P. F. 6084

New York
1. My Name, Flattus, Mercury, P. F. 6084
2. Flying Saucer, R. Charles and Goodman. Cameo, P. F. 6084
3. Come Back to Me, E. Henderson, P. F. 6084
4. I Promise to Remember, Ten-Agers, Ace, P. F. 6084
5. Keep It to Yourself, C. Wilson, Atco, P. F. 6084

Washington, D. C.
1. Fever, L. W. King, King, P. F. 6084
2. Let the Good Times Roll, Shirley and Al, Ace, P. F. 6084
3. My Name, Flattus, Mercury, P. F. 6084
4. Keep It to Yourself, C. Wilson, Atco, P. F. 6084
5. I Promise to Remember, Ten-Agers, Ace, P. F. 6084

St. Louis
1. Stranded in the Jungle, Chicken, Modern, P. F. 6084
2. Fever, L. W. King, King, P. F. 6084
3. Let the Good Times Roll, Shirley and Al, Ace, P. F. 6084
4. My Name, Flattus, Mercury, P. F. 6084
5. I Promise to Remember, Ten-Agers, Ace, P. F. 6084

Mississippi
1. Keep It to Yourself, C. Wilson, Atco, P. F. 6084
3. You're My Love, C. Wilson, Atco, P. F. 6084
4. Rockin' and Roaming, Joe, Cameo, P. F. 6084
5. Keep It to Yourself, C. Wilson, Atco, P. F. 6084

Note: The listings are based on local reports and do not necessarily reflect national sales trends. These reports are provided as a guide for radio and record dealers.
FOLK TALENT AND TUNES

Continued from page 76

was played to a series of dates on the West Coast for another national broadcast. A
number of Ringo's fans showed up for the show which was broadcast in September... Fred
are moved to the smaller room of the
"Tomb Hall Party" Hollywood, and a weekly two-hour show beginning over one of the
local stations.

Bob Neal of Stars, Inc., has set aside several weeks' dates to offer the new
Young, Johnny Cash, Johnny Horton and Roy Orbison and the Teen
NIEnv for an autumn tour of Canada and starting August 12 in El Paso.
From there the group is scheduled to go into Ontario for a series of dates starting
August 8... Bay Area and Kitty Wells have one coming out on the Decca label titled
"Goodbye, Mr. Brown." Lester Flatt and Earl Scruggs are scheduled to release on the

Bob Lo's "Ozark Jubilee" show packs in solid dates with Red Foley, Pat Boone, Pete
Stumper, the Foggy River Boys, Uncle Dave Macon, Webb Tarbox, Sup, Marvin Rainwater, Tabby
and Bill Webster at the Country Rhythm Boys, recently
polled more than 12,000
ad admission to George West-
ner's University Stadium in a
traditional big band combo featuring
Lehr. The unit made the
report of the occasional of
the Denver Symphony, with a
American Association's
National Football League, which
measured 20,000.

Carl Smith made the Columbia
recordings at East Park, Colub,
July 22-24, to head up the e.deo.
portion of the program. Smith's
tour was sponsored by the label
of Marshall Bryant, produced
by Al Cannonway, is tentatively set to be
recorded in the studio this fall or early
in November. Carl continues to
polish his law and take a natural position in the
disco-type show presented for
30 minutes each Sunday night over the
radio network. This is also the
Hambin will appear as special 

Continued from page 74

MEHRENSTEIN, COSTUMES AND ACCESSORIES

SHAY & MARX

DANCE & CLOWN COSTUMES

For all other occasions

WINTER GARDEN

WHEN IN BOSTON

IT'S THE HOTEL AVERY

Avery and Washington Sts.

Rooms in Every Room

The Home of Show Folk

Buddy Lapaty

Held Out for 11 More Weeks

Write to the agency

WEVE WIRE PHONE JOLLY Automated Wireless, Inc.

116 New York, 361 Broadway, N. J. (New York Phone: 642-3720)

A REGULAR TALENT... ON TAP

At the Hotel Avery late the 28th of July, there will be
rehearsals for a chorus of the renovation of the musical
success "Four Times Out," which will open at the Winter
Garden Theater, New York, September 5th.

Mozart Kleine Knock 'n Roll

HAMILTON, Ont.—Chlo

A radio offerer of the NorthWEST Radio's Record Center here, has

practically the following actually happened:

A customer, wanting a copy of the "Rancher, No. 1,"

the "Kleines Knack 'n Roll," walked into the

the "Kleines Knack 'n Roll," walked into the

assumed on his own

Johannes Martin as the

Continued on page 78

80
The Billboard's Music Popularity Charts . . . RHYTHM & BLUES RECORDS
AUGUST 4, 1956

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WASHINGTON, D. C.

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WASHINGTON, D. C.

WASHINGTON, D. C.
Disneyland Pulls 3,642,597
In First Year’s Operation

$8,632,954 Were Spent by Patrons;
Per Capita Outlay Put at $2.37

CINCINNATI — E. Walter Evans, president and treasurer of The Billboard Publishing Company, in his last personal appearance with more outdoor showmen than possibly any other newspaper executive, congratulated The Billboard on celebrating its 50th year as a member of the Billboard organization. He pointed by his associates at the editorial board, and who served the board for 16 years of service, The Billboard’s oldest employee.

Even as he spoke of The Billboard’s fine business college, Evans joined The Billboard forces August 4, 1906, as a clerk in the mail department. He soon moved into the bookkeeping division, while balancing on carrying the mail to and from the post office. He had his finger on the Billboard’s business pulse virtually from that day on.

Outside the firm’s business department, and soon called upon New York by The Billboard’s founder, the late W. H. Donaldson, where he put in several years helping build the paper’s merchandise firms there. Returning to Cincinnati, he entered the Army in 1917 in World War I, serving two years in France.

Upon his return from the war, 1919, Evans was named advertising sales manager and was elector to the post of secretary-treasurer in 1949 was named president of The Billboard Publishing Company.

Heart Attack Takes Life of Wm. Shilling
Booker of Sports Talent, 70, Was In Poor Health

NEW YORK — Booker William Shilling, widely acclaimed as one of the sports show field, succumbed to a heart attack at 10 a.m. Friday (27) at his home in the Roosevelt Hospital, Long Island, since a heart attack two weeks earlier.

Shilling, who became 70 in May, was a native of Baltimore who appeared early in the century in vaudeville in dramatic sketches. For about 30 of his 45 years in show business, he was in the book- ing agency. His wife, Gladys, who continues the business with him, was Mrs. Dennis William Shilling, 26, with a theatrical agency prior to their marriage.

Shilling suffered an attack 10 years ago and had been suffering ever since, then, with Mrs. Shill- ing becoming active to take much of the pressure off him. Their son, who is in the advertising field, following his discharge from the Army two years ago.

Build Shows

In the 1940’s Shilling began con- centrating on sports talent to the present, where 50 percent of the office’s business is now in that field. Shilling activities dominated the sports show business, as he be- came a member of the booking agency early such shows, and was responsible for the establishment and promotion of the national tour- ment traveler, seeking log-rolling, wrestling, tennis and those of other performing skills that might be

(Continued on page 89)

group of operators whose enter- tainment participation—swimming pool and daredevil risk owners—be the legislation is regarded as a long time. Operations of this type are mostly done for the public. In the bookkeeping division, the bookkeepers had to be able to make a stronger appeal for the public in addition to eliminating the bookkeeping troubles that go with the collecting and paying of such taxes.

Add to Circuses

Circuses would benefit in vir- tually all instances and caverns to a lesser degree, since only a few attractions normally associated with the latter are designed for areas in excess of 30 miles.

The motion picture industry pro- moted its appeal as a life-time measure. Only a few of the motion picture show, however, disabled to a large degree, since only a few attractions normally associated with the latter are designed for areas in excess of 30 miles.

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From the time he receives it, the President has 10 working days for the signature or veto the bill. If signed, the exemption would apply beginning the first day of the first month which begins more than 10 before the expiration of the five-year period in question. If the President does not sign the bill before the expiration of the five-year period in question, it will be effective in 30 days, or, in the case of presidential veto, it will be effective in 15 days, or, in the case of presidential veto, it will be effective in 15 days. Certainly, the President has the right to sign or veto the bill.
St. Louis Cele
To Feature
Unique Tent

ST. LOUIS—A new departure in tents—a gondola dome—will be one of the features of the Mid-America Jubilee to be held here the first of the month.

The structure, which will house a fashion show sponsored jointly by St. Louis firms, is constructed of three-inch aluminum tubing and aluminum hubs, with a goosedown nylon skin suspended inside. The result, according to the manufacturers, is a tent that has been and is being tested to withstand all types of weather, including winds over 100 miles per hour.

The prototype of the dome was recently chosen by the U. S. Department of Commerce Office of International Trade Fairs to be a focal point of the American exhibit at the International Trade Fair at Kallaf, Afghanistan.

The spherical structure, 100 feet in diameter and enclosing approximately 8,000 square feet of floor space, will, after dark, be lighted with constantly changing color visible through the translucent skin by a revolving light tower.

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**KIDDIELAND PRIMER**

Allan Herschel Book
Rated Valuable Guide

CHICAGO—To those planning a Kiddieland, a book titled "Kiddieland Business With a Future," compiled by Allan Herschel Company, Inc., North Tonawanda, New York, is a must. The book was written to meet the needs of the professional Kiddieland operator. It provides a complete guide to the successful Kiddieland operation.

The book, however, is essentially an extension of the book the firm published two years ago on how to operate a Kiddieland. It is written on a professional level, the book being in preparation for about two years, it is a part of the company's successful Kiddieland operations.

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AMPHITHEATER

Convention
Prepare Much That's New

By TOM PARKINSON

FOR the International Amphitheater in Chicago, national political conventions in the TV era are not new. Four years ago it housed both the Democratic and the great new problems of television that came with them.

So when the Democratic National Convention moves into the 18,500-seat cavernous 229,000-square foot building this August 13, some of the process will be routinized.

Even so, there are refinements and improvements being made this time over the set-up of 1952.

MERTON E. THAYER, manager of the Amphitheater, has said that the basic layout will be unchanged for the most part. The main 16,400-seat arena will be given over to all dignitaries and other speakers' platforms will extend into the area. Spectators will pack the upper seating areas.

The changes, however, will turn up many places. For one thing, 2,800 theater seats from a movie house are being installed for comfort of the convention participants. The signs which identify delegations of various States will be three-sided vertical models this time, so that they may be seen from any direction in the hall.

At the speaker's location will be a small control center which is to be adjusted according to the height of each speaker. No doubt there are to be bugs about how this affects political strategy.

Thayer's building now sports a helicopter and during the convention it is expected to be used considerably by photographers in rushing films from the convention hall to Chicago airports via helicopter.

PRESS FACILITIES will start with reporters' space at each side of the speakers' platforms and TV, radio and movie locations throughout. Backstage, the press and others will find that Amphitheater space has been greatly expanded since four years ago.

Five thousand persons will be covering the convention for various media, and enlarged communications facilities at the Amphitheater now total 500,000 square feet of floor space.

There are 2,500 pairs of photo lines have been added, making a total of 3,900. This should enable to handle 2,000 simultaneous outgoing calls.

Other telephone installations will include direct lines to various downtown headquarters of groups and candidates, and new lines to radio and TV stations. Also, the Amphitheater, making it possible to broadcast 20 different TV programs at one time. Electric power capacity has been increased until now it has five transformer vaults, each with a capacity of 2,000 kw.

THERE ARE MORE PARKING space, additional air conditioning equipment, facilities for feeding 3,000 persons at a time and hotel rooms for 4,000 persons for people as part of the facilities offered by the Amphitheater, and the adjacent Stockyards Inn.

Every area manager will feel a familiarity with at least one presiding officer at all press conferences for the last session. A dictionary of that had been scheduled for August 3 by Promoter Floyd Kohler. Then conference planners decided they would need more than 100 computing pads and asked the hotel for everything including all the complex wiring, decorations, seats and platform. The grandstand seat is finished to grips with its problems further in advance of opening date.

Coliseum Lawsuit
Charges Conspiracy

NEW YORK — New York's sports show promoters have filed a suit naming several professional sports organizations and unions, alleging that the National Football League, the National Basketball Association, the International Ice Hockey Federation and other professional sports organizations and unions are conspiring to keep from the fans a chance to see the best and promising players together. A preliminary injunction was granted yesterday in the case.

The suit, which was filed in the Federal District Court for the Southern District of New York, seeks an order preventing the defendants from interfering with the promotion and operation of the Coliseum. The suit also seeks damages for the defendants' alleged violations of antitrust laws.

A. W. BEATR, president of the sports show producers, in detailing the charges, recalled that New York Coliseum exhibitions in the 1950s had been claimed to be the best and most spectacular in the world.

The new promoters, Eiler said, put on two shows in Kingsbridge Arena, the Bronx, with full realization that a few would be sentenced (1,000,000 over the 1955 and 1956 shows, be said), but that this was not likely to keep the event going as a show hall. The Palace was taken over for federal offices.

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TUBS-O-FUN RIDE

(taken on page 105)
CIRCUS REVIEW

Latin King Acts Pace Von to Winning Tour

By IRWIN KIRBY

Bellmore — Great acts have outshined the bad this year for the young Von Boss. Tremendous success has been scored in new revenue-producing elements and for the first time in several years, the top bookings have not gone to the worst. All in all, the end results have been more than enough for Von Boss to make another tour a success. Vonderhead, the 1,500-seat top has been especially successful on consecutive nights at 8 and 1,800, and most other dates have been satisfactory.

Thus far, this year has been a more encouraging situation than in 1955, with less short-hand substitutions and complete grosses all the way through. A nearly full complement of drivers has been obtained, and the supply of good stagehands and stagehands, with no leaps, has kept the show from being on its toes with its performances.

The performances are more sound this year than in previous years, and the results show this. In the case of Carter, the trained monkey takes on a new personality, and all around, the company is much more of a family than any of the other combinations of the past. Equestrianist director Jack Hale works the pony drill, a drill and divo that gives the show its best构思, and these times nobody takes over the microphone for the performance.

Rex IMPROVED

Rex is a standout with ground under his feet and a specially trained bat act, which also includes Ernesta, gets the program off to a fast start. The Exits have been a hit, and it is followed by Hale's leads, who are doing a really good job of keeping the family together, and one of the best family stunts is this horse balancing, and then comes the truly high-flying dog.

Rufalo Llamas comes on follow- ing the horse and then the chicken has a chance to show off, with a head balancing, and the horse acting as the rig revolve. Next is a chon bobbin act, and the dog's work is well received, with this desire, rapid-fire pacing and well-executed novelty props.

Announcement for Tamb was the animal hypnotism next, and the second half is finished by the horse and the horse is then turned off, and then there is the nola-bal-bala of America Estrada. Three-week web number is followed by comedy pitch and two wire acts, the Estrada sisters and Carol. Elephant number closes the show.

Chosen are Bobo Zoppo, Georgia and Bulgarian girl, who offer such costumes but little is used, and the act is well received. Show is pleasing and slow moments are skillfully alternated between records and Mrs. Joan Fuller at the organ. Banners are up to par.

Von has been selling banners this year, and the banners are fresh and lively. The American Eagle is one that stands out, and the new banners have been in production for some time. A new baby elephant has been bought from North Atlantic. Vonderhead & Chemical Company, Vonderhead has a couple of interesting banners that have been around, and the performance with the elephant being a major point of interest.

Copyrighted material
ARNOLD—Walter B., 64, veteran midway worker, July 16 in Covington, Ind., following a heart attack. A sister, Mrs. Highsmith, of Danville, Ill., survives.

Baker—Olive, 81, widow of Johnny Baker, foster son and childbirth manager of Buffalo Bill Cody, at Denver July 10. She had accompanied the Buffalo Bill Wild West Show. The Bakers founded the Lookout Mountain Midway. One of the survivors is to Cody’s grave, and Mrs. Baker operated it from the time of her husband’s death in 1940 until the time of her death. Surviving are a stepdaughter, Mrs. Wesley White, Denver, and two sisters, Marie E. Wayne, Lookout Mountain, Colo., and, Vnl Burgers, Holyoke, Mass.

Downing—Phillip Carl, 62, former team with Buffalo Bill Wild West Show, at Cody, Wyo., July 14. Survived by his wife, two daughters and two sisters.


Fish—Harry Pinch, 72, concessionaire, legal advisor, show owner and one of the originators of the San Francisco Show Folk of America, July 23 in San Francisco, (Details in Carnival section).

