

# The Billboard

SIXTY-SECOND YEAR

AUGUST 4, 1956



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## 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.

Altho selective music remains the bread-and-butter of their business, music operators are operating more coin-operated equipment, such as amusement games and cigarette vending machines, than ever before.

Besides, a relatively small number of operators are moving into other businesses, such as record one-stops, jobbing of coin-operated equipment, commercial background music, and even home phonograph and TV sales and service retail stores.

### Beef Up Profit

Those diversifying more with other coin-operated equipment lines 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 familiar to them, opportunity which in many cases may seem slower in coming than in the field of music operating.

The colossal irony in all this, which most thoughtful operators quickly admit, is that increasing diversification is coming at just the time when the field of music operating offers proportionately greater rewards in return for investment 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 great outdoors.

Today it is not unusual to find juke boxes alongside swimming pools, at drive-in theaters and practice golf ranges, and even on public beaches.

But even stranger than the locations, is the fact that operators are reporting that these new locations are pulling better juke box play than many of the old conventional spots.

## SHOW BUSINESS AWAITS FATE OF TAX BILL

NEW YORK — Virtually every segment of the entertainment business catering to paid audiences will benefit from the proposed elimination of admission taxes on charges of 90 cents or less, which on Saturday (28) needed only the signature of President Eisenhower to become law.

The bill was passed by Congress and sent to the White House on Thursday (26). In its original form, as introduced by Rep. Cecil R. King, the exemption was sought on ducats costing \$1 or less.

Exemptions now are on tickets of 50 cents or less. The higher exemption will cost the Treasury Department an estimated \$60,000,000 annually.

Sparked by the movie interests, as was the legislation that won exemption several years ago on brackets up to 50 cents, the legislation would be beneficial to all outdoor phases of show business where the biggest part of the admissions would come under the 90-cent level.

To that long-forgotten  
(Continued on page 81)

## 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 the record business may at last be getting somewhere in its annual battle to dispel the "summer slump." When all the returns are in, it is more than likely to prove that July, 1956, was the best July in the history of the business.

The approach to the problem initiated this 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 salable disks into the shops and to get them displayed.

### 'Best Now!'

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 pop records. Only a few of them have been holding back waiting for winter traffic. The pitch has been "Give 'em the best you've got, now!"

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 lamented their sorry state. This year, the business has several pop hits, but much more significant it has several album hits. In addition, it has, in Columbia's Best Buy selections and in Victor's Save-on-Records selections and bonuses, some of the more attractive packages issued in recent years. Most significant of all, dealers are hustling up business for them.

### Hi-Fi Interest

At the bottom of the "boom" is the public's avid and growing interest in high fidelity sound, in equipment and in disks. The companies have met this with varied and intriguing repertoire as well as with countless superior versions of the old chestnuts, or so-called "library staples." A new release, with any unusual merit, attractively priced and promoted, can now become a hit in any season.

Among the more obvious antidotes to the traditional drop-off have been Elvis Presley and "My  
(Continued on page 56)

## RCA Aims at Teen Target

NEW YORK—There will be no summer slump in 1957 if record dealers will push low-priced 45 r.p.m. record players and thus convert new teen-agers into record buyers. This was the opinion expressed last week by Larry Kanaga, vice-president and general manager of the RCA Victor Record Division.

Kanaga, pointing out that this had been the best July in the company'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-turned teen-agers each year into customers. The company believes that the cheap 45 player is the key to this market, because it offers the best quality and convenience for the money.