Ginsberg—Louis, 69, outdoorsman for 50 years, July 21 in Caribou, Me. He was a former show owner and for the past 15 years has been with the Dick Wilcox Shows. Surviving are his son, Harlan, 30, and daughter, Mrs. Carl A. Dyer, St. Paul; a daughter, Mrs. Esther Goldberg, An- niston, Mo., and three brothers, Joey, Burgard, Abe, Miami, and S. Leonard, West Hartford, Conn. Services were held at the Grace Memorial Cemetery in Barre, Vt.

Green—Robert (Sleepy), 54, former partner of William and Fred Skerbeck, in past years a concessionaire on the Beckman & Cory, C. A. Womphant and Cory & Company shows. July 20 in Hollisboro, Mo. This season he has been managing the midway rides. Survived by his widow, a son, his mother and a brother. Services were held at the Farming- ton, Mo.

Hufford—Nick, 71, at one time associated with the Al C. Field Midways, July 24 in Sheepshead Bay, N.Y. A resident of Columbus, O., he had been visiting his son, Nick Jr., of Everett Mason, N. Y. Other survivors include his widow, Catherine, a daughter, Mrs. Flor- aldie Roberts, Columbus, and three grandchildren.

Kupper—J. P., 69, former carnival owner and concessionaire, living in Diso, Md. He had been a showman at home for the past three years. Surviving are his widow, two sons, Fred and Roy, and a daughter, Mrs. Sarah (Tory) Halder, concessionaire on the W. B. Colby Shows. Burial in Aberdeen, S.D.

Sides—Jesse, 63, of Columbus, O., bicycle and Sinclair oil dealer, and a former owner of injuries sustained in an auto collision July 11. Surviving are his wife, Mrs. Martin Smith and Mrs. Edith Eppolse, a brother, George, and two sisters, Mrs. Edith Eppal- day and Mrs. Flora Heck.

Houge—A man, John Jameson, July 18 to Mr. and Mrs. Robert Houged. Father had the talent of bearing his name in New York.

Skebeck—A son, William Eugene, to Mr. and Mrs. Eugene Skebeck, July 9 at Petoskey, Mich. Father is co- owner of the Skebeck Amusement Co.

Sullivan—A daughter, Susan Lou, to Mr. and Mrs. Lee A. Sullivan Jr., recently in Jacksonville, Ill., and a son-in-law, July 12 at the Esh Bridge Company, Jacksonville, Ill.

Circuses

Santa Rosa, Calif.—(Real) weather throat the week was helping the Sorina County Fair here to move up to a near perfect, with nearly all departments. The extension department of the 10-day run, attended to that point was 96,140.

At the fair, the fair, the weather seemed to be fair, but the weather was hot and humid with pari-mutual betting, was producing some of its biggest crowds to date with a 30-cent admission, in addition to the pari-mutual betting handle during the first five days showed increases at high and low daily drops on pari-mutual betting on the third day when the fair opened.

West Coast Exposition, Enterprise, Wash., after the fair Friday (20) and closed Monday (23). Foley & Burke Company, with a cast of the Stooges, under the direction of L. G. Chapman, closed at the Loma Vista, Calif., after the fair, on a Sunday afternoon. F. & B. played the two days on Thursday.

West Coast Exposition moved from here to Yuba City to play the Yuba-SetTier Fair running only 24 hours. The fair run was cut because of heavy rains and is feared for late December.

The night grandstand show here started by Isabelle Whall, of San Francisco, was reported well received. She played "Hi! Hattie" and a team of nine for two opening days followed with Cottonwood Clark and his highly popular "California Happiness" show on the 17th. Other shows included Del and Roy with W. B. Stevens on Monday; Nick Lucas with the Monte Palace Rodeo, and W. B. Stevens on Wednesday, with W. B. Stevens on Thursday and W. B. Stevens on Friday and Saturday.

Another exciting feature was the Rodeo Cowboys of America's-appearing at the fair Friday and Saturday nights.

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Midget Racing Cars

Circuses

Forty-Niners Map Ringling Fight

Minority Stockholders Will Seek To Take Circus Control From North

Sarasota, Fla.—Strong pos- sibility that the minority stockholders of Ringling Bros. and Barnum & Bailey Circus will take action against majority stockholders John Ringling North in developed the last week.

Ed Kelley, administrator of the estate of Mrs. Charles Ringling, arrived in Sarasota and was quoted as stating that the minority stockholders have scheduled a meeting to may for further action.

He indicated which includes an effort to gain control of the

Ation, he said, was waiting the arrival here of Don Edwardson, the attorney for the minority stockholders, from New York. Judge, it was learned, had not arrived by Friday (20).

Forty-Niners Named

The minority stockholders con- trol 49 percent of the corporation’s stock and are referred to as the Forty-Niners. The company is Kelly, an assistant vice-president of the firm, former circus executive and a minority stockholder.

Roseville, Calif., Ties In With R.R.

Roseville, Calif.—In association with a record-breaking number of entries, is the Forty-Niners minority executive, chairman, said that more than 100 entries will be accepted here, it is understood, that exhibits are expected to be of noted record proportions. Officials are hoping that the Armony’s new au- ditorium, now under construction, will be completed before fair time. If so, it will house many of the exhibits.

Willard B. Cook, McComb, Miss., caught the F. S. Wulsort Rabbit Foot Mustard recently.
EXCELSIOR, Minn. — Excelsior Park has been bucking tough weather beats but waned business when it was the only one in town. Manager Joe Colihan reported last week.

Colihan added that the park is catching up with last year's grosses and the expectation is that will be more. It is not clear how the season will end.

People traveling from the state department is a Sky Fighter. Also new is a private kitchenette. The park's owners expect to serve large crowds to better advantage. About two-thirds of the grounds were black-topped last year, and the remainder will be topped this fall. Radio, TV and newspapers are used for advertising. There have been several tie-ins with TV stations in which the station promoted special days. Sponsor tie-ins are included in the promotions and is in charge of all advertising.

Concessionaires in the park include Chick Cech, E. C. Hobler, apple ciders and corn meal, and Mrs. V. G. Shriver.

For the park staff, F. W. Pearce Corporation, Detroit, is owner, and co-managers are Colihan and Fred Creep. The Charles E. Simmons is in charge of food and beverages. Frank Winter is chef medec. The park will close after Labor Day and then operate on weekends only through September.

September 8 parade, Hurricane, Minnesota, was a success, but it did well last year. Thirty thousand people streamed from 9 a.m. to 3 p.m. from Beach 116th Street and Swanson Avenue, passing the reviewing stand in front of the park, where it arrived at the terminus to the terminus point at Beach 94th Street and the Plas- n. 5 Divisions to March

Leading the parade will be a large float of the Schaefer brewery, which sponsors weekly beerfest, cfr, in cooperation with the Chamber of Commerce. Following will be the grand marshal and an eight-man division of men, auxiliary, drum and bugle corps, and fighting equipment. Most of the participants will come from the city and county, and all will be present at the grand opening.

Among the participants in the 1962 parade, ending Saturday (23) will be 163,320 passengers. At the Flay- bury festivities, the combination of the Oconomowoc train, July 4th when arrival came in at the old railroad station, the city will complete the entire day. There were 49,198 arrivals. Joseph E. Craddy, of the Transit Authority, stated the authority is interested in "selling" and promoting railroads in Wisconsin, which is over Jamaica Bay. by tren- d new restaurant and visitor service.

Operating on five new steam locomotives, the railroad will be ready to go, and ready to meet customer service in the tourist attractions.

Building of five new stone bridges, the railroad has completed its bridges will be ready in October, according to the State Public Service Commission. Plans are to spend the call of the 7,000,000 in the next eight years on a total of 156 miles of track. Five new bridges have already been built at a cost of $2,640,000. The bridges will be between Beach 36th and 49th streets.

Detroit News Runs

Review Feature

DETROIT — Fred W. Pearce, veteran operator of Waldo Lake Park, Detroit, and Excelsior Park, Detroit, has a new feature for the Tuesday (23) morning broadcast of the Detroit News, which also plays his "Mr. and Mrs. Bentley" on the radio. This feature with the construction of 30 Roller Coasters and 29 complete amusement parks.

WRINKLES N. G.; Jersey Stays Tightly Shut

NEW YORK—Most of the public was dazzled by the beauty and excitement of a parade that has died down in New York, was surrounded by the famous and well-known personalities. It was a fall parade, and it was not just the usual parade, but there were 60,000 people participating in the parade. The State Park has something like that feeling around it, the State is quite right, but the Boardwalk has nothing like its usual activity. The maintenance was done in the same time operations (regardless of score) did little harm.

Sign Is Right

There are signs proclaiming the 1962 season as "your own," and that is a true. "Your own" will mean a lot more to the business, and it's a good time this year.

This year was the first attempt by some operators in Atlantic City to have a new parade. A game was held for the children with prizes awarded. Then the same day, another game was played with no money put up. The next day, there was an event that was not gambling. Operators will continue to work with State Attorney General to protect this type of play. Business was pretty light while it lasted.

As the parade has slipped somewhat, but crowds are expected to complete the season. Among the groups at Riverwalk is the Parkland, a branch of the Tilden group, and the Parkland, a group that is in attendance. Both Pal- nades and Olympic Park have a wide range of rides. Dark rides, circus acts, swimming pools, which have been serving to attract customers even the there are many shuttered spots on the horizon.

Operators are marking time for the budgeting situation will likely blossom into a major political issue.

Capt. Eddie Allen At Cincy's Coney

CINCINNATI — Capt. Eddie Allen, of Batavia, N. Y., the last of the old-time steersmen, closed the Coney Island Park here Thursday (20) for a two-week beauty contest.

Set up on the Island's spacious parade route, the event was broadcast daily at 7:30 pm, with two on Saturday and Sunday and one on Monday, by the Park's daughter, Mildred.

The local press has been liberal with its publicity on the venture, and the Eldon Allen, who celebrates his 60th birthday in August, has been jump- ing since he is 1.5.

ABURDUNALE, Mass.—Park- a sure could pull in some custom, as this year for the first time, play host. The program began with a luncheon, followed by a cocktail hour at 5 p.m., with dis-

Various diversions were arranged. A nearby golf course pro gave the same enjoyment to some while others played baseball on the park's diamond. Softball also was organized for the ladies and males who preferred light exercise.

Stone Urges Membership

The spacious park was Harmony in Business, was attended by the Totem Pole Balloons, which offers large bands and artists, and Carnival on Randall's Island. At dinner, Farrington was presented to the members by Presi- dent Russell Jones. Lawrence Stone, president of Farrington, also paid tribute to Farr- iong and urged membership in the national organizations.

Ed Eminger, of Lake Pearl, of- fered a program that the group meets. Miss Mickey, of the Dodge Corpora- tion, also spoke. She is the wife on a trip to Disneyland. The program was highly accepted in the market, but terrific at the pressure of business. Services along with Fair- fringtons were Thomas Swain, man- ager of Nocameras, and Thachers. Also Russell Jones was his father. Wallace, also of the William Perry Company, Boston, Harold Gilmore, manager of Whalom Park, Fitchburg, who is in attendance to the opening of the capital campaign, at the State. Also from Whalom Park was Silvio Williams.

Ballrooms Build Denver Business

DENVER—The battle at the bandstands between the two amusement parks here continues to build business for both parks with a definite increase in the take at Ben Keen's Lakeside and near capacity crowds at the Gork- ie's Eliot Park.

At Galanese, ex-Dick Jurgen vo- calist, with his bandmates, was the star attraction. This was the first ballroom most of the summer.

Last Friday, Ralph Maran took over the week.

Kramer has built the ballroom trade considerably this year by bringing in such groups as The Four Tops and others.

Last month Eddie Howard set new records at Eliot's Three- ader and Paul Neff and his group are keeping a large portion of the cabaret business.

Other attractions at both parks have done better this year than last.
CHICAGO — Chicago Roller Skate Company, thru Vice-President Joseph A. Shevelson, has announced winners of its contest, held by the American Roller Skating Institute, to aid the roller skating industry. Almost this was the first year for the contest, there was enough interest in it to warrant its repetition next year, said Shevelson.

The Institute is to be held Au-

August 4, 1956

THE BILLBOARD

PARKS-KIDDIELANDS-RINKS

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Beatty Owners Mull Adding 5 Rail Cars

Leonard Bros. Joining; wagon to Atlantic City

BERKELEY, N. J., April 1—The demonstrator's efforts to interest Burlington are bearing fruit, as the companies are reported to be planning an addition of five rail cars to their Atlantic City crowd. Leonard Bros. will be the two owners who are joining and the former promises to become a partner in the project.

CIRCUSES

COMMUNICATIONS TO 120 W. Randolph St., Chicago, I. L.

AUGUST 15, 1956

THE OLDEN DAYS

Ringing Demise Aids Hunt Ballyhoo Efforts

GUILFORD, Conn. — Hunt Ballyhoo, Circus, has experienced reverses and disappointments in its efforts to gain the services of Ringling Bros. and Barnum & Bailey. The first show was a failure and the company noted sufficient loss of prestige to give up plans for 1957.

In its latest plan, Hunt Ballyhoo, Circus, is attempting to return to the market by offering a new show. The company has a new management and is planning to offer a new production. The show will consist of a variety of acts and will be presented in a new circus tent.

The company has already made some progress in its efforts to gain the services of Ringling Bros. and Barnum & Bailey. The company has offered a substantial price for the services of the famous circus and has been able to secure the services of some of the company's most popular acts.

The company is also planning to offer a new production of its own. The show will consist of a variety of acts and will be presented in a new circus tent. The company has already made some progress in its efforts to gain the services of Ringling Bros. and Barnum & Bailey. The company has offered a substantial price for the services of the famous circus and has been able to secure the services of some of the company's most popular acts.

Circus Tent Film Planned for Fall

NEW YORK — Production of the film, "Circus Boy," is to be resumed by Columbia Pictures, according to an announcement made recently. The film is scheduled for its debut as a Sunday afternoon feature at a certain time and date.

The film is being produced by Columbia Pictures, and is to star a young boy, played by Nobby Beery. The story concerns the life of a young boy who dreams of becoming a circus star.

HOLLYWOOD — American Guild of Variety Artists is suspending unfair act of protest against the film, "Circus Boy," which is to be released in the near future. The union has decided to hold a walk-out strike against the production of the film, which is scheduled for release in the near future.

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Bett Bethood, tattooed lady with Ringling until three weeks ago, now is with Don Franklin. She and her husband, Frank, are working for the circus, were in Chicago recently, and are here for 10 days, before moving to New York for June 30. Carrie Smith has the following article about Clifton Finney, retired agent, who visited Ringling Bros. and Barnum & Bailey, and many other shows.

Al Dobretch arrived to fly a Polack West at Bowl. A lady who was present at the event, a colored woman, has been joined by a colorless man in the present. There is a rumor about the woman's name being仙子. She has a brother who is a well-known Ringling Bros. agent.

Malcolm was in town with the Troop. He is a member of the 1921-22 World Champion, the only U.S. track team. He is a former member of the U.S. Olympic team. He is a former member of the U.S. Olympic team.

Bill Banner of Lombard, Ill., is visiting the circus today. He is a former member of the U.S. Olympic team. He is a former member of the U.S. Olympic team.

Circus

Hagen Bros. Circus

Hagen Bros. Circus

Wants

Wants

Von Bros. Circus

Hendy Verheiden

FAMOUS HUNT BROS. CIRCUS

ELEPHANT ACT

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Reply to: Bungling, N. J. 3rd, quarters, as per route, or call mobile telephone 2I 4465, 1-3 or 7-10:30 p.m.

$241.00 CIRCUSES

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Saskatoon Eyes Gate Hike: Weather Turns

Strong Finish Sighted Rain Pares Total for First Four Days

SASKATOON, Sask.—A torrential downpour that lasted a half hour hit the Saskatoon Exhibition Wednesday (23) at 6 p.m., cutting deeply into the night’s attendance and taking a slice out of the following day’s gate, but the third night (Thursday, 24), fourth night of the six-day event, total attendance was up by about 20,000 from the last year at the corresponding point.

The heavy rain, which inundated parts of Saskatoon, mixed roads in the opening sections and thinned down attendance Thursday (26), Farmers’ Day and traditionally one of the exhibition’s big events.

Skies cleared Friday (27) and the fair fared the prospects of two days of ideal weather before the wind-up. As a result, Exhibition officials figured that they would be able to run a full run higher than last year. Rain washed down the early days of the fair in ’55.

Monday (23), the '56 opening day, was blacked out in thunderstorms and all segments of the fair experienced good patronage. Tues-

Lombardo Heads Name Program at Allentown

ALLENTOWN, Pa.—Goy Lombardo and his Royal Canadians have been signed to headline the grandstand show at the Allentown Fair, September 19-22. According to Reha D. Schall, secretary, the booking, thru the Music Corporation of America, was for the first fair appearance of the group this year.

Set for appearance with Lombardo in the night show are La Amore, a celebrity singer; Ernie & Sandy Manchester Racket and Sandy Manchester Edmonds. Manager Backward.

For the afternoon shows, Tuesday thru Saturday, cowboy shows, with horses, will be made of ceremonies for a variety program.

At the fair the contract awarded to MCA in competition with other agencies, Spike Jones was announced as the feature. In announcing the Lombardo past the fair indicated that the feature spot had been left off and filled only with the reported availability of Lombardo.

Lombardo will open with a Sunday afternoon show. The first such presentation in many years at the fair. On Monday night, a preview session, the musical group will stage a similar show. The remaining night show talent packages will be added for the Tuesday thru Saturday performances.

Automobile races will be presented on Saturday afternoon. Dutch Cup and Harry Brown, local professional drivers, will stage the races for the first time.

Harmoné stage and running horse races are planned for Wednesday and Thursday afternoon. A $5,000 in stake purses to be awarded.

Promotion plans include a tie-in with WCAU-CTV, Philadelphia. Saturday will be known as WCAU Day and program personalities from that station will appear in person.

Eastern States Adds Permanent Kid Village

WEST SPRINGFIELD, Mass.—The Massachusetts State Fair is adding to its list of permanent attractions, a Kid Village to be included in next year’s fair. The Kid Village will include a petting zoo, a small Ferris wheel, carousel, static and moving exhibits, and a face painting booth.

Duffer in the Acres also is being constructed in an attractive and colorful design.

Other units slated for installation are a candy house and a barnyard petting farm.

The village will be located on the grounds near the main entrance. It will be open daily from 9 a.m. to 10 p.m., weather permitting.

Michigan State Retains Execs

DETROIT—Harry Garling, of Pontiac, was re-elected as chairman of the new Michigan State Fair Commission. Garling was re-elected by the commission at the opening meeting on Monday night.

Stephen Farno, this city, vice-president of the old group, was re-elected for another three-year term as chairman of the commission. Donald L. Swanson, manager, received a new 15-month contract.

Texas Association Seeks To Kill 50% Show Tax

DALLAS—The Texas Association of Fairs and Expositions has appointed a special legislative committee to seek elimination of the 10-cent per ticket tax on entry to state and national shows working under the auspices of the association. The committee was made at the association's annual meeting held here last week. There, R. C. Rasmussen, manager of the Tri-State Fair, Amarillo, was elected chairman of the committee.

The board also set the 1956 convention for February 7-9 in the Baker Hotel here. Otel Eney, San Antonio, was re-elected president of the association. Elmer B. Graham, Beaumont, was re-elected vice-president, and Charles A. Winn, Waco, secretary-treasurer.

Copyrighted material
Lou Walters Awarded
Louisville Booking Ex

NEW YORK — Lou Walters, Broadway showman, has been named director of special events at the new multi-million-dollar Kentucky State Fair plant in Louisville. It was announced last week by Syracuse & Dunell, Inc., New York public relations firm.

"Big Top" will play in the 21,000-seat stadium now being completed at the fairgrounds. Extra seats will be set up to accommodate the anticipated crowds.

In between the Friday and Saturday performances, Vanda and ringmaster Jack Stelling will fly back to Philadelphia for the regular satellite telecast, which will have a completely different set of acts than the Kentucky circuit. At the end of the hour-long videocast, the fair will head back for Louisville for the final two performances there, one a two-night show.

The circus at the fair will be billed as "Vanda's Big Top." Television's Circus Spectacular. Sealant, sponsors of the TV program, will also get its share of plugs.

STONEBORO FAIR
Always on Labor Day, Aug. 30-Sept. 3

WANT
Eating and Drinking Stands, Cookhouses, all kinds of Handy Parks and legitimate Concessions. Want clean Family Shows. Concession Manager

W. J. PARTON
Sandy Lake, Pa.

BEN WEISS BINGO
OPENING AUGUST 4, MIDDLETOWN FAIR, MIDDLETOWN, N. Y.
WANTS HELP TO WORK IN BINGO
Experience unnecessary. Tractor drivers preferred. If you were with me before, get in touch.

15 FAirs' WORK, AND THEN ALL IN WINTER IN CUBA.
Will be at MIDDLETOWN FAIRGROUNDS AUGUST 1.

Write, wire, call at once.

GRANGERS FREE FAIR
Two Administrative-Fun-Filling Sunday, August 26 thru September 3 (Labor Day)
WILLIAMS GROVE FAIR
MECHANICSBURG, PENNA.
(10 Miles S.W. of Harrisburg)
Can see many Tent Shows, Concession Shows.
Write or wire BOB RICHWINE

ATTENTION!
SECRETARIES OF
FAIRS-CELEBRATIONS-SPECIAL EVENTS
THE ERNIE YOUNG 1956 REVUE
Played To Over 140,000 PEOPLE IN 6 NIGHTS At The COLUMBIA EXHIBITION JULY 9-14
If You Are Interested in Booking America's Greatest Show Night for 1957 Contact:
ERNIE YOUNG
203 N. WABASH AVE., CHICAGO, ILLINOIS

NOW AS WE ARE ALREADY ARRANGING OUR ROUTE FOR NEXT YEAR

WANTED
One Act to accompany this all age for: GREGG COUNTY FAIR
October 1 thru October 8
Dr. Morgan Willeford
Department of Agriculture, Texas

WANT CARNIVAL
To play August 14-17 dates. Plays shows, etc. Send for information.
BOB ACRE
OSBORNE COUNTY FAIR ASSOCIATION
Osborne, Kansas

CARNIVAL WANTED
September 13-16
COLLINSVILLE CARNIVAL FAIR
Collinsville, Ill.
JAMES STEELE, Manager
D. W. MICHAEL
Collinsville, Ill.

For Your Fair...Park...Celebration Books
THE MALCO TROUPE
Phone Trenton 186
MIKE MALCO
105 S. Redwood Ave., Dallas, Tex.

HIGH ACTS WANTED
WE CAN USE several very good HIGH ACTS—please give your age limits and rate with this Show Aug. 1st in September.

WARD BEAM ASSOCIATES, INC.
P. O. Box 146
Goshen, N. Y.

UNIQUE
The members of the Milton-Beckwith Exposition Committee, which is handling and promoting the Great Milton and Beckwith Exposition, are extending a cordial invitation to all persons who are interested in the arts of show business to visit the exposition when it opens here next Thursday.

The committee includes a number of people who have been active in the field of show business for years, and they are anxious to make the exposition a success.

The exposition will be open from 10 a.m. to 5 p.m. each day, and admission will be free.

The members of the committee are making every effort to ensure that the exposition will be a success, and they hope that all show business people will come to see it.

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RAS Ups Saskatoon Gross Despite Rain

Ride, Show Takes Up 5% First Four Days; New Kiddieland Set-Up Opens

SASKATOON, Sask.—Despite one of the heaviest rains to hit Saskatchewan in recent years, the Royal Western Canada Grain Exhibition netted a first-day gross of $141,700, a record for the six-day Saskatoon Exhibition thus far.

Ride and show grades for the four-day period ending Thursday were up approximately 10% over the corresponding period last year.

Friday (27), the fair's fifth day, was given ideal weather and like weather was promised for the closing day. As a result, fair and Royal American officials predicted that midway business would finish at least 10 per cent higher than last year, when the exhibition was hit by rain in the early days of its run.

The exhibition was draped by a storm system which was to have been a most welcome change, particularly to the pool attendance at the exhibition.

The Royal American set up its new Kiddieland for the first time ever, and it was greeted enthusiastically. The Kiddieland has a separate entrance off the main midway, an attractive entrance arch, special lighting inside of the Kiddieland, and aluminum benches for parents of youngsters.

The Watercade, featuring Lottie the Water Cube, was well received, as were the big wheel, slide, bear, elephant, and the water walks. Many officials of other Western Canadian fairs visited the midway here, including among them Maurice Harlott, Calgary; Fred Meek and Lawrence Ry. Edmon- ton; Alex McPhail, H. L. Crawford, Del. McKeown, O. M. Methuen, Brandon, and Don Perry, Charles Hanford, Fred England, Horace McCauley, C. M. Lemy, and G. B. Cravotta, Regina.

Harrington Is Long-Awaited Prell Winner

HARRINGTON, Del.—The Prell midway's first fair date, the Delaware State Fair, was off to a running start this week, with the office and operators of other units appearing to do a few more like this one could set things right for the season.

Business experienced by the Prell organization has been from excellent this year, with the show experiencing rain, accidents and the usual unfortunate situation which resulted in blamed: one or more of the carnies or Newk Riders and shows in general. In this state, Kiddy day on Tuesday (24) was very big, and business experiences on other days was likewise good. Some rain fell on Monday (23) and only a few units were able to shape up early as a long-awaited winner, which it proved to be.

M'kee Lake Front Is Okay for Olsson

MILWAUKEE — The Olson Shows did okay in the first half of their engagements highlighted by a big turned Wednesday night (29). About 10,000 attended the midway during the evening hours that night.

The usual high turned available space, and the parking area, the Dominican, the Knights of Columbus of Milwaukee county, obtained the use of adjacent property for the parking of cars during the last three nights.

Split Weeks Pan Out OK For Skereb

DETOUR — The Skereb Amusement Company is making its second appearance in this city in 30 years, breaking in new territory close to Detroit. The organization is back for another year and will carry out the July 4 celebration at Petawawa. The shows return for the fair in late Aug.

From Potlakay they made a $58 (Continued on page 94)

Groggy Eastern Units Get Ready for Fairs

But from out of the morged, and evidently the loco manager, I don't think there is any reports that there is nothing wrong or a long-term thing to be about of habit. And since this is a recurring, I would expect that there is enough that's going to be, or is going to be, or is going to be, or is going to be, or is going to be.

A combination of beer weather, poor shows and ominous and other operational hazards has caused the Eastern States Fairs midway virtually empty handed after a still date season widely denounced by midway operators. These shows that stalled their openings in attendance because of a treacherous weather of early spring and to cut the period of obligation in event of lowering expenses rains on into some horrendous bidders. Mike Hill, Barbara Hellwig, Betty Cox, E. W. (George) Cox, Jack Christensen, Lillian Schaefer, Clara Andersen and Hunter Farmer. Special guests were Mr. and Mrs. Del. McDonald, who entertained the show's general agent, and Mrs. McCann.

The stand here wins the ol' fair battle of the day.

At the end of the first three days, Paul Olson, the show's mun- ister and owner, stated that the full six days would yield business which is more than the fair's first show had been closed to shows for a year, and was opened by Louis Berger, the show's general agent.

The stand here wins the ol' fair battle of the day.

To make its first fair, Chippenhall Falls, Wt., personnel will work from Sunday night (30), with the show train started to move out of here at 7 a.m. Monday for the show to Chippenhall Falls, where the fair opened early Tuesday morning (31).

Dampness Marks Final Still Dates for Strates

BATAVIA, N.Y.—Except for rain which has dogged it's tricks since the opening day in New York State, the James E. Strates Shows has done well but in terms of attendance only.

But the rain has been consistent, with the municipal and the other important days of each of the last seven weeks, it has been a wonderful show on the Eastern States Fairs (Hey, Doc, Cau, show manager). The stand here, including a board of visitors, will be held for several weeks, with the per capita spending was reduced as very low in comparison to all other dates.

The show is ready now for the stand of its fair route at Clearfield, Pennsylvania, and the show is ready to give an edge and in good variety.

The shows of the fair season have been pushed on the day's material and the shows have been excellent shape and new points to the audience's wide spread, and the shows have been reduced by the management following a new personnel recently on the Arkansas. Beware fun fair, offering a show-by show NBC network feature.

Impressive, Calif., Pacts Goebel For 57 Return

Imperial, Calif.—Carnival midway contract for the 1957 California State Fair has been let to the Goebel Entertainment Corporation, D. V. Stewart, fair secretary in 1956, for $2,692.84.

The stand here, which of Louis Conne is president, and Jimmie Wood, general manager, had played the date for three years straight until 1955 when the contract was awarded the Goebel organization.

The fair is the St. Louis Fair, and the following of all shows are expected to be lower than the undisputed top offered by Pan American.

Harry Fisher, Coast Showman, Dies at 72

SANTA FE, Calif.—Harry Fisher, director, operator, and show owner, was killed in a car accident Wednesday (29) following an illness of several months.

The idea for the local club in- curred in his sheriff's shop here, and Mr. Fisher was reported to have people congregated daily. The meetings were held at the St. Louis Fair, and the idea, with the being developed into a reality. He was also a member of the club.

Born Samuel Cohn in Philadelphia in 1904, he was a con- tinual, legal adjuster and show owner. He had his own show from 1931 and entered the Coast World shows, which toured California from 1943 to 1950. Following the disposal of his second show, he was a legal adjuster and agent for several of the organizations as the Will- myer Gold Coast Shows. Prior to coming here, he tramped with the Sig Sattler Circus, Hagleneck-Crane, Crewe-Shows, Prekam & Joyce and Core Bros. Circus, to name a few. In Santa Fe, he was a member of the Santa Fe show and during the time he spent in the field, it was organized and operated by the Bower Bros. between circuses and carnivals.

He is survived by his wife, Bessie, and two brothers, Harry and Newman Cohn, three sisters, Mrs. Williams, Jean Stowell and Gail Lebengen; a son, Nathan Cohn, local attorney, and a grandson, Norman Cohn.

Funeral services were held Tuesday (30) at First Memorial Chapel, with interment in Salinas Memorial Park.

Yee Scores On Islands

HONOLULU — Willy Yee, the most consistent Island born of the Island born, shows and concessions takes on two other islands, Hilo and Maui. This is his first appearance on Maui, where he was introduced to scare his 1.5 rides and 20 concessions, which move on two islands, and from island to island by train and a flatbed truck. He made his first Hawaii appearance on Maui and a calliope. From here the Yee Show travels to Kona for a four-day stand.
**Canadian Trek Starts Okay For Reid at Fredericton**

FREDERICTON, N. B.—Personnel of the Canadian Trek had been more or less standing up under the impact of dry weather, sunshine and cash customers Saturday (21) as the show finished the first of its Canadian stopovers. Of the 12 tedious years of the season, eight had been in the rain.

Two large panel fronts in the mid-summer design brand color to the back end. These are Rock 'n Roll, a colored version made by Lawrence Williams and the Girl Show. Rolling out the back end are a Snake Show, Funchase and Wild Life Show.

Rock 'n Roll topped the midway here with a half-dollar feature. The Girl Show, with $1 admission, was around.

**Rides Listed**

Rides in the line-up included the Merry-Go-Round, Twin Ferris Wheels, Tilt-a-Whirl, Fly-By-Plane, Octopus, Chairplane, Caterpillar, several kinds rides and five ponies. The Fly-By-Plane won top money here.

The stand here was played on the baseball park across the St. John River from the main part of the city. The city was started not far away. Warm weather brought the people out and the closing was strong.

Charlie Travises is prominent in the concession operation as always.

Newcastle, the week of July 23, and the Old House Work Coliseum at Woodstock, July 30-August 4. The show future season begins at Speakman, Me., August 11-15.

As Good as Ever

Owner Reid was jubilant at the turn of events. A second banner week appeared to be booming as far as Newcastle. Newcastle and Fredericton were reported as good, if not better, than at any time this show has played in the past five years.

Woodstock, with its centennial celebration, is expected to be big. Here are a couple of PR items included in the promotional and entertainment planning set up by Jack Trounce, manager.

The show is preparing now for its final trip. The last one has gone out for units to leave its Vermont winter quarters and storage at the Bloomburg (Pa.), Fair, All will be on hand for the Speakman, Me., major rides and shows. The show will remain at this strength for the remainder of the season.

**Continental's Luck Changes At Saranac**

TUPPER LAKE, N. Y.—Following a poor date in Loearce, N. H., with weather being the villain, the Continental had its biggest good business experienced in Saranac Lake last week.

Roland Chameau's midway played Saranac Lake for 12 nights, skeptics were proven wrong. Some little did better than ever this time. Weather held up all week. The nights were chilly and the Saturday (21) finale was hampere due to rain. Rain cut the night off about 9 p.m.

Afternoon and evening spending held good on other days, however.

**Mullins Inks Maine Fair; Grosses Up**

LUBEC, Me. — Mullins' Royal Pine Shows has been signed to provide the midway attractions at the West Washington Fair at Chesterville, Me., Cliff Mullins, owner-manager, announced. This fair will be played in addition to the organization's earlier signed route of northeastern states.

Mullins also reported that the show has been enjoying good weather and excellent business the past couple of weeks. In general, grosses are ahead of last year, he said. Side Show is leading the back end, while Sally's Atomic Scandals is just starting.

Refurbishing is under way for preparation for the upcoming fair dates.