## NEWS OF THE WEEK

### More Pop Music for TV Due As Plymouth Nears Kaye . . .

There will be still more popular music on the TV networks this season. Plymouth is expected to buy an hour-long Sammy Kaye show on ABC-TV, following the lead of its sister, Dodge, which will have two Lawrence Welk stanzas per week. . . . Page 2

### Mystery-Adventure Easiest Shows to Sell—ABC Film . . .

Mystery-adventure is the easiest format to sell in syndicated TV film shows, 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 stations told ABC. . . . Page 7

### Columbia 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 details how all facets of company policy are closely related to the welfare of the record dealer. . . . Pages 19-53

### C-C Buys Josefowitz's U. S. Disk Interests in Big Deal . . .

Crowell-Collier last week purchased the American record interests of the Josefowitz Brothers in one of the biggest deals ever made in the record industry. The seven-figure pact involves the sale of the Concert Hall label and five mail order record club operations, thereby putting C-C into the mail-order disk business with one of the largest indie catalogs in the world. . . . Page 16

### E. Walter Evans Celebrates 50th Year With The Billboard . . .

The Billboard's president and treasurer, E. Walter Evans, this week celebrates his 50th year with the organization. The oldest employee of The Billboard in point of service, Evans, who boasts a host of friends in all branches of show business, joined The Billboard forces August 4, 1906. . . . Page 81

### Disneyland Draws, 3,642,597, Grosses \$8.5 Mil in 1st Year . . .

Disneyland pulled 3,642,597 persons in first full year of operation. Patrons' spending aggregated \$8,632,954. Per capita spending was computed at \$2.37. . . . Page 81

### Court Battle Looms for Control of Ringling-Barnum . . .

A battle for control of the Ringling circus loomed as a minority stockholder spokesman declared the group which has 49 per cent of the stock will go to court in an effort to unseat John Ringling North. Action came as a result of North's closing the show. . . . Page 81

### DEPARTMENTS AND FEATURES

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# TELEVISION PROGRAMMING

## 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 this season has given music on TV a boost which may snowball into a 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 1956-'57.

This would further enhance the ABC-TV position as the nighttime music network, furnishing it with the bulk of its live programming. Welk goes to two hours of music next season—on Mondays, his new stanza and the present Saturday show. Being used as summer replacements are Russ Morgan, CBS-TV Saturday 9:30-10, and on NBC-TV Ina Ray Hutton, Wednesday 10:30-11, and Frankie Carle, Tuesday 7:30-7:45.

NBC has also taken the music bit into its teeth on daytime TV. Its "Bandstand," which debuts this week in the 10:30-11 strip, could conceivably set a daytime programming pattern. It could also become a proving ground for band talent

who might later move into nighttime network TV.

#### Many Stars

Guy Lombardo, the Dorsey Brothers, Wayne King, Freddie Martin, Claude Thornhill, Lionel Hampton, Les Elgart, Ralph Flanagan and Ray McKinley's Glenn Miller orchestra all have been booked or will be booked on the show.

Another straw in the wind is said to be an option taken by a sponsor for an hour and a half late night show featuring an unnamed band, but for which network time has not been found.

Why the sudden accent on music programming on TV? The format is a natural one for ABC-TV, its greatest booster, since it offers a simple form of low-cost programming with a presold audience.

Welk, whose April Nielsen was a solid 32.5 and average audience 25.4, is the man who sold it to the nation. Interestingly enough, Welk and the majority of others play

sweet music, bucking the current rhythm and blues craze prevalent in the country today. Obviously their music appeals to an older audience, an audience most of the advertisers want to reach.

The Chrysler Corporation has proved to be the biggest bankroller of music. Dodge will sponsor the two Welk shows, and now Plymouth, another division of the company, is following in its footsteps with Kaye. Welk has proved a good TV purchase not only as an entertainer but as a merchandisable personality. He has already toured several cities and drawn terrific crowds to concerts arranged by Dodge dealers.

The Plymouth buy would also see the majority of Chrysler's network video bankroll being spent at ABC. That network gambled with Welk, and the gamble has paid off accordingly. The Plymouth buy would put the web in strong economic shape for the 1956-'57 season.