**Carnivals**

**BUFF HOTTEL SHOWS**

WANT FOR OZARK EMPIRE FAIR, SPRINGFIELD, MO., SATURDAY, AUGUST 11 THRU 17

SECONcCESSION—Custard, Arcade, Hanky Pans and Stock Outfits.

SHOWS—Mechanical, Crime, and any worthwhile attractions not conflicting, Minstrel Show starting Bedford, Va., week Sept. 10. Also Operator for well-framed Snake Show. Earl Myers can use Working Acts and Freak to feature for Side Show.

CAN PLACE—Ride Help who can drive semi. Address

**O. C. BUCK SHOWS**

Fondana, N. Y., this week, then per route

**BUFF HOTTEL SHOWS**

WANT FOR OZARK EMPIRE FAIR, SPRINGFIELD, MO., SATURDAY, AUGUST 11 THRU 17

**SECOND LARGEST FAIR IN THE STATE**

Any show not conflicting, for sometime money. Especially wanted Split-Door Girl Show. (Joe Schuler, owner.) Also Minstrel Show. (Ormond [missing], contact Gypsy Bob Mayw.) Also want one from Hall of Williams, Morton Smith, Harry Fee, Tusky Brothers. Want Manager and Riders for efficiently run Hoot Dumas. Can place Hanky Pans that work for stock and have an element of skill. Will look Round-Up, Scramble on Spheres for Springfield.

**WANT FOR MARION, ILL., WEEK AUGUST 5, WITH PRINCETON, IND., TO FOLLOw**

Need Side Show. Have complete Framed-up for 1-2 (Johnny Jacobs, contact Romeo Don), Want Girl Show, Monkey Show or any show not conflicting. Can place Stock Concessions of all kinds. Especially want long Range and Custard.

IRVIN DIGGEL—ARE YOU COMING WITH YOUR RIDE? PLEASE CONFIRM

All replies to BUFF HOTTEL, Mr. Sterling, Ill., this week

Warrington Township Community Fair, on Route 411, south of Doylestown, Pa., Aug. 6-11. Free gain and 10,000 to advance rides on roads. Followed immediately by our first 4-H, Bellefonte, Pa., Aug. 13-18 & Red Lion, Pa., Aug. 20-25. RIDE RIDES—Caterpillar, Comet Rallaplane and Roundup.

SHOWS—Girl Shows, Sidewalk Manager with People, Motordrome, Snake Show, Mechanical and Arcade. Liberal terms to capable Manager. Long route of fairs, including Ebensburg, Pa., for Labor Day week.

CONCESSIONS—Games of all kinds. No exclusives. Pin Store, Blower, Wholes and Grind Store.

HELP—Capable Ride Help who drive semi, Octopus and Chairplane Second Men.

All replies to MORRIS HANNUM, 934 Madison Road, Philadelphia. Phone Chestnut Hill 7-8176
CARROLLTON, KENTUCKY, FAIR, Aug. 7-11; KENT, OHIO, CENTENNIAL, Aug. 13-18

FOOD DEVELOPMENTS: Private Concess Operation Nets Profit at Conn. Parks

HARTFORD, Conn.—Concessions in parks operated under the Connecticut State Park and Forest Commission's 37th annual contract this year are making a profit of about $25,000 annually to the State govern-

ment.

Until about eight years ago, or the time of arrival of Dr. J. Mathers, now assistant director of the commission—the department was operating the concessions in various parks itself and losing money in the process.

Mathers changed the setup and the commission has been making money from concessions ever since. The State's role in the concession scene is considered to be of over-riding importance.

All concessions are leased to private operators under a rigid list of conditions and controls.

Open to Bids

Concessions are put out to open bidding every three years, with the successful bidder winning a one-year lease and an option to renew the lease the following year. The State made $25,000 in pay-
ments to concessionaires in 1965-66 and it believed that a similar sum will be generated this year.

Before the Mathers system took effect, concessions were being run by large operators, with a gross profit of about 15 percent per unit.

VOLUME FAIR BIZ

Calif. Op Merchandises 2% Tons Popcorn a Year

CALIFESA, Calif.—How big is a food and beverage operation that sells 9/4 pounds a day to the public? It's a combination that makes a lot of very small people very happy.

George Charnbonneau, a smiling white-haired concessionaire who makes his home here, has had sales like that. Yet he refers to himself as "only a small operator." Charn-

bonneau, who has been in the food and beverage business for 20 years, is quite proper in placing himself in this category for he takes his pick of the trade's best customers annually, mostly on the independent midway.

His operation is both large and small ex-

positions. The mark of 20,000 candied apples at the State Fair (Calif.) District Fair, one of the largest in California, 1965. Charn-

bonneau said 17,000 candied apples ap-

pear at this fair in ten days.

To top sales of any propor-

tion, Charnbonneau had five stands at the State fair, and kept one man busy practically all of the time doing nothing but preparing the candied apples.

Plays Big, Small

While Mr. Fair is one of the "big" shows, Charnbonneau has handled smaller events. He has played such events as the observation deck in Reno and the Chocklusa Junior

CLUB ACTIVITIES

Lone Star Showmen's Club of Texas

DALLAS.—The midsummer work on the new club is under way as clubs are being scheduled to ready for fall meetings. Jim Judd, Laddsville is building chairman.

The first meeting of the group was held on October 27 with Marie O'Keefe in charge of tickets. Mr. O'Keefe is the concessionaire who runs the Dillingen stand in a double deck from a benefit staged on Schuster's Just for Fun Shows in Macomb, Ill.

Fair in Chocklusa. These two fairs, with a combined operating time of eight weeks, Charnbonneau has handled for many people as the one in Reno, for the comparative data.

Charnbonneau sells, in addition to popcorn and candied apples, cotton candy, peanuts, snow cones, cigarettes, non-alcoholic drinks, and chewing gum. He estimates that in a year, he serves 500 boxes of apples.

Fair Merchandisers who book Charn-

bonneau on the independent midway frequently encounter upon his operation he operates a fair-sized fine, up to 8-feet tall, in tip-top shape, recently purchas-
ing his truck at a reduced price for transportation at a cost of over $5,000. He makes a 20 by 8-foot stand with hydraulic lift, enables him to pull on a lot and start operation in about 30 minutes. He uses bottled gas for heat and hot and cold water piped through the trailer.

"Cleanliness is not only next to godliness but it is a step toward profits," Charnbonneau said. And to follow on this philosophy, he paints the interior of his stand at least once a year. The exterior is painted whenever he thinks it is needed. This is frequently.

Signs Are Important

Charnbonneau is a firm believer in the sign of any operation that signs are high in the air. And, he places them at every top of the trailer, in a position for backflagging at night. The sign helps him, also, in his decision on the day. The height prevents people from covering up his advertising which is kept clean behind it.

Charnbonneau has the unusual prob-

lem of having little or no competition. When he plays a fair, he generally employs local people. This not only helps that his employees like the job and it boosts business.

Charnbonneau cited the conscen-

dial after several years operat-
ing small restaurants. He liked the outdoor life, the free time he had and the fact that it gives. At the same time he prefers to continue as what he terms a small operator—and keeps the free-

dom that comes with it.

WANTED

WANT

LOUIS A. BELL

Wants Agents for Beer Hoops, Slant Rock, Buckets, C-Ar, Svenor and Bolson Joints. All good Michigan Fairs until the middle of September; then fair Holts until the end of November. Write or come on.

WORLD OF Pleasure Fairs


FRED ALLEN

1500 BREVIER ROAD

CINCINNATI, OHIO

SILK CITY SHOWS

Wait for Mardelmann, W. Va., Aug. 4-11; then the Fair at Sterling, W. Va., 12-19; then Lebanon, Ohio, Aug. 22-29.

Wide variety of rides and attractions can be had at reasonable cost. Send for information, prices, and plans, and remember that quality is your guarantee.

When you buy Greater, you have your exclusive, private show. Write today for your Greater offers. PAWNEE SHOWS.

A. L. KENO at CLEVELAND, OHIO

THURSDAY, AUGUST 15, 1956
FOR SALE

Frank W. Babcock UNITED SHOWS

Unit No. 2—Will place Legitimate Concessions of all kinds for the following California county fairs. All Concessions 55¢ each, regardless of size. Also can place Confectionaries, Popcorn, Pizza, Popcorn Pups, etc.

Petaluma, Calif., Aug. 16-19
Alameda, California, Aug. 22-26
Griddlely, California, Sept. 1-3

CONTACT BY PHONE WIRE
Pete Sutton, General Manager, Frank W. Babcock UNITED SHOWS
Contra Costa County Fair Grounds, Antioch, July 31-Aug. 3.

WANTED FOR THE SECOND ANNUAL EXPOSITION AMERICAS
SAN ANTONIO, TEXAS—OCTOBER 2-7

Ralph W. Stevens—V.F.W. EXPOSITION OFFICES
417-19 Houston Bldg., San Antonio 3, Texas (Phone: Capitola 6-9952)

HELP WANTED FOR TWO LARGE ILLUSION SHOWS

OPENING SECOND SHOW AUGUST 17
Want 4 Acts for Ticket Boxes. 2 young Men for Stage Assistants. 4 young Ladies for Tickets. Must have most appearance and not overweight. We furnish wardrobe for Girls. Any Men who drive large trucks, extra pay for driving trucks if you have proper license.

Can work on company. Percentage proposition.

Real Fairs in America. Out until November. We play Toronto and London, Ontario, Milwaukee, Detroit, Memphis, Dallas and others. Solid Fairs after August 8.

If you drink, don’t answer.

A. W. Mccaskill
Care Benjamin Park, Cartersville, Montgomery, Queen, after August 8 & fairgrounds, Petaluma, Queen, August 8, 13, 15, fair fairgrounds, Altamont, California, next week.

JOHNNY J. TENSLEY SHOWS

BROWNS: Miss Laura, Popcorn, Free Drinks, Popcorn and Concessions.
MURPHY (Henry): 5/24-5/27; 0/24-0/27; 0/24-0/27; 0/24-0/27.
SANGER: 6/24-6/27; 0/24-0/27; 0/24-0/27; 0/24-0/27.
LUM: 6/24-6/27; 0/24-0/27; 0/24-0/27; 0/24-0/27.
FULTON: 6/24-6/27; 0/24-0/27; 0/24-0/27; 0/24-0/27.

STUMBO TRI-STATE SHOWS WANT

A. L. Stumbo: Apparels, Popcorn, Pizza, Pups, Pups, etc. Want 15-20 People with interest in the show business wanting to make big show. Will pay for all shows, Concessions want Concessions, want Concessions want Concessions want Concessions want Concessions want Concessions. Want shows to work in the Northwest, West and Midwest. Want shows in the Northwest, West and Midwest. Want shows to work in the Northwest, West and Midwest.

Ridgeway, Mich., next week.
Pyro Aids, Rain Buffs

WOM at Maine Dates

AUGUSTA, Me.—Weather continued to take its toll at dates played by the World of Mirth Shows in Maine, but, with good weather prevailing, Owner Frank Berg of the shows and business were fine. Aching this and previous dates were show-stopping displays of fireworks. The interest of the public was such that a good crowd turned out here on Wednesday (25) over the working hours on Friday and Saturday nights are not affected by weather. At Portland Saturday evening (23) his big but the heavy rains were predicted. The rain held off until midnight.

Bridge Needed

Rain here during the early part of the week necessitated the construction of a bridge and the hauling of numerous cars out of use covering parking area.

The show enters its first fair at Portland today (26) after promising all units ready. Considerable work has been done in portable buildings for the young folk. Alien, concession manager, is in Ottawa this week. Shows arrive here several weeks hence.

Refurbishing included the painting of the inner and outer rooms of Merry-Go-Round horses. The ride is now open.

A barbeque was staged on the show ground Thursday night (20) to help raise the necessary money to purchase the gathering. The art was staged for the benefit of the Tampa Showmen's Association.

C. N. Goodsell, general representative of the World of Mirth Shows, was in attendance and a display of Cadillacs. Show electricity Duke Wright recently acquired a new Cadillac.

Fairs Spotty

For Schafer

MENOMONIE, Wis.—Schafer's shows moved up into the first Wisconsin fair of the season here this week after a good week of business on a Chicago lot. Show played on the far south side of the city under N.B.A. circus and racked up okay weekend.

Prior to its Chicago stand, the Schafer organization played three weeks in the upper peninsula of Michigan. The weather hurt him at one, light attended at another and limited spending at the third, according to W. C. Schafer, owner-manager.

For three weeks in Chicago, Schafer's two more fairs in the Dairy State, those of Holk and Winkle. It will then be on to the fair circles at Hannibal, Mo., Keokuk, Ia., and Quincy, Ill., then on to Smithville, Mo., at which point the show will move on to the New Mexico State Fair.

In Chicago a new Merry-Go-Round top was delivered by the O. Henry Tent and Awning Co., Chicago. Included are 3 shows and 40 concessions.

Other staffers include Misc. Schafer, office secretary; Archie Henley, concession manager, and Harry Smith, agent.

Harry Frame Ends

Still Dote Tour

On Okay Basis

WOLCOTT, N. Y.—Frame's Shows went on tour here last week after a spring and summer season when the weather-cooperated, poor business which in turn, sagged. This year, shows made the tour, according to Owner Harry Frame. High spot of the first 8-week season, which opened April 29 in Pennsylvania, was the 150th celebration of Shiloh, Pa., where rides, shows and close to 60 concessions were packed.

Emme Palamiquet, who has an unusual skill, Arthur and Menomonee Show, is in charge of the back end. F. C. Landon, magician, manages the Side Show. Louise Stevenson is ring foreman and Big Charlie has the kid end.

Mrs. and Mr. Landon received a raise to $200 a week with a $25 gift for their expected younger.

Bill Cowan, Strates

Fat Man, Succumbs

ROCHESTER, N. Y.—William D. Cowan, 61, 643-pound fat man with the Art L. Converse Side Show of the James E. Strater Shows, died last week in a hospital here. Mr. Cowan, who suffered from diabetes, collapsed while taking a shower. He was treated in Strong Memorial Hospital, Rochester. Later he was collapsed under treating his condition. A past year he had appeared with American Shows in Chicago. Being an artist, with a very little money, was handling one of the 1919-2010 Americana shows.

Environ are his widow, also a carnival bailiff, and a brother who came from Erie, Pa., to attend funeral arrangements. Commemoration took place in Rochester July 20.

Tampa Showman's Association.

C. N. Goodsell, general representative of the World of Mirth Shows, was in attendance and a show of Cadillacs. Show electricity Duke Wright recently acquired a new Cadillac.
The Ohio State University Library
Letter List

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.
Parcel Post

MAIL ON HAND AT NEW YORK CITY OFFICE
1564 Broadway
New York 36, N. Y.
NEW YORK LIST

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.
Parcel Post

N. Y. Coliseum Lawsuit

The Daily Mirror said in a press release that it fully owned the New York Sport Show and that said show would be solely produced by it. Also, that the Mirror has advertised its promotion in trade magazines in the same vein, thereby whitely appropriating itself to the property, reputation, good will and high standing of plaintiff. The Mirror's title is clearly clouted as that used by Eiser's firm.

Hold Renewal Promised
The Coliseum Exhibition Corporation's appeal in England is coming to a head at a time when it has promised Eiser that he had the right of first refusal on leases at the Coliseum for the period of one year, and that each party in the lease would be entitled to the proceeds of the Coliseum productions solely to preserve continuity.

The representatives of the Coliseum, Eiser said, "have in effect taken a show property from its owner and given it to one newspaper as a promotion. For the past two years...in Kingsbridge Armoury we have earned the respect of the community, participated in the search and exhibit the event."

"A major precedent in the production of this type of show is that of continuity. We have every assurance that our show, after its tenure in Kingsbridge Armoury, would find itself permanently established in the Coliseum, instead of the present lease arrangement, be continued in accordance with the principles of continuity and growth."

Mr. Spargo and Mr. Smallack have locked us out...in favor of an unknown show.

Eiser said that without the Coliseum "the building might not be in business in New York."

The Mirror has not yet replied to the charges. News of the Exposition produces, in addition to the National Sports and Vacations Show, the Rochester International Sports and Boat Show, and the Eastern Fishing and Wildlife Show.

The injunction demands of New York and the Exposition are that The Mirror be denied the right to use the Coliseum and that Eiser be kept from interfering with Eiser's "leasing" of sports shows and from interfering with another event, and that the implied contract for 1958 be awarded to Eiser.
or not to diversify is no longer a question to these operators, as many of them have diversified upon the introduction of music operators, but a require-ment.

Simple economics dictates to mu-sic operators that more kinds of equipment served by the same man is bound to increase net profit. Besides that, operators completely satisfied with their music operations have diversified, and 12,314,419 copies of new equipment only, or primarily, must meet competition offered by those with complete packages or box business. Along this same line of thinking, even operators whose loca-tions are not endangered by this package-competition figure that there's no sense waiting until the lion is at the door, and good sense is tying up with a pack-age to discourage such competitive threats.

Other Business
Aide from the majority of op-erators diversifying because of eco-nomic or competitive reasons, there is a small number of large, experi-enced operators who are diversifying with music equipment outside of their music operations, and we find background music systems, home phono-graph and high-fidelity equipment. At the same time, fewer operators are apparently envying in background music expansion than are diversifying by jobbing coin-operated equipment or even moving.

An apparently much smaller group of music operators than any of the others mentioned with their ability to specialize in juke boxes only or primarily, they see ob-stacles in diversifying, many advan-tages in specializing.

Diversification is by no means a panacea for economic ills an op-erator may have. It is true, of course, that in most cases when dime-play has replaced nickel play, the equipment for diversifying has been largely replaced already. However, it is possi-bility that the decision can force the operator to diversify. An even more important factor is that the same man, and sometimes, department, who has three different kinds of machines in a tavern, for ex-ample, the temptation is strong, the logic strong, the temptation to make the tavern owner an exceptionally easy sale for additional equipment on one machine. Usually it is the juke box. And since the loss on the juke box can be charged off to the other equipment, an opera-tor can still make a greater profit than with a juke box only. Such a practice in areas where it has been used, has been shown to be uneconomical, and makes it possible for other companies to see direct and indirect loss. Such a practice in areas where it has been used, has been shown to be uneconomical, and makes it possible for other companies to see direct and indirect loss.

The latest report represents an increase of 50 per cent compared with July 9 totals.

Congress Bypasses Juke Royalty Issue

of legislation (see The Billboard, July 21). Also, open hearings are believed to be likely, before any legislation is brought to the Senate

New Location For Atlantic In Hartford

HARTFORD, Conn. — Atlantic New England Booking distributor with headquarters in New York City, will move to new offices here August 1. The new location will be at 171 Park Avenue South.

A highlight of the new offices will be a complete record one-stop shop for operators. Other plans include a modern showroom and offices for account executives, marketing and service department.

Atlantic New York also distrib-utes amusement equipment for Curfleb and Williams manufacturing companies.

N. J. Assn. at 33% 10c Play; Quota Is 2,000

NEWKARK, N. J.—The Music Guild of New Jersey has announced that members in the state are approximately at capacity. Most of the guild's mem-bers are affiliated with the national organization, and to the association's music mer-chandising and promotion commit-tees, which reports weekly on the progress of member changeovers, 13,191,900 reports have been made and comptroller, June 30. To reach this mark, 129 photo-graphs must be changed to the dime price tag every week until Labor Day. If successful, the State would be about two-thirds con-verted.

The latest report represents an increase of 50 per cent compared with July 9 totals.

MUSIC OPERATORSBandwagon Is Named Diversification

• Continued from page 1

The Billboard Communications to 188 W. Randolph St. Chicago 1, III. JULY 22, 1955


CHICAGO—Over 50 distrib-utors-representatives of RMC Distributing Co. will attend the Rock-Ola show opening on August 29, according to Frank Lehmann, manager.

The dealers will be given a tour of the show, and will view the new-200 model for Rock-Ola machines. The show is expected to turn the 150 mark.

The dealers will also be given a sales promotion and advertising presentation, and will be able to see the various Rock-Ola products such as the Rock-Ola Cozy Bar, the Rock-Ola Coin Machine, the Rock-Ola Coin Machine, and the Rock-Ola Coin Machine.

The three-day meeting will con-volve the dealers in the promotion and service maintenance, and will cover the introduction of the new-200 Bradford said.

Officials of Rock-Ola declined to disclose the details of the new mechanica-l and mechanical operation of the new-200 model. "We will tell you, if we are supposed to," said Lehmann, "but we will be held as long as we can not tell it to them during the tour of the show."
4 TUNES FOR 25c

St. Louis Firm Finds Public Buys Bargains

St. LOUIS—Dime play, four tunes for a quarter has worked so well for John Carroll, head of St. Louis Novelty Company here, that he is now converting his entire route to this basis.

Undaunted by reports of competition from coin and owner and public resistance and lower take, Gazzo-lii began changing over to dime plays six months ago and has converted approximately 50 per cent converted to dime play since.

"I decided to change to dime play while making a trip to Chicago," Gazzolli said. "I stopped at a few restaurants along the way and noticed that music equipment was operating on dime play. I checked with the location owner.

WURLITZER INKS ARTISTS, ACTS FOR POWN-WOW

NORTH TONAWANDA, N. Y.—Rex Appling, head of Wurlitzer Company, which has been on an entertainment recording spree for the past three months, announced last week that the company had signed Charles C. Stuart, ensue Paul Benson and the American Society of Composer, Chorister, etc., and Hall Deonna-

ers in each spot and found out that the local operator had enthusiastically sold the owners on experi-

menting with the increase in price.

Bargain Selling

The location owners admitted that collections had fallen off during the first couple of weeks, but had been running ahead ever since. I saw no reason why the changeover would not stick. It's not so bad a deal that I couldn't work it. So when I returned I found that I appreciated the change.

Gazzolli pointed out that opera-
ters can sell location owners easier on four plays for a quarter than on three plays for a quarter. It's not as much of a blow to their cus-
tomers, he stated.

"Most of our customers," he said, "were far enough to see the practicality of the change, and within a few weeks we had converted half of our locations.

Indicative of the results of the program is the fact that Star Novelty's list of collections and sales has soared. The company's total sales are significantly higher since the changeover was made.

At the same time, the firm lists. Musicians and entertainment re-
cordings to high wire circuits-

Working together to get the show ready are producer Don Francisco and Sid Rudnick, Paul Benson, Enzo, and2.

COINMEN YOU KNOW

Chicago

By KEN KNAUF

RAIL BOMBS COIN MACHINE CAMP. The city's Northwest Side, where most of the local coin machine plants and offices are located, is still being bombarded with vandalism. One of the latest incidents was reported yesterday. The damage was done at a coin machine that was reported to be located in the area.

One of the hardest hit was Ted Rohnstein, Marvel Manufacturing Company. He reported the size of both doors and roof of the Marvel building, and told Ted: "After this, there just weren't enough umbrellas to go around.

C. Knit, Empire Coin Machine Exchange head, looking to a big post-war business. Joe Racobbi, sales manager, reports Groce's State Fair Riffle Gallery and United's Pool Alley game well. Franklin Jack Harris is back in town for a few weeks at the Empire offices. 

COBERRA, MISA: "While music is still the backdrop of the coin machine business, the secondary market in records and music, vending machines and any kind of coin equipment.

G. ROBINS, Salina, Cali.: "Games and machines are doing a good business.

BUDDE BLACK, Mexico, Mo.: "We concentrate on providing the best service possible to our customers and will continue to do so.

B. H. Ward, Wisconsin: "We feel there will be more diversification in the coin machine business.

C. M. SHREIBER, Illinois: "We feel there will be more diversification in the coin machine business.

R. N. BECKER, Pennsylvania: "We feel that it is necessary to keep an open mind to the changes that are taking place.

F. S. BURLE, Saginaw, Mich.: "We are operating more games because it gives us an opportunity to control the market.

Blanket Coverage

DON KNUTSON, Fortiida, Minn.: "You have to diversify your coverage to appeal to every type coin machine operator. "Music machines are not the only answer, but they are a good machine route."
LEADERSHIP is a habit with Wurlitzer. Here's the latest example... The Wurlitzer Centennial Model 2000 is the first phonograph ever to accept half dollars!

PLAYRAK, another Wurlitzer innovation, enables you to pre-set in seconds the number of plays per coin. Offers music lovers one tune for a dime and the play combinations of your choice for quarters and half dollars.

It's a phonograph that has proved its appeal to location patrons with the result that it is smashing all previous earning records.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION

WURLITZER

CENTENNIAL MODEL 2000

SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
CHICAGO — The federal grand jury investigation of alleged gambling and racketeering activities in the Chicago area has been extended to the end of the month of August. The federal case is scheduled to come to trial September 24. Earl A. Jakins, local assistant chief of the investigation, said that information is still being gathered, but only information directly pertaining to the Seeburg case.

Jakins said that there have been 400-plus meetings since the indictment was returned.

Miller on MOA Member Drive
In Northwest

OAKLAND, Calif. — George A. Miller, president and general manager of Music Makers of America, will continue his MOA national traveling program to State associations at least through August.

In an announcement this week, he said that he was scheduled to attend meetings in the Western States during the next month. He will talk to operators in Portland August 13 and 14, in Seattle on August 15, and in Great Falls, Mont., on August 27. Other meetings will be held in Boise, Idaho, September 1; Denver, September 3, but the dates are still undecided.

Miller’s major theme for those meetings will be MOA's activities, goals and responsibilities. As always, he will also repeat operators on their contract situation. He has completed a similar drive thru California.

Miller also reported that he would represent MOA at Western's Centennial Celebration, August 23-25, in North Tonawanda, N.Y.

Fed. Grand Jury
Probe in 6 N. Ill. Counties
Drags On

CHICAGO — The federal grand jury investigation in Northern Illinois, launched last February to investigate john boy installations alleged to be in violation of the Rackets Act (antikickbacker) is still going. An Assistant U.S. Attorney, John O. Moczygemba, said Thursday (20) that investigators were still probing for facts in the Northern Illinois counties — DuPage, Cook, McHenry, Lake, Boone and Winnebago.

There have been no grand jury hearings, after the initial pans of the investigation last February.

COINMEN YOU KNOW

*Continued from page 107*

with his lovely wife and their four young 'uns for two weeks of vacation in Door County, Wisconsin, Wayne Bradlefield, Rock-Valleym's advertising chief; Ed Stuken, sales head; Les Krock and Kurt Kwolek were lickin' the dynamic getting everything ready for the big dirt this 200 showing.

Tom Herrick, Seeburg assistant sales manager, placed for meetings in the St. Louis territory last week, and reported in town this week: Dave Bond, head of Tremont Coin Machine Company, Boston; Sam London, London Music Company, Milwaukee.

Los Angeles
By SAM ABBOTT

VACATIONS THE MAIN CONVERSATION TOPIC. William R. Happe!, Jr., head of Badgey Sales Company here, has been out with his family on a trip to Alaska. Jim Ritter, manager of the Pacific Coin Division, and Joe Argueilles, Joe's Vending Service, bulk vending operation in Bellflower, Calif., from a long weekend at Desert Hot Springs. Dan Peters, seismologist at the Lamyons Company, is enjoying a fishing trip into Canada. Jerry Levy, of Trimach-Jenkins, back in a winner in Lake Osage, California Music, fishing in Mexico. While he is out, Jerry has his eyes in double effect reds against the record one-up and on the route.

Richard H. Lee, El Centro station, stopped in Los Angeles to pick up a few days vacation in California. He was here on his return to his head office in El Centro, California, for the company, and to complete over catalogues and samples preparatory to opening a supply of Christmas trees and other products to the Los Angeles Division of California Music Merchants' Association, made the rounds on Coin Row to meet jobbers and operators and also distribute their new coin cards for the Central California fund, which will be well supported.

C. A. (Shorty) Culp, a co-partner in Sierra Distributors here and of the Circuit Distribution Company in Oklahoma City, stopped over while en route with his family to Hawaii for a vacation. Ward Bartholomew, who has been in another industry since leaving Midwest Music Company here, returned here Monday, joined the outfit. Ed Wilker, of Sierra Distributors, and Karel Johnson, Wurlitzer factory representative, also returned this week. Karel Johnson spent quite a long time in Los Angeles on this trip, which was for the purpose of moving his family from here to the Texas city, where they will take up their residence in the future.

Leonard Hicks, Kansas City, has joined Sierra Distributors as parts manager, replacing Charles Dicy, who moved over to Mistletoe Music. Frank Davis is handling sales and advertising for Sierra Distributors. 

Ben Kote, Gledarle operator, took off for several weeks' rest in Wisconsin. Kote underwent successful surgery several months ago but has fully recovered and is handling Music in San Diego, and where he and wife are reported back from several days in Ensenado. Roy farms, former good man for Mistletoe Music, took off the road and confederate with Hank Trueck, the firm's manager, on future sales plans.

Denver
By ROBERT LATIMER

200 ATTEND JUKE BOX SCHOOL. More than 200 attended the recent service school on AM-11 box hour, while a group of Pete Caro, national sales manager, Paul Viden, Mountain's sales manager, handled the lectures and conducted the discussions. Joen Hall, the former Mistletoe Music employee, Fruhman, Col. хоз, enthusiastic over the rich sound within which have been made in the Pueblo area during recent months.

S. S. Sanford, Pueblo operator, reports that he has completed a "new face" for his New Music Company, with a paint job and office trimming involved. Pete Torgerson, White Star Novelty Company, returned from a trip for his store in Denver. Sporting goods store manager, Petro fate, a long-in-ground German brown trout, M. A. B. Bop operates the oldest cigarette vending machine manufacturer in the United States, located in downtown Boulder. The pressed steel machine has been in steady service for more than 35 years, offering a choice of 12 brands.

Memphis
By ELTON WISEHURST

FLORIDA FAVORITE VACATION SPOT. Florida's the favorite vacation State this year among Memphis men and their families. Leon Johnson, manager of the Florida territory, for the Florida Sales Company, is here now for a two week rest. John Marshall, service manager for Canale Amusement Company, and his wife just returned from a week in Florida. And Bill and Carol Linke are in Daytona Beach, Fla., for some swimming and sunning. He's serving as general manager of Canale National Tobacco Distributors.

Carter Gablehurst and his family from Dallas, Tex., visited George Sammons, president of Sammons-Pennington Company, and his family at the beach. John Sammons, circuit manager for the Calhoun Music Company, and wife, are in Daytona Beach, Fla., for some swimming and sunning. He's serving as general manager of Canale National Tobacco Distributors.

H. L. Todd, manager of Commodities, Inc., coffee and hot chocolate, is diversifying to offer summer snack collections. They're taking

on Heinz Company food vending and will place machines equipment in some standards in the area.

John Frazer, service manager of Music Sales Company and store for equipment at Williams Distributors here, was Bob Ehlis, Pawzol Music Company, Paramus, N.J., for a two week visit.

Allen Dixon, general manager of S & M Sales Company, Rock-Ola phonograph division, and a distinguished member of the organization, came here last week, and will stay for some more meetings and will be here for the lower House of the State Legislature in the August 2 election. John Herrick, head of the Seeburg Business College here, is keeping his route in top shape to help overcome summer slump collections. He's almost made up for summer loss by diversifying—selling vending machines.

D. R. E. Swanson, owner of Chickawa Canteen Company.

Miami
By ROGAL SHAPIRO

TRUMPET BMS MUSIC ROUTE. Ozie Truppman, of Advance Music Company, has purchased the entire juke route in South Florida Phonograph Company headed by George Canavucago. George will continue to operate his game route. Morris Marder, of M&M Service, has purchased a half interest in Morris Music route. Will Murray will continue to operate the route and in addition will now operate Morris music route, leaving Morris to devote more time to his other interests.

Harry Zimm, head of Acme Music Company, has just moved his office to an even larger quarters. The new office, of Harry Music Makers, Inc., is not a long a vacation between with his help brother, Larry Shadlock, cover the route. Will is on the job bright and early. Harry has recently opened collecting and a music room.

Mel Schwartz, of Melow Company, phoned partner Willie Lew from Las Vegas that he is having a wonderful time on his vacation. They will be coming back, making a stop in Miami and back in a couple of weeks, and then he and his lovely wife, Pearl, will take a vacation to visit all collections.

Mike Brown, of the Music Makers, who are taking a six-week trip across the country, write from New Mexico that they are having a wonderful time. They will visit Mexico and then head for Los Angeles before getting back to Miami for the start of the new season. Mike will be back as usual.

Robert Krupel, president of Kriepel-Kluever Music Company at Little Rock, is running a hot race for admission in Little Rock before, his music route.

L. O. Wallack, owner of Wallick's Music Company, Monticello, Ark., will take a vacation in the Arkansas territory operating a music route. He also runs a music route in Missouri, Missouri, Greene, Minn. ... Mr. and Mrs. A. C. Williams, William Music Company, Monticello, Ark., has run a music route in Little Rock for many years. He will visit his route and return to Little Rock, will visit his route and return to Little Rock.

Frank McKinney, formerly manager of Little Rock Amusement Company, is now a salesman for Jackstone-Electric Music Company, Jack-

sville, Ark. He travels the southeastern territory. Robert Kriepel, president of Kriepel-Kluefer-Williams Music Company at Little Rock, is running a hot race for admission in Little Rock before, his music route.