### AFFECTS 4 NIGHTS

## NBC Makes Giant Program Reshuffle

NEW YORK — NBC-TV last week had all but concluded its most drastic programming reshuffle in years, one which affects Sunday, Tuesday, Friday and Saturday nights. Involved are the 20 Bob Hope and Dinah Shore shows, the Sunday night "Alcoa-Goodyear Playhouse," "Big Surprise," the Ray Bolger show, "People Are Funny" and the web's Friday night spectacular.

The network has decided to forego the programming of a spectacular Friday nights during the coming season. Instead, 10 Dinah Shore and Bob Hope stanzas will be programmed Friday 9-10. The other 10 Hope-Shore programs are to go into Sunday 9-10. Good-year and Alcoa, which co-sponsor the Sunday dramatic hour, will sacrifice six and four hours respectively during the season.

"Big Surprise," along with its sponsors, Speidel and Purex, is to be moved from Saturday 7:30-8 p.m. into Tuesday 8-8:30. Replacing "Surprise" will be "People Are Funny."

Tuesdays 8:30-9 will be occupied by "Noah's Ark," packaged by Jack Webb's Mark VII, Ltd. Chesterfield will probably pick up the tab for the entire show.

The future of the Ray Bolger

show on NBC is still up in the air. Bolger will probably be used on spectaculars and may also be given several Friday hours, but he will not do 20 hour shows next season.

The revamp cleans up the network's Tuesday sales problem between 8-9 and bolsters its Sunday and Friday line-ups. NBC anticipates no trouble selling "People" on Saturdays. It will now have Tuesdays at 10:30-11 open, one-third of Caesar and one-third of "Impact," which has now been retitled "Impasse."

NBC, however, will probably let "Impasse" remain in the Monday 9-9:30 time slot. It had wanted the show to shift to Tuesdays, 8-8:30, to make way for Revlon's "Most Beautiful Girl in the World," which is still without a home.

### SAYS CENSUS

## 3 Out of 4 Homes Now Have Television

WASHINGTON—Results of a Census Bureau survey released this week show that three out of four households in the U. S. had television sets in February—a 6 per cent increase over the June, 1955, figure. About 73 per cent of all households had one or more TV sets, compared with 67 per cent in June, 1955.

Biggest gains were registered in rural-farm households, where sets increased from 42 per cent in June, 1955, to 53 per cent in February of this year. In the largest urban areas, a smaller gain was noted—from 81 per cent in 1955 to 84 per cent in 1956. In 1950, the first time that a question on television

## Local Live TV Programming Colors Slowly

NEW YORK—Local live programming is gradually becoming a show of another color. WFIL-TV, Philadelphia, last week became the first Philadelphia outlet to begin a regular schedule of live colorcasts with "Bandstand," and WRCA-TV, New York, will triple its present schedule starting in the fall.

WRCA will program about two hours a day on weekdays and a half hour each on Saturday and Sunday, for a total of 11 hours. That's in addition for both outlets to network originations. Next on the RCA chain to convert to color regularly will be KRCA, Los Angeles, and WRCV, Philadelphia.

## WCKT Joins Miami Line-Up

MIAMI—The competitive TV picture here took on new significance this week as the second VHF station, WCKT, an NBC basic, went on the air, with Niles Trammell, former president of NBC, as president and general manager.

This gives the Miami area four stations: WTUV, which now becomes strictly a CBS outlet; WITV, carrying ABC, and WGBS-TV, which will depend solely on films and local programming. The latter two are UHF.

The Saturday night movies will be provided by ABC Film Syndication and Atlantic Television. Other film contracts have been signed with Associated Artists Productions, MCA-TV, Screen Gems, Hollywood TV Service, NBC Film, M & A Alexander, Interstate, CBS Film and National Telefilm Associates.

WCKT is going in heavily for the strip policy. For instance, "My Little Margie," Roy Rogers, "Sheena" and "Jungle Jim" will be across the board.