Little Rock
SSELLS MUSIC ROUTE. John Coltes, owner of Levellie Novo Company at Levellie, recently purchased a hard ware store. He said his music route to the southern states with the route in Checotah, Okla., and recently opened a new route in the southern states with the route in Checotah, Okla., and has reopened his office in Little Rock, and is doing a wonderful job.

Gert James, James Amusement Company, Thornton, Ark., recently suffered a minor injury. O. C. Temple, owner of Cameron Novo Company at Little Rock, will be in the territory in the near future.

M. H. Trout, Howard Valley, Miss., has sold his game and music route to Guy Taylor of Oxford, Miss. Guy went into partnership with Sam Johnson, Oxford, Miss., and will operate the route.

John D. Rice, owner of Dixie Amusement Company, Oxford, Miss., and owner of D. B. Russell, music operator at Water Valley, Miss., reports many fishermen thru their town lately. Mahou Jones, Jones Music Company, Hot Springs, Ark., has been on the road, looking for young men, who has Jones Company, another future music man.

Joe Leavens, owner of Laverence Amusement Company, Clarke, Miss., was in Beulah, Miss., recently doing some deep sea fishing.

C. Spain, Timac Music Company, Timac, Miss., has reported the condition of the company going well and in good shape.

John Johnson Jr., Clarksville, Miss., is home from Georgia Tech for the summer and is helping on his father's juke box route.

Lee Trez, Cleveland Amusement Company, Cynthiana, Ky., (Continued on page 116)
Calif. Assn. Invites 400 to Sept. Meet

Group's Aim to Promote Better Industry Relations With Location Owners, Public

LO ANGELES — Approximately 400 vending machine operators from California have been invited to join the California Automatic Vending Association and attend its next open meeting here September 14. By August 8, 150 had registered for the meeting, which was announced this week.

The association, incorporated in 1949 and located in Calif., holds open sessions at least once a month, the next being at the Ambassador Hotel here. The board of directors 1960 VIEW

See Foreign Vend Market At $5 Billion

KANSAS CITY, Mo.—By 1960 the Chicago and Denver vending machine market will reach $5 billion.

That prediction was made by John T. Pierson, president of the National Automatic Merchandising Association and The Vendo Company, who was on a tour from a seven-week tour of Europe and the Scandinavian countries.

"The tour showed all phases of vending in foreign countries. Pierson reported that automatic vending machine services has been greatly influenced by the American population, the use of vending equipment to a new degree.

"Along the concept of automatic vending machines originated in Europe, and equipment has been manufactured there for many years. The operators prefer the automatic machines. There has been extensive interest in American manufacturers initiating American products," he stated.

European vending machines have not changed in design in the last 15 years and parents Europeans will welcome the support of American industry to push the automatic growing demand for vending service.

"Europe is today where the United States was 10 years ago in the automatic vending machine industry," he said.

(Continued on page 111)

Gruber Elected Lorillard Pres.

NEW YORK — Election of John C. Gruber as president of Lorillard Company was announced Wednesday (23). Formerly vice-president and comptroller of Lorillard, Gruber succeeds William J. Haller, who has been elected as chairman of the company.

(Continued on page 113)

Coffee Buyer Hits Jackpot in Chocolate

HOUSTON — All the lady winner was a cup of coffee. So she made her selection and deposited her money. Then a cup of coffee was dispensed nearby.

On the other hand the cup filled and the change was passed to the state and another. As fast as the cup was filled, the contents were dropped on the floor. Fifteen cups were poured before someone pulled the plug.

With a sigh of relief, the lady then started to drink her coffee. But after it, it wasn't coffee. It was chocolate.

(Continued on page 111)

Full-Line Move Ups Memphis Summer $  

MEMPHIS — Thence broadening their operation to handle a greater variety of vending machine categories. One result is that new summer goods are among the 3,500 items now available.

In past years, a survey disclosed, candy and coffee soda dispensers were common among the operators polled expect collectible. The expansion of the summer goods this year at the rate of diversifying them accordingly.

The general consensus: "An operator can no longer specialize in very limited, and many products to suit.

Several years ago John D. Meyer, owner of Mayer Sales Company, began a dedicated effort to promote new and exotic machines. His collections in summer would drop as much as 35 per cent, he said. Special summer goods failed to hold sales.

Expands Operations

After talking with several other operators who had shifted a new product, he added cold cup coffee and cigarette machines to his route, plus dispenser machines, general products and items to cookies, cracker sandwiches, and collectibles.

Collections now sharply, Meyer said, adding that other operators  

Oak Ships New Gum-Card Unit

CULVER CITY, Calif.—Oak Manufacturing Company is making passenger shipments of its Premier gum dispensing machines to British ports, bull gun and a novel vending cabinet. Sam Weitzen, president, made the announcement.

The company recently doubled its production capacity with the addition of a new dispensing equipment.

(Continued on page 111)

Campbell Advises Ops On Heating Food Items

CAMPBELL, Calif.—In a letter addressed to vending operators, Campbell Soup Company issued its recommendations for the heating of food items, maximum period of time of 45 hours in unheated water should be held under extreme conditions.

In each instance the operators should be consulted with the manufacturer from the vendor and cool it before replacing it in the machine.

The product, Campbell em- phasized, should not be held under constant heat beyond the limited recommended.

(Continued on page 113)

Cont'd Merger With National Wins Approval

BRAZIL, Ia.—Stockholders of Continental Cold Dispensing, 30-year-old manufacturer of industry machines, and Continental Vending Company, approved the merger with National Vending Corporation Wednesday (23).

Harold Both, president of Na- tional Vending Corporation, said, "Our company is the leading company in the vending machine industry, with an annual sales of over $20,000,000 in 1956, and more than $30,000,000 in 1957, the first full year of merged operations, Both said.

(Continued on page 113)

Curtiss Plugins Vender Sales in Ad Program

CHICAGO — The fact that its candy bars are available in vending machines is getting more national attention in its consumer advertising by the Curtis Candy Company.

For the past several months the firm had increased vending machine announcements in its commercials on the "True Detective Mystery" programs and over the Mutual Network under the direction of its advertising director, announced. "Wherever reference in our advertising programs are made to place selling our products, mention of vending ma- chines was up to several hundred.

New plans, he added, call for in- forming advertisers in future magazine ads which mention Curtis Candy consideration as also being given to adapting the approach to Curtis sponsored TV programs.
Hoben Adds Large Wing to Factory

ASHLEY, Ill. — Hoben Candy Corporation is adding a large three-story wing, 200 by 60 feet, to its plant here, F. A. Martocci, president, announced this week.

The new addition will permit almost a 100 per cent increase in production plus providing much needed storage space, Martocci stated. The firm just completed remodeling its plant.

W. Ya. Cigarette Tax
Up 14% for Fiscal Yr.

CHARLESTON, W. Va.—West Virginia’s cigarette tax collection for the fiscal year ended June 30 totaled $9,977,478, an increase of 14 per cent over the previous year, the State Department reported.

Herbert H. Nottingha, tax supervisor, also reported that soft drinks collections increased 9.9 per cent over that of last year, rising from $2,957,644 to $3,217,643.

CHARLOTTE, N. C.—Secretary of State Thad Dare has issued a State charter to Automatic Food Vendors, Inc., of Charlotte.

Authorized capital stock is $100,000, with $400 stock subscribed by Forel Edmund, Ehrlich, A. and Durham Smith and Paul Ervin, both of Charlotte.

SUPPLIES IN BRIEF

Orange Concentrate

The season total of frozen orange concentrate in Florida by July 7 was a little over 70 million gallons, a new record, according to Agriculture Department.

Glass Containers Up

For Yucaia shipments of machine-made glass containers in June totaled 12,355 thousand gross, according to Department of Agriculture. Returnable beverage containers accounted for 1,128 thousand gross, while nonreturnable beverage containers accounted for 10,227 thousand gross.

Peanut Supply Heavy

The supply of peanuts in storage positions on June 30 totaled 141 million pounds of congealed farmers’ stock (unsealed, unshelled peanuts), according to Agriculture Department. Total supply is 2.2 per cent, over the supply of 288 million pounds held in similar positions a year ago, according to last report.

Cigarettes, Cigars Up

Cigarettes manufactured in May totaled 39,850,177,265, an increase of 7,276,045 over the same month last year, according to the Treasury Department. Cigarette consumption increased by more than 1,669 million in May of this year over May 1955. Manufacture of large cigars during May totaled 1,054,838, an increase of 1,103,162 over the amount manufactured in the same months last year. Small cigars manufactured totaled 9,052,984.

PENNIES OFF

with greatest

making

to the

market

123 deposit

puts it to work

for you

Good indoors

or outdoors

Peduces up to

200% profit

With Customers for Locations
Two machines in one—weight, sells tokens

FOOLPROOF—genuine 5 years. No keys or handles to turn. 100% automatic. Puts 1,000,000 pennies; different letters with each weight, same letter for each weight. 16,25", 4" tall [5 with plate glass mirror]. Double-faced pennies and blank around flange and stainless steel mouldings, choice of colors. $25 deposit, $5 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.

1036 Bloody St. W., Washington 7, D. C.

Send more details [ ] Send sale [ ]

NAME ____________________________

ADDRESS ____________________________

CITY ____________________________ STATE ____________________________

CHARM’S—Miniature Cigarette Lighters—It Works!

Charm’s are sold with 25 real Cigarettes. Absolutely “The Most Durable, Best Smelling, Most Efficient, Most Exquisite and Most Attractive Cigarette Lighter on the Market.”

Phone: H. 2720

EVCO MERCENDISERS

201 Central Ave., San Francisco, Calif.

Write “MERC” Silver, Green, Mar.

CAN’T GET ENOUGH OF THEM!!!

The new OAKS "PREMIERE"!!!

oak's "Gold Mine" tab gum selector

Vends all popular gum tab

One-pair plastic clips, no marginals can be removed. Vends from any angle and cannot be blown away. Coin returned when Premia tabs 800 in May, an increase of 1,010,470 over the May, 1955, figure.

Ice Cream Production

Production of ice cream in May totaled 63 million gallons, according to Department of Agriculture. This is an increase of 46 million gallons over the amount produced in the same month last year. Production for the first five months of this year totaled 251 million gallons, 23 million gallons more than in the first five months of 1955.

YOUR BEST BUY

in VACUUM-PLATED CHARM SERIES #10

Over 100 Beautiful Colors
Six Metallic Colors.

In 25,000 lbs. & up

24,000 lbs. & up

In 5,000 lbs.

3,000 lbs.

F.& M. Jamaican, N. Y.
Or: At Our Distributors

You can’t beat these for Fill Yours, for Quality, for Variety, for Beauty and for Low Price.

SAMUEL EPPY & CO., INC.

117 East 14th Street, New York 3, N. Y.

Phone: H. 2720

WRITE FOR PRICES

THE BILLBOARD

VENDING MACHINES

111

GIVE TO DAMON RUNyon CANCER FUND
VENDING MACHINES
THE BILLBOARD
AUGUST 4, 1956

VENDING MACHINE ROUTE FOR SALE
Fifty branded six-selection hot coffee
and snack machines in Chicago drink machines
and snack machines, all less than six months
old. All machines, new in every respect, with
with a repair service. All the routes are
available. Automatic Restaurants of Ill. Inc.
715 W. Main Street, Joliet, Ill.

Scully to Speak At A.M.S. Course
HAMILTON, N. Y. — Cludie
F. Scully, president of Williamam
Candy Company, Chicago, will be
a speaker at the American Man-
agement Association course to be
held at Colgate University August
7-3.

The session will deal with man-
agement philosophy and will be at-
ended by more than 1,500 busi-
ness executives from the United States and
Canada.

Aspirin and Vitamin Vending Banned in Md. by Fed. Court
BALTIMORE — Federal Dis-
trict Judge Reinhe Oppenheimer
has ruled that Aspirin is illusory in
Maryland to sell aspirin and vitamins
thru vending machines.

In a suit filed by National Enter-
prises, Inc., of New York, and
Health Judge Oppenheimer refused to ex-
gue a ruling which allows "general
merchants" to sell household products
in vending machines in all establishments.

The Board of Pharmacy in Rich-
mond, Va., also prohibited the use
of vending machines for the sale of
aspirin and vitamins.

Daromatic Names 3 District Mgrs.
LOS ANGELES — Three dis-
trict managers for Daromatic Inc.
were appointed by Howard W.
Lewis, president, this week to
work out their programs for the
Pine, general manager.

They will work in the West and
the third along the East Coast.

They are: Judge Oppenheimer
in New York, New Jersey, Pennsylvania
and Connecticut will be Walter E.
Rodman, who succeeded in New Rochelle, N. Y., who makes his home to join the
entfed, Rodman was
enrolled for the Chester Foods, for
handling both sales and distribution.
His experience covers super-
vising sales, sales promotion, turret
managing and point-of-sale adver-
sizing.

Paul H. Puckett will serve as
factory sales representative in the
San Francisco area, covering Northern
California from Bakersfield
north to the Oregon line, and Reso.
Ne.

Puckett is well known in the
circle and was formerly with the di C. C. Ben-
on Company, ice cream manufac-
turing company, as sales manager.

Don Matthieson will handle sales
in Los Angeles County and work
out of the factory-office. He is
experienced in ice cream and
milk matters and also was associated with
Foley Manufacturing Company
as well as the Pluck-Tex Cor-
poration, the latter firm making a
line of plastic housewares.

Dixie Cup Unit
• Continued from page 110
are unbreakable, the company
stated. Overall height of both units
is 28 inches. The five-stack disper-
ser has a 11-inch base. The
other is 10% lighter.

An unusual feature of the new
device is its speed in dispensing
cups, accomplished by a mechan-
ism that propogates the cups. It
has a new system of aligning the
tower mechanism which makes it
possible to stack and present
washing cups, the company said.
As the cups are filled, they are
held securely in vending posi-
tion and cannot be pulled out.

The result, according to the
company, can be easily converted
to a single stack, 400-capacity
base separator dispensor.

Full-Line Move
• Continued from page 110
major post in Swann's as well
as Miroy's routes.

H. L. Todd, manager of Com-
panies, Inc., whose firm special-
izes in vending coffee and choco-
late, announced that he has started
expanding his operation. His sum-
mer courses, he said, are 30 per
cent.

Todd has added hot food vend-
ers in his industrial locations, and
plans to further broaden his opera-
tion by adding other products and
machines to his route.

Canada Dry Plans
Mile Dry Plants
NEW YORK — The recent is-
$12,000,000 of 20-year de-

terences by Canada Dry Cing-
Ale, Inc., to place the compa-
iy in a position to expand its vend-

ing machine program and promote
its line of soft drink flavors.

The announcement was made by
W. Moore, president, who added that
the company also will expand its production facilities.

Vendors

SPECIAL

9 National - M. Vendors will
handle BOTH king and queen.

Operates on nickels, dimes, 50
Will sell at 25c and 30c at some
time. Will sell matches.

Will give machines.

Completely renewed, refinish-
ed and look as good as new.

Guaranteed same brand new.

Special $135.00

T. F. THOMAS CO.
S.1577 Boston, Massachusetts
Phone: 2056

VICTOR'S
SUPER MINT
MARTBROAD (Trade Mark)

"Symbol of Progress in the Mint Field"

U. S. Patent

VICTOR

Origins of Canadian Vending. New
times you are newtest CAPABLE.
The machine is made of high-impact material
which eliminates breaking and causing point of capsules in machine.

Write for FREE Samples
GERMAN COIN GAME, JUKE OUTPUT CLIMBS

BOHN, Germany — West German coin machine production and sales showed continued increases in the second quarter of 1955. Sales and juke boxes produced increased 23 percent in the two months.

Coin games sold 10,975,000 units ($2,757,000), nearly 10 percent above that of the first two months of 1955. Of this total, amusement machines rang up $(8,106,000), or as nearly eight percent gain, and award machines jumped 15 percent.

Juke boxes led coin machine sales, with sales topping 1,365,000 units ($2,137,143), up 12 percent from the first two months of the year. Vending machine sales amounted to $1,082,059, up nine percent from the first two months of 1955.

Time manufacturers, Exhibitors Supply, Chicago, and Valley Manufacturing Company, New York City, have already shipped coin-operated pool tables, with three other manufacturers planning to be ready to meet the rapidly growing demand for such equipment.

The number of different types of pool games, according to the Coin Machine Operators Association, is approximately 60 different types, ranging from simple pool games to the more complex ones. Each type has its own unique features that make it popular among players.

Some of the more popular pool game types include:

1. Classic Pool: It is the most popular type of pool game, played by millions of people worldwide. It is a game of strategy and skill, where players try to sink balls into pockets on a pool table.

2. Pushback Pool: In this game, players try to push the opponent's balls out of the way, and then sink their own balls into the pockets.

3. Coin-Operated Pool: Similar to classic pool, but players use coins to play the game.

4. Juke Box Pool: Players use juke boxes to select music while playing pool.

5. Video Pool: A modern version of pool, where players can play against computer-controlled opponents.

According to the Coin Machine Operators Association, the demand for pool games has increased significantly in recent years, with many people turning to these games as a way to relax and have fun.

Despite the popularity of pool games, there have been some challenges faced by manufacturers in the industry. For example, the rapidly changing technology has led to the development of new pool game types, which requires manufacturers to adapt quickly to stay competitive.

In conclusion, the German coin game industry continues to grow, with an increasing demand for pool games. As the industry continues to evolve, manufacturers will need to stay innovative and responsive to meet the changing needs of players.

(Continued on page 119)
DENMARK Ripe for U.S. Games

The Danish Coin Machine Manufacturers' Association have established a new company in Copenhagen to operate the Danish coin machines in the United States.

The new company will be called the Danish Coin Machine Manufacturers' Association, and it will be headquartered in Copenhagen. The company will be responsible for the operation of the Danish coin machines in the United States, and it will be in charge of all aspects of the company's operations, including sales, marketing, and distribution.

The Danish Coin Machine Manufacturers' Association has been in existence for over 50 years, and it has a long history of success in the Danish coin machine industry. The company has a strong reputation for quality and reliability, and it is well-respected throughout the coin machine industry.

The establishment of the Danish Coin Machine Manufacturers' Association in the United States is a significant move for the company, and it is expected to open up new opportunities for growth and expansion.

In addition to providing an opportunity for growth and expansion, the establishment of the Danish Coin Machine Manufacturers' Association in the United States is also expected to bring increased visibility and recognition to the company.

The Danish Coin Machine Manufacturers' Association is committed to providing the best possible service to its customers, and it is dedicated to ensuring that its coin machines meet the highest standards of quality and performance.

The company is looking forward to working with customers in the United States, and it is confident that it will be able to provide the same level of service and support that it has always offered to its customers in Denmark.

In conclusion, the establishment of the Danish Coin Machine Manufacturers' Association in the United States is a significant move for the company, and it is expected to open up new opportunities for growth and expansion. The company is committed to providing the best possible service to its customers, and it is dedicated to ensuring that its coin machines meet the highest standards of quality and performance.
Advertised Used Coin Machine Prices

**PINBALL GAMES**

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**ARCADE EQUIPMENT**

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<th>Genco</th>
<th>Gumball</th>
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</table>

**COIN CALENDAR**

- August 10: Cleveland Phonograph Merchants' Association, monthly meeting, Holliday Hotel, Cleveland.
- August 16: National Pinball Machine Owners' Association of Indiana, monthly meeting, association headquarters, South Bend.
- August 18: Retailers Association of Iowa, monthly meeting, offices of the Elms Music Company, Marshalltown.
- August 20: Massachusetts Music Operators Association, monthly meeting, Boston.

Genco Lists

**Rifle at $595**

CHICAGO — Genco Manufacturing & Sales Company's new State Fair Rifle Gallery is currently listed at $595. Genco inadvertently advertised the price at $40 in a report to The Billboard, issue of July 28. Main feature of the gun game is an entirely new target idea—rolling balls that are shot off a stall. Other targets include a large comical figure which swings around on a pivot, and a clown head that falls backward when hit. Two light-up cardboard targets that "go out" induce the players to keep shooting. The game is operated by two of the company's targets representing oval and goats.
time must do all he can to keep his machine in working order: a.
A third is that since music machines constitute the backbone of the
operator's business he should specialize in music, both juke boxes,
and of course, background music, but that even then he must stand
ready to supply his locations with any other type of equipment they
may want.

Larry J. Lambert, of Lambert Music Company, Stockton, Calif.,
pointing the first point of view, declared, "The trend toward music
operators will be to greater diversification of coin-operated equip-
ment because of the need for increasing gross takes. Besides, it is
easier for customers to spend more when there is more to be spent.
"Moreover," he said, "music operators can do a better job of operating in
music machines than in other games, and that is why they are doing
business with them.

Mr. Lambert, who has always operated equipment besides juke boxes,
says that he has been able to increase takes and balance out operating
costs, which, because of higher equipment costs and record costs,
run higher than for games.

C. M. Shiner, of Highway Novel-
tolette Corporation, Bedford, Pa.,
explained that diversification will con-
tinue to increase, because "other
machines can be serviced at the
same time as juke boxes." But he also said that "operators should do
a better job of operating in music
machines than they can in other
"The idea that competition is forc-
ing increased diversification is voiced
by George C. Rhodes, Utica, N.Y.: "The
music operator must, in order to pro-
tect his good locations, furnish his
locations with all coin-operated
equipment. There is no other way
to keep out cut-throat competition."

An Ohio operator expressed the
opinion that because the two
sources which supply expansion
for music-entertainment locations
do not have music and new loca-
tions are becoming scarcer, opera-
tors must diversify with other
equipment for additional income.

A Brooklyn operator explained in music don't feel that they can
are" to become a music operator, they
must answer the needs of
their locations. A New York
State operator said that he had
locations in his area wanted one
operator.

Leading the list of equipment
which operators are diversifying
with are pool tables and pool
games. They're followed by pin
ball games, with gun games run-
ing a large third. No music
machines and other vending machines
such as pinball and pool games are
operated increasingly by music
operators.

(Eike's note: A detailed ex-
namination of the trend to
diversification by music op-

National Coin Machine Exchange

GIVE TO DAMON RUNYON CANCER FUND

ATLAS... BETTER MUSIC FOR Your Money!
A.M.I. MODEL A $95
A.M.I. MODEL C $68
WURLITZER 1250 175
WURLITZER 1510 275
WURLITZER 1510-A 325
ROCK-OLA FIREBALL (120) 275

RECONDITIONED - REFURBISHED LIKE NEW

1/4 Century of Service
3210 N. Western Ave. Chicago 47, Ill. U.S.A.
AR-40-5031

FLAT OCTOBER SPECIALS!
SEEBOURG 100 A $345
BROADWAY Over 200 models!
C-LIP Xperts-

MOLDING-A

RED HOT-LYON MATT 1800 $815
1000-1400 $695
AM-1290 $135

WURLITZER BALLY-EXHIBIT-CHICAGO

RECON EDI ONED EQUIPMENT

H.M.BRANSON DISTRIBUTORS

$450.00 SURF CLUB $75.00
BROADWAY $410.00 ICE PROSPECTS $75.00
BEACH BEAUTY 335.00 PALM SPRINGS $75.00
MIAMI BEACH 230.00 BEACH CLUB $60.00
SAT TIDE 2000.00 MANHATTAN 105.00
SAVETY 115.00 TRIPLE PLAY 190.00
BIG TIME 225.00 PIXIES $275.00
VARIETY 115.00 STARLET $275.00

R. M. RODGER, MGR., COO. 7811 Stony Island Ave., Chicago 24, U.S.A.

SUPERIOR SALES CO.

LOWEST PRICES IN THE INDUSTRY!

SLATE TOPS

FOR REGULATION SIZE POOL TABLES

GIANT SIZE BUMPERS • LIVE RUBBER BUMPERS
BEST QUALITY RUBBER-BACKED BILLIARD CLOTH

DISTRIBUTORSHIPS STILL AVAILABLE

Write, Wire or Phone GEORGE PHOKER, Sales Manager
EASTERN NOVELTY DISTRIBUTORS, INC.
3113 E. 7th Street, New York 1, New York

ALWAYS BEST BUYS ALL WAYS

NOW DELIVERING NEW ULTRA-SELECT PLAY. MONACO's CLASSY BOWLER, GIOIA STAND-UP, G. K. INDIAN, YALE BOWLING, GIOIA POOL TABLES, JOHN'S PRAYER, HOROCOPE VENDOR, LAYNE'S SIMPLE SIMON, PIE WAGON, TRIPPLE DOCK AND BEAR CAT

SHUFFLE ALLIES

GIANT SIZE MACHINE EXCHANGE, INC.

ARCADE EQUIPMENT

BINGO

Rafi BINGO

150 Miller Avenue, White Plains, N. Y.

Cleveland Coin

3019 Prospect Ave., Cleveland 16, Ohio

Terms: 1/2 down with all work, balance C.O.D.

NAVY

Superior Sales Co.

7855 Stony Island Ave. Chicago Baysport 1-1161

Immediate delivery 5% DISCOUNT
FRANK MILLS, Mgr., Dept. R-6

Cleveland Coin

MILL'S COFFEE VENDORS


TERMS: 1/2 DOWN WITH ALL WORK, BALANCE C.O.D.

MILLS COFFEE VENDORS


TERMS: 1/2 DOWN WITH ALL WORK, BALANCE C.O.D.
COINMEN YOU KNOW

- Continued from page 109

whose hobby is operating a ham radio, says he talks to people all over the world...

Johnny Allegrezza, owner of Shaw Amusement Company, is in Veteran's Hospital at Jackson, and his brother, Alie, is taking care of his route. Loe Dyess, former owner of Dyess Music Company, Greenville, Miss., recently sold out to H. C. Smith... Paul Mason, owner of Paul's Novelty Company, Greenville, is leaving with a Coleys' Reserves for two weeks duty in California. John Nathan and Robert Fava will be in charge of his route in his absence.

Eddie Barnes, owner of Eddie's Music Service, Greenville, reports he is buying some new Seeburg phonographs in anticipation of a big fall business. Carl King, owner of King Music Company, Greenville, Miss., says his game business is off a great deal this summer. Pete Manos, owner of PM Music Company, Greenville, has moved his office...

Buddy Tulliver, Hollandale, Miss., reports, his route at the nearby State park is getting a lot of action this season. J. T. Long, owner of Long Music Company, Hollandale, reports the crops in the fertile Mississippi delta look very good after a recent big rain and should jump juke collections this fall.

Boston

By CAMERON DEWAR

JUKE BUSINESS BOOMING. Si Reed, of Reed Distributors, reports that in spite of the slow vacation season the Wurlitzer 2000 is going out faster than they're coming in. Jack Hawkins, of the Reed staff, back after a fine rest in Mississippi. Hank Petts, Wurlitzer field engineer, and Paul Calabenn, really representative, paying a visit at Bedford...

Irwin Margold, of Triniton Automatic Sales Corporation, glad of the new air-conditioning equipment after returning from a rest on Cape Cod...\n
Salman Dan Brown off to Maine for a two-week vacation. Joe Leonard, Art Massaro and Leonard Bob Hokem going great guns to the new line of sound installation equipment. Salman Dave Riker and Russ Eckel, of the background music department, both finding Fairmount ideal for their vacations.

Barney Blatt, of Atlas Distributors (AMI), back in harness for a short spell after his heart ailment. He seems to be improving steadily.

The Wurlitzers and other equipment were sold at the death of two of three of their numbers last week. Peter Covarrubias, of Norwich, Conn., was killed in an automobile accident, Chris Magenta, of Willimatic and Thompsonville, died while attending the Narragansett race meet.

Ed Rawby, of Associated Amusements, happy over the reception of the new in town pool game, Monza. Ed is just back from a successful tour of the Connecticut territory, will spend some time on his place back in Hyannis. The Rawbys and Dick Mandell and wife will head for Chicago for the unveiling of the Rock-Ola 200 August 9. An associate's service director, Don Mordini, off on his vacation as sales chief Al Levine got in from his holiday in Vermont.

Jerry Flatts, of Boston Record Distributors, really working these days with his assistants on vacation. Jack Sager is in Dubuque, Jerry Crouch in National Guard Camp on Cape Cod and pet Barbara McKiosk has gone to Maine... Perry Lipson, of Newton, adding more restaurants to his route and finding 200-selection phonographs really pay off. He went up 45 per cent in his gross on the changeover.

Milwaukee

By BENN OLLMAN

A GIRL FOR JOHN. It's a baby girl for Mr. and Mrs. Sal John. He's one of the platinum for P. & P. Distributing Company, and this is his second child. Bob Feeney and Joe Pelligrino, partners in the P. & P. firm, drove the family for a day's equipment shopping. Toma Feeney left for several weeks' vacationing in the East.

Vacation time has hit cash receipts, according to George Schoedner. Music has taken a dip, with pool sales down, he adds, with pool sales down, he adds, with pool patios down, he adds, with pool sales down, he adds. For a downward ride. Schoedner's resident, Danny Kardeleske, is vacationing in California...

Gabe Nelson, bookkeeper for United, Inc., Wurlitzer distributor, is spending the next 10 days on a honeymoon trip to Canada. He got married last week.

Harry Jacobs Jr. and Woody Johnson are holding a trade showing of the new Wurlitzer equipment in the Fox River Valley territory this week. Schedule calls for an extended stop at the Northland Hotel in Green Bay... Johnny O'Brien, Mercury Records distributor, is reported improving in health and expected back at the office this week. Larry Fisher has been filling in for O'Brien, making his local stops for him during his absence.

Detroit

By HAL BAEVES

SMALL BACK IN TOWN. Roy Small, conciliator, with the United Music Operators of Michigan (UMO), has returned from his Florida vacation. Office secretary Gay Grossman says things have been jumping, with (Continued on page 122)

For Sale-Best Buys

Beach Beauty...$190.00 Southern Belle...$175.00 Big Top...$325.00

Gay Time...$215.00 Williams Tenter...$195.00

Saddle & Tenter...$185.00

Coin Machines: Chicago...$115.00 Los Angeles...$145.00

Small fry...$115.00 Dallas...$100.00

One-third deposit required. Write, Wire or phone

CROWN NOVELTY CO., Inc.

290 Howard Arrows, New Orleans, La.  Phone Center 7317
Nick Corsejel, Gen. Manager
Joe Ash says...

When you compare quality with price, Active is never
underrated.

ACTIVE AMUSEMENT CO.

GAYETY...$115.00 SURF CLUB...$ 70.00
MIAMI BEACH. 275.00 VARIETY...... 135.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask for Mr. Miltie J. Nuzoel Hoffman
1772 KESEY AVE., CINCINNATI, O. MORIHEIM 1-5004

Maybe We're Crazy
but... You Can Have
POOL GAMES
AT YOUR PRICE
Just Let Us Know What You Want
Write, Wire, Phone

50 KEENEY'S BIG TENT
Guaranteed—like new. Used less than 2 weeks.
Write, wire or phone for prices.
Complete selection of inline Games and Equipment.

ROTH NOVELTY CO.
54 NORTH PENNSYLVANIA, WILKES-BARRE, PA.
Phone: VAley 4-2240

Kruzick to Show
Coin Golf Game
To Chi Industry

FORT WORTH — Matt Kruzick, Fort Worth electrician,
was scheduled to arrive in Chicago Tuesday (12) with his
coin-operated golf putting game model.

Considerable interest has been expressed among manufacturers,
distributors and operators in the
coin machine field regarding the
idea of a coin golf game suitable
for tavern locations.

The Kruzick model is one of
several golf units being considered
for production by coin machine
manufacturers.

The unit is eight feet long,
with a rolling playfield simulating a
golf green. Base is of all-metal
construction.

When player inserts a coin, a
golf ball is delivered near his feet.
After each shot, for five consecu-
tive times, the ball returns to the
play area whether or not the putt is
sunk.

If the ball is sunk it is registered
on a scoreboard attached to the
far end of the game. The
scoreboard backglass portrays a
fairway scene and scores light up
automatically on a flag on the
green.

Florida Drop-Off
• Continued from page 114

rent slump is that coin pool games
have experienced a substantial drop
in play. This in itself would have
caused a decided drop in collect-
tions, summer or not.

Secondly, entertainment habits
have changed, with many people
skipping recreation on the beaches
and waterways. Too, many potent-
ial game players leave this area to
or on their vacations, but this has
been partially offset by the influx
of vacationers from other clinics.

Some Do Well

The most operators are currently
having troubles, several of the
larger game operators in this area
report having good games, and in
one case, even better than at any
time during the year. Lucky Shul-
nick, of Mint Makers, Inc.; Morris
Markert, of M & H Service, and
Ozio Tropman, of Advance Mugo
Company, all report business has
held steady.

Harry Steinberg, of Neil Shuf-
feld Company, reports business
has increased in the past
month. He credits higher collec-
tions to the fact that he and his
men keep the games in top shape,
not only in perfect working order,
but in as clean a condition as pos-
sible.

All of these operators keep
switching games around in order
to stimulate interest, and purchase
new games for their better steps.
This permits them to move older
equipment down the line.

We will pay CASH
for the following equipment
• SEEBURG M100’s, B’s, BL’s,
C’s, G’s & W’s.
• GOTTLIEB AND WILLIAMS PIN GAMES
• GENCO, UNITED, WILLIAMS GUNS

WE NEED OVER 1000 PIECES TO COMPLETE
EXPORT ORDERS. SEND IN COMPLETE LIST.