Selling local TV time buyers is not expected to be too difficult. Trammell has been well toasted by local advertisers, and his name has opened many doors. Large department stores such as Burdine's, Richards, Jordan Marsh, Sears Roebuck, banks and other businesses have bought generous space in the local newspapers welcoming WCKT.

### IN HOPPER

## Talent Assoc. Prepares Six Fall Shows

NEW YORK — Talent Associates is busy preparing six new properties for sale during the late fall and early next season. Two are already in the pilot stage; and another two are well along in their development.

The two already shot are "Seven Against Crime" and the tentatively titled "This Happened." The first concentrates on seven different aspects of crime detection, with special emphasis on scientific methods. One program would show the medical examiner at work, another the ballistics expert, etc.

"This Happened" is a half-hour version of the reality stories successfully produced by Talent Associates for Armstrong on alternate Tuesdays on NBC. The pilot deals with the hearing before a military board of an informer during the Korean War.

The third show is "You Can Still Make a Million," which shows how the more than 35,000 millionaires in this country made their money. The first story is about uranium millionaire Charles Steen's discovery of the radioactive metal.

The fourth is a situation-comedy about an American girl in Paris. It was created by David Swift, Jim Purcell and Talent Associates.

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## 'Miss Brooks' Reruns Muled

NEW YORK — CBS-TV will probably slot reruns of "Our Miss Brooks" somewhere between 12 and 1 p.m. on the network this fall. The vidfilm series may be cut into a quarter-hour strip for web showing. One of the present sponsors in the 12-1 line-up would probably take over sponsorship of "Brooks."

Reruns have proved extremely successful as daytime fare on the webs. NBC-TV's Joan Davis show and "So This Is Hollywood," which followed it into the 5-5:30 strip, have turned in strong ratings and have started to get sponsorship action.

## Herridge Gets 'Arts' Stanza

NEW YORK—Robert Herridge will be a busy boy next season. Herridge will produce 10 "Studio One" shows next fall and has also been handed a new assignment. He will produce a new hour prestige stanza titled "The Seven Lively Arts."

The program will attempt to out-omnibus "Omnibus." It will offer theater, dance, music, vaudeville, etc. The show is slated for a Sunday afternoon slot, probably 5-6.

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## TOP SHOW PLUGGERS

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

### CASCADE OF BUSINESS

This week's production at Cascade Pictures was the heaviest in the eight-year history of the company. On the log were 20 one-minute commercials in live action and animation for six products, plus an industrial film for Douglas Aircraft. Meanwhile, the Clorox Chemical Company has set for Cascade 14 TV blurbs ranging from 20 to 60-second lengths. Previous work has just been awarded the Best Commercial of the Year award on two categories—animation and live action—by the Chicago Federation of Advertising Awards.

### THOUGHTS FROM GREY MATTER

Grey Advertising Agency's latest National Advertisers publication enters into the discussion of brand loyalty precipitated by a survey report on consumer behavior made by Prof. Ross M. Cunningham of the Massachusetts Institute of Technology printed in the Harvard Business Review. Both report and discussion underscore the fickleness of the public and the constant alertness necessary in planning advertising budgets ad campaigns. Sponsors, take heed.

### ID'S

With the affiliation of Gordon S. Mitchell and his All-Scope Pictures, TCF Television Productions, the 20th Century-Fox subsidiary, will begin immediate production of TV commercials from script to screen in either animation or live action. . . . Grantray-Lawrence Animation, Inc., for the Hollywood animation affiliate of Robert Lawrence Productions, has increased its activity by one-third for the second year in a row. . . . Wearever Pen, thru Dowd, Redfield & Johnstone, has contracted Guild Films for a series of animated and live action blurbs. . . . To augment client services, UPA Pictures has named Peter De Negro its West Coast sales manager to headquarter at UPA-Burbank, Calif. . . . Alfred R. Tennyson, director of Kenyon & Eckhardt's commercial production department, has been named a veepee at the agency.

## CROCKER ROCKER

# Mickey Sells Cake Mix for Gen. Mills

NEW YORK—When a mouse acts like a giant in promoting the sale of products, his name is Mickey. So, in effect, say the results of a study made by Advertest, Inc., fo. ABC-TV on the effectiveness of children's programs on sales of adult-purchased items.

"Mickey Mouse Club" came up with the most impressive results in a scientifically designed survey which included interviews with 3,015 housewives in Boston, Philadelphia, Detroit; Kansas City, Mo.; Dallas-Fort Worth and San Francisco.

Advertest first determined that 59 per cent of all housewives use cake mixes and of these, half were "heavy users," spending more than a buck a month. It further pinned down the leaders—Pillsbury, with 37 per cent of the users, and Betty Crocker, with 36 per cent.

Further investigation brought out the power Mickey has in moving the Betty Crocker mix. In all TV homes, 24 per cent used Pillsbury and 22 per cent used Betty Crocker, but in "Mickey Mouse Club" homes, General Mill's mix

was used by 27 per cent and Pillsbury, 26 per cent.

This means to the sponsor that whereas Betty Crocker's percentage was 14 per cent behind Pillsbury, it enjoyed a 4 per cent advantage over its competitor in the "Mickey Mouse" homes.

The Advertest survey also points out that 39.3 per cent of the homes watching Mickey are heavy cake mix users, compared to an average of only 31.5 per cent for all TV homes. This pinpoints to some extent that "Mouse Club" is reaching the market General Mills wants. Mickey also reached a greater percentage of heavy Crocker cake mix users than is found on any of the 10 other TV shows advertising mixes.

Incidentally, Pillsbury will be advertising on "Mickey Mouse Club" in the fall.

Other products also covered in the Advertest study included dessert mixes, cold cereals, dog food, candy bars, baked beans, face soap, evaporated milk, floor wax, frankfurters, salt, scouring pads and toothpaste. Fifty TV shows — 25 daytime and 25 nighttime — were examined.

## WKRC Buys 187 Warner Bros. Pix

CINCINNATI — WKRC-TV, here, has purchased 187 Warner Bros. pictures from Associated Artists Productions. Thirteen of the big-budgeted films will be run immediately, this week and next, making Cincinnati one of the first markets in the nation to show them.

The remaining 174 films will be run during the fall, with a tentative starting date of September 30.

## Misses Trager, Levy Resign Spector Posts

NEW YORK—Millie T. Trager and her assistant, Harriet Levy, have resigned from the Raymond Spector Agency. Miss Trager was head of publicity for the agency and for Hazel Bishop, Inc., for six years. She also resigned from Bishop.

# Revenue Figures Underline Nets' Programming Power

WASHINGTON — If the fact that the networks are the major factor in television programming needed underlining, figures released Friday (27) by the Federal Communications Commission pointed up the situation dramatically. Nearly 18 per cent of the grand total of all TV revenue for 1955 went to the webs and their owned stations for sale of talent and productions, and for production facilities for these shows.

Gross revenue from all sources for all stations and networks last year was \$744,600,000. Of this, the networks and their stations pulled in over over \$102,000,000 from sale of talent alone, and another \$31,800,000 from sale of productions, charges for facilities, etc.

Apart from the webs and their owned stations, the other 421 outlets sold just over \$10,000,000 in talent, making total industry talent sales \$112,500,000. On revenues from assorted sales of productions and charges for facilities, these stations grossed \$28,000,000, nearly as much as the webs and their outlets. Talent and production sales for all webs and stations thus hit better than \$172,000,000 last year.

### Revenue Jump

With expenses of \$594,500,000 for the country's 437 stations, the industry's income before taxes stood at \$150,200,000. The industry made a jump in gross revenue of nearly \$152,000,000 over 1954 and a gain in income before taxes of nearly \$60,000,000. Again, as indicated in the FCC's survey of last August, post-freeze stations made

less than the pre-freeze and had more failures both in VHF and UHF.