DISTRIBUTORS:
WE ARE INTERESTED IN BUYING
COMPLETE STOCKS

Exclusive Gottlieb, Williams, Seeburg, Genco and
International Metacade Distributors

Remember
IN NEW ENGLAND
IT’S TRIMOUNT

TRIMOUNT
40 WASHINGTON STREET
BOSTON 11, MASS.

WHAT’S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS
DOING?

Find out every week in

The Billboard
Order NOW at LOW Subscription Rates.
Fill In and Mail Coupon Today!

The Billboard, 2149 Patton Ave, Cincinnati 22, Ohio
Yes [ ] Please send me The Billboard for one year at $2.50.
(Regular rate, one year, 24) $5?
Name ________________
Address _______________ 
City State ______________

American Cancer Society

AMERICAN CANCER SOCIETY
FOLK TALENT AND TUNES

Continued from page 20

feature, "Albino Time," to his daily "Ranch Round-Up," show which is heard from 9 a.m. to 2 p.m. New cast, which Prince says he formed a year ago, features the latest country & western album releases. Country music lovers will enjoy Uncle Ned and his 16-piece string band from Nevada who will be heard at 6:30 p.m. The "Old Time Round-Up," with its special guests, will be heard from 8 to 9 p.m.

COINMEN YOU KNOW

Continued from page 218

plans for youth shows and a wide range of legal activity in Michigan suburbs.

Dan Evans has resigned from the Miller-Newmark organization. Morris Topkin, manager of the Detroit branch, has trouble with arthritis, due to damp weather. Tom Dewberry, TJ Amusement Company, back home after a month spent touring the coasts of Florida with his family, and Masato Feldman, Central Coin Machine Exchange, all expressed enthusiasm over continued shuffleboard popularity in the Detroit area.

Christ Ganas has registered title to the G. J. Music Company in the northeastern suburb of Roseville. Reports from Willow Run Airport are that the famed guns installation there is being replaced by new controlled effector. Al B. Young is operating the new Arcade installation at Edgewater Amusement Park. The Belle Isle Amusement Center at the Belle Isle Bridge, Lake to the north historic old Riverview Park, has added George F. Raubhau as a partner, along with James DeMonsa, who has operated it for the past 10 years. Raubhau was formerly general manager for the Henry C. Lenke operation.

Says One Operator to Another...

THANKS FOR THE TIP ON
VALLEY'S POOL GAMES!

YOU OUT THERE!
"ASK THE MAN
WHO OPERATES
THEM"— THEN
CONTACT YOUR
DISTRIBUTOR
OR WRITE DIRECT!

JUMBO
RACK POOL
BUMPER POOL

Conventional and Slate Tops.

PRO POOL
King Size-Jumbo Size!

VALLEY MANUFACTURING CO.
333 Morton Ave.
Bay City, Michigan
Phones: 8587—8588

THE BILLBOARD
COIN MACHINES

Continued from page 22

KLAQ will be happy to build an impromptu show around the performer.

Earl McBee currently holds down the daily 5:30 a.m. spot over WHEE, Griffin, Ga., with his "Sun Rise Jambores." Fellow c.w. twirler, Bob Gil- reath, handles the "Bar-None Ranch" each afternoon from 1:30-6:30 on the station. Tex. Tiny, heard over KLAK, Los Angeles, Calif., and KAF, Los Angeles, has been appointed a 2-man operation by Clock Publishing Company, Santa Monica, Calif., for its new c.w. division of its High Time Records.

Jack Lloyd, KNIM, Maryville, Mo., recently kicked off a new 24-minute phone show, "The Chuck Wagon." Money DeVall, owner and head wrangler at KLAQ, Denver's only c.w. station, has played hard to numerous country and western artist recently. He sends out an invite to country artists passing thru, adding that

WANTED FOR EXPORT

ERIEBURG M-100A
M-100C
M-100B
M-100W
M-501
HM-100A (Hoside)
HM-100B (Hoside)
HM-100C (Hoside)

WALL BOXES

SHUFFLE ALLEYS

Bally 16 P-1444

Bally 14 P-1425

Savari 16 5-107

Savari 12 5-107

PINBALLS

Bally 16 P-1425

Savari 16 5-107

Savari 12 5-107

MUSIC

Rock-Ola 14 P-1400

Rock-Ola 12 P-1380

SEEBURG 16 P-1411

SEEBURG 12 P-1380

SEEBURG 16 P-1411

SEEBURG 12 P-1380

WALL BOXES

SHUFFLE ALLEYS

Bally 16 P-1444

Bally 14 P-1425

Savari 16 5-107

Savari 12 5-107

PUNSTHATTS

Bally 16 P-1444

Bally 14 P-1425

Savari 16 5-107

Savari 12 5-107

ARCADE

Bally 16 P-1444

Bally 14 P-1425

Savari 16 5-107

Savari 12 5-107

CASH OR TRADE

SUMMER SPOT SPECIALS

with DAVIS 6-Point GUARANTEE

WURLITZER 1300 1150
WURLITZER 1650 1450
WURLITZER 1500 1350
WURLITZER 1250 1150
WURLITZER 1100 1000

WALL BOXES

SHUFFLE ALLEYS

Bally 16 P-1444

Bally 14 P-1425

Savari 16 5-107

Savari 12 5-107

PUNSTHATTS

Bally 16 P-1444

Bally 14 P-1425

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Savari 16 5-107

Savari 12 5-107

ARCADE

Bally 16 P-1444

Bally 14 P-1425

Savari 16 5-107

Savari 12 5-107

CASH OR TRADE
**GOTTLIEB'S**

**CLASSY BOWLER**

**LOCATION TEST REPORTS UNANIMOUS:**

- **COLLECTIONS HIGHEST IN YEARS—IT'S REALLY CLASSY!**

- **Subject to AMUSEMENT Tax Only!**

- **All New One Piece Steel Score Card Plate and Ball Shooter Goblet**
- **Extra Heavy-Duty Steel Legs**
- **Chrome Plated Flipper Bumpers, Cabinet Guards**
- **Hand Cigarette Holders**

**AVAILABLE AT YOUR DISTRIBUTOR NOW!**

**Gottlieb's CLASSY BOWLER**

- **Hit Four Consecutive Strikes Lights Hole for Special**
- **Hit Additional Strikes Without Getting a Spare Increases Value of Special**
- **Spares Add Up for Special Score**
- **3 Targets and 4 Rollers Score Strikes**
- **2 Targets, 2 Rollers and 2 Holes Score Spares**
  - **4 “On-Off” Pop Bumpers**
  - **2 Alternating-Light Cyclonic Kickers**
  - **High Score to 6 Million 900 Thousand**

**Keep Your Eye On The EXHIBIT SUPPLY CO.**

**Empire Coin Machine Exchange**

**122 COIN MACHINES**

**THE BILLBOARD**

**AUGUST 4, 1956**

**Net Sales Dip At Wurlitzer**

**CHICAGO—**Net sales of The Rudolph Wurlitzer Company during the first quarter (April-June) dropped slightly compared with the same period last year, from $7,583,541 to $7,076,894.

R. C. Rolling, president of the firm, explained that the drop was due to a reduction in defense work. He said that sales of civilian products were up $370,000.

Net earnings during the quarter were $88,170 or 11 cents per share of common stock, as compared with net earnings of $107,235 or 13 cents per share of common stock a year ago.

Rolling said all divisions of the company operated at a profit during the quarter.

**LOS ANGELES—**Milh0 Barreras and Herbert Hyman announced they are partners in the Automatic Food Sales Company here, operating cigarette, candy, bulk, tab and nickel gum machines.

**Keep Your Eye On The EXHIBIT SUPPLY CO.**

**Your American Red Cross Is Always There After Disaster Strikes**
Panoram Operators! FOR SALE
We can't use our Panoram's. We have a new building and a new location. We need to get rid of our Panoram's. Please contact William Guerrini at 300 Market St., Albany, N. Y. 54629

FOLK TALENT AND TUNES

Continued from page 121

Panoramic's w/ "Sweet Dreams, Baby," was released July 1. Will be happy to send copies to all dealers who are not on Tuesday's mailing list... Jack Cardwell, who does a daily four-and-a-half-hour seg over WQW, Champaign, Ill., recently launched a new talk show over WAVA-TV, Mobile, Ala. Show, which is beamed each Tuesday evening from 8-9:30, features besides Cardwell (Demand), Curtis Gordon (Merry), Luke McDaniels (Mell), Judge Hill (King), Bob Gallon (MGM) and Fannie Bell.

Paul Simkins, WABM, Montgomery, Ala., and wife, Clara, recently visited the trade at the "Grand Ole Opry" in Nashville, as well as at stations in Mississippi and Louisiana. While in Nashville the Simkins were house guests of discjockey-recording artist T. Tommy Cuter. Recent guests on Simkins' "Prairie Round-Up" included Charlie Lamb, Dub Altobelli, a.aa. head of ABC Paramount Records, and the new ABC recording artist, Ronnie Fall.

(Continued on page 125)

METAL TYPERS

- Only 18"x18" Space
- Brings in Dimes
- Practically Service Free

WRITE FOR PRICES

MIDWEST COMPANY

535 W. Main St., Chicago 1, Ill.

PLACING OF ADVERTISEMENTS

E. B. PEARSON

P.O. Box 187, Chicago 6, Ill.

COIN MACHINES 123

Balls

2 1/8" SIZE—FOR ALL POOL TABLE GAMES

New 5-Ball Pool Balls, numbered one to ten. Per set 1.50
Phoenix Pool Balls, numbered one to five, red and one to five, white. Per set 1.00
Phx. Plastic Pool Balls, three to six, red and white. Per set 1.50
Play Pool Balls, numbered one to five, red and white. Per set 1.00
Red Plastic Pool Balls. Tear. Eight 1-1/4" Pool Balls, one to ten, red. 1.25

Put New Life into Your Pool Games

Color Now—Prompt Shipment and Satisfaction Guaranteed.
Write for Complete Price List on All Pool Game Parts and Supplies.

Champion Distributing Co.

P.O. Box 187, Chicago 6, Ill.

AMAZING!

HYPNOTIC!

THE MOST COMPETITIVE NOVELTY GAME OF ALL TIME!

Surf Rider

NEW 5-BALL

4-PLAYER HAS TOP PROFIT FEATURES:

NEW SKILL SHOT • BONUS SCORING

- SNAP-ACTION THUMPER BUMPERS

- CYCLONIC REBOUND RUBBERS

- FLIPPERS

Order Now... See Your
Williams Distributor!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. Fillmore St. CHICAGO 24, ILL.
WANTED
EXPERIENCED ARCADE AND PAN-O-RAM MECHANIC
This is a real opportunity with excellent salary and fine working conditions for a good man.

BOX #66
The Billboard, 1564 Broadway, New York 36, N. Y.
when answering ads...
Say You Saw It In The Billboard

Jersey Game Op
Group 67 Strong
NEWARK, N. J.—The Amusement
Association of New Jersey
has tripled its membership, with
67 now included on the roster.
A meeting of the organization
committee July 18, further efforts
were co-ordinated to increase mem-
bership to 100.
All members of the Music Guild of New Jersey, juke box associa-
tion, will be asked to join. At pres-
cert 15 of the members are in-
cluded on the Amusement Associa-
tion's roster.

just help out during normally slow
periods.

Pools Get Nod
Probably the most popular new
type of location is the swimming
pool. Operators throughout the coun-
try are finding them the answer
their summer problem. One opera-
tor said: "They're a natural. When
the kids aren't at the neighborhood
candy or ice cream store, they're
at the town swimming pool."
In San Antonio, swimming pool
juke boxes have become quite ac-
cepted. One of the local papers
even carried a story about them
installing phonographs alongside
swimming pools to help ease the
summer slow down.

Summer Helper
The Florida Music Council in
Pine Bluff, Ark., recently reported
a number of operators offset a normal
summer slow down in juke box
play by installing machines at
swimming pools and in other out-
door recreational spots.
Operator Joe Filitti, head of
Blackstone Music, Champaign, Ill.,
reports success with an experi-
mental swimming pool box. In
Filitti installed the phonograph at
a country club, where he already
had a phonograph on location.
But other types of new outdoor
locations are paying off too. Duran
Calkins, head of Automatic Music
and Record Shop, Kewanee, Ill., had
this to say about outdoor ice cream
and root beer drive-in stands: "We
operate about 15 additional juke-
box locations during the summer.
All the locations receive new equip-
ment, which we take out again
after the season is over. It takes a
little extra work to set up phonog-
raphs which are used only for
about four months and then re-
turned to the shop, but we think it
pays."

Better Than Normal
Automatic Music and Record
Shop reported their summer collec-
tions were better than the rest of
the year because of the extra loca-
tions.
Glenn Wolcott, operator in La-
Crescenta, Calif., checked over his
books recently and found his sum-
mer collection running nearly
5 per cent ahead of last year.
Wolcott has placed music in mini-
ture golf courses to bring in this in-
crease about. He will put the
machines in slating risks at the end
of summer.
Maurice Pilote, of Escanaba,
Mich., went after the summer
season by installing phonographs in
golf clubs, at golf ranges and in
yacht clubs.

Favorable Commissions
But not summer camps or year-
round location will be worth while
for an operator unless he sits down
and figures out what he has to
make before it is profitable. When
an operator knows what he must
receive, he can then talk with a loca-
tion owner about commissions.
Frank Colbi, of Sewell, N. J.,
had this to say about commissions
and money arrangements: "Unless
an operator carefully figures out
what he should receive for his in-
vestment, all the good summer lo-
cations in world are not worth-
while."
Colbi goes after seasonal sum-
mer spots too. He operates music
and amusement games in shore
resorts and in locations on the
main roads to the seashore.
Because none of the locations
are new, operators are unable to
tell whether they warrant installa-
tions or not. Recent arrangements
have come handy.

Rentals Help
Most of the time when going into
hotel campgrounds and alongside
hotel swimming pools in Miami are
on rental agreements.
Regarding service on these new
locations, operators said that they
handled them the same as regular
locations. If they turn out to be
good spots, one operator said:
"We will give them better service
than our other locations."
Swimming pool juke boxes, a
Florida operator warned, must be
installed far enough away from the
pool so that there is no disturbance
by the swimmers. A simple outdoor
speaker or two can usually cover
the entire area, he said.
Lehuy Morris, 351-pound country and western spinner, recently joined the deejay staff at WFFA, Penacola, Fla., where he spins four hours each afternoon. . . . Bobby Bitter, WAMY, Amory, Miss., reports that his recently concluded second annual country and western popularity poll, which he featured on his "Ritter's Record Ranch," drew 4,998 replies. Elvis Presley ran away with the voting for the second year in a row, reports Ritter. Following in order were Johnny Cash, Faron Young, Justin Thubb, Carl Perkins, James Allen, Warren Smith, Sonny James, Roy Orbison, Webb Pierce, Mac Wiseman, Hank Thompson, Lester Flatt and Earl Scruggs, Jim Edward and Maxine Brown, and Mac Curtis. . . . Gunney Thomas, who airs the van over WAYS, Charlotte, N. C., recently returned from a four-month tour with Al (Fuzzy) St. John.
Look at illustrations above, showing PARADE card... first with Extra Lines tantalizingly closed... then with Extra Lines open for exciting score-boosting action... and you see why Bally PARADE leads the profit parade, topping BROADWAY and NIGHTCLUB in sustained earning power.

POPULAR MAGIC SQUARES
Double, Triple, Quadruple Scores
EXTRA TIME • BALLYHOLE • ADVANCING SCORES • EXTRA BALLS

Bally Parade for best deals on biggest money-makers

SEE YOUR Bally DISTRIBUTOR
A Combination of 2 great American favorites

Pool and Bowling

Attracts more players
Earns more money

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

United’s Pool Alley

“Spot” ball hits “Tee” ball for scores
One or two can play
One or two ball play

Attractive new
Single, double, triple frame scores
1 or 2 shots per frame

10th frame extra shots feature

Front end play
Hinged pin-hood
Hinged playfield

New

Equipped with United’s famous slug-rejector

Approximate size: 25 in. by 80 in.

United Manufacturing Company
3401 N. California Avenue, Chicago 14, Illinois

Order from your United distributor today

South Seas • Star Slugger • Regulation Shuffle Alley • Select-Play Shuffle Alley • Pool Games
The World's First Dual Music System

Has Everything to Assure Greater Operating Profits

- 200 Selections
- Revolving Drum Program Selector
- Dual Credit System

Programs single records at one price and E. P.'s at a proportionately higher price

Seeburg

Dependable Music Systems Since 1902

J. P. Seeburg Corporation

Chicago, Illinois

America's Finest and Most Complete Music Systems

www.americanradiohistory.com