The four nets (three after Du Mont dropped out in September) and their 16 owned-stations took in approximately \$374,000,000 from all avenues in 1955, with their expenses hitting \$306,000,000. This left nets and their owned stations an income before taxes of about

\$68,000,000. In 1954, network gross revenue totaled \$306,700,000, with a net income before taxes of \$36,500,000.

In the network time sale area, nets and their owned stations accounted for nearly \$226,000,000 in 1955, while the 421 other TV stations tallied slightly over \$83,000,000, making a grand total of \$308,900,000 for the industry's network time sales in 1955.

### Non-Net Sales

The non-network time sales for the industry zoomed to \$372,200,000 in 1955. A breakdown on the non-network time sales showed that national and regional advertisers accounted for \$222,400,000, and local advertisers for \$149,800,000. The nets and their owned stations accounted for \$72,400,000 of non-network time sales, while the 421 other TV stations made close

(Continued on page 7)

## 62G Price Tag On 'McBoing'

NEW YORK — CBS-TV's new film show, "Gerald McBoing," is one of the most expensive half-hour shows in TV history. The network is asking \$62,000 for each half hour of the vidfilm series slated for unveiling next season, if 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 26 films and repeat, or 39 plus 13 repeats, and 13 new films and 39 repeats for the second year's showing.

## Pearson Cancels 'Navy Log' Time

NEW YORK—Pearson Pharmaceutical will definitely not sponsor alternate weeks of "Navy Log" in the 8:30-9 p.m. time slot on ABC-TV.

The client does not intend to remain on network TV during the season of 1956-57. American Tobacco will bankroll half of the show which follows "Disneyland."

## Alton to Produce Cole Porter Spec

NEW YORK — Broadway and Hollywood choreographer Robert Alton has been signed to produce "The Cole Porter Festival," the first "Ford Star Jubilee" spectacular of next season.

The network pact gives it an option on his services for another spectacular during the year.

## 'Bobo' to Lakeside TV

NEW YORK—Lakeside Television has taken on the national syndication of "Bobo the Hobo," 26 films in black and white and color. It's a miniature book musical by George Lessner for children.

## Teleradio Pix Called RKO Television

NEW YORK—RKO Teleradio Pictures has finally given a name of its own to its TV film operation. It's to be called RKO Television. This is essentially the same department that was formerly known as the film division of General Teleradio, except that it now has the services of the 32 RKO Radio exchanges. Pete Robeck is still the sales manager.

Teleradio last week decided to integrate the film buying operations of its six o&o stations. Initially this will be under the aegis of RKO Television. The Teleradio stations have made a couple of joint film buys in the past, such as the Autry-Rogers features. This deal, it was understood, was masterminded by Teleradio's New York flagship, WOR-TV.

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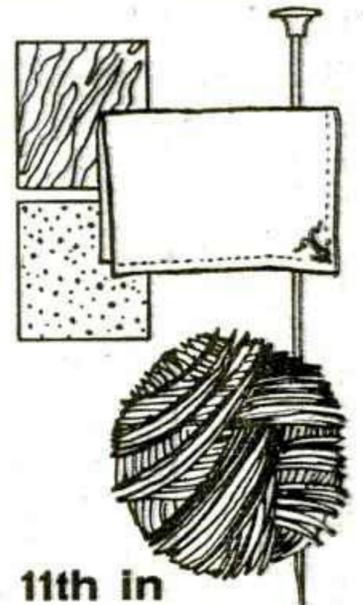
AUGUST 11

ISSUE

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



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LANCASTER, PENNA.

NBC and CBS

Among the television markets foremost in the manufacture of textile mill products, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956).

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Harrisburg	Reading
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Hanover	Pottsville
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THE VERY FIRST AUDITION WILL SHOW YOU WHY ABSOLUTELY NO SHOW IN OUR HISTORY HAS BEEN

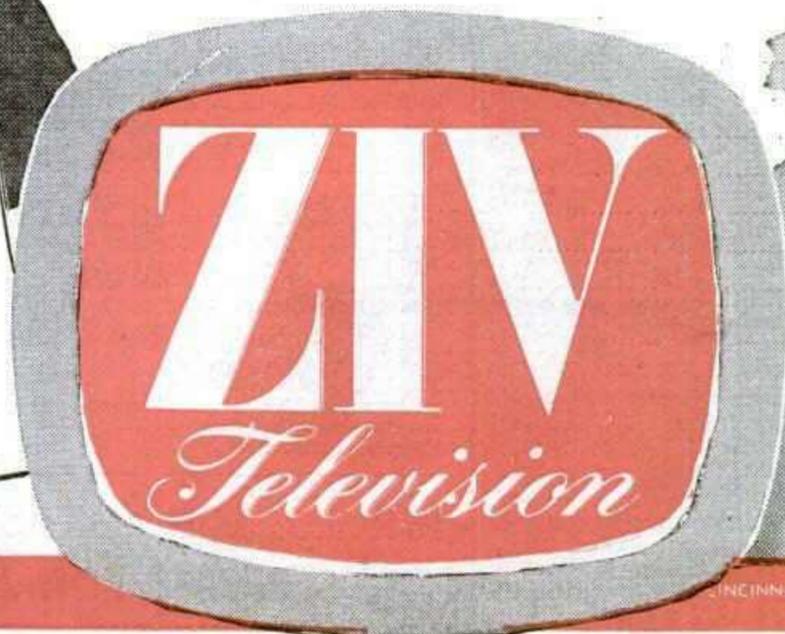
***SNAPPED UP*** SO FAST

- 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
  - KCMO-TV . . . Kansas City
  - KSYD-TV . . . Wichita Falls
  - WSM-TV . . . Nashville
  - WNAC-TV . . . Boston
  - WKTC-TV . . . Miami
- ... AND OTHERS

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.



CINCINNATI, CHICAGO, NEW YORK, HOLLYWOOD

## 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 failed to pull a higher rating than Kent's former and cheaper vehicle, "The Web." The cancellation was to take effect after 26 films had aired.

Screen Gems' two-man press department took on the assignment of arousing the public's awareness and disappointment sufficiently to interest another sponsor in picking up the show. They made only one mailing, a reprint of an article in The Billboard of January 22, 1955, analyzing the production problems that cause a cancellation before a show has a chance to establish its audience. The rest of their effort was on a personal basis.

One of their men, Don Garrett, went out on a 10-week tour of 30 cities to talk to editors and columnists about the show. The other, Frank Young, Screen Gems' publicity director, worked by phone.

Young arranged for Robert Young and Jane Wyatt, stars of the situation comedy, and Gene Rodney, its producer, to write and phone some of the columnists. The coverage, as documented in Screen Gems' press book, was wide and long. Most of the write-ups testified that the public had sent the newspapers thousands of letters lamenting the demise of the show. CBS-TV received over 13,000 letters. Janet Kern, columnist of the Chicago American, made a personal crusade running from January to March. These jobs earned for Screen Gems a solid second place among distributors in The Billboard's 18th Annual Promotion Competition, besides getting a sponsor.

On March 21, a week before Kent's last airing, Scott Paper announced it had bought "Father." During the publicity campaign the rating had gone up five points.

That Scott's decision was a good one is indicated by the fact that this past season "Father's" average Nielsen for the 26 weeks from October thru March was 24.7, more than four points higher than the show's average rating for the comparable period the year before under Lorillard's sponsorship. That Scott is satisfied with the show is indicated by the fact that the bankroller has renewed the program for next season.

(Next week: KTTV, Los Angeles.)

## TV Commercials in Production

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

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

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
<b>AGRICULTURAL AND PET FOODS</b>			
Ideal Dog Food, U. S. Advg.	4 (60)	FA	Fred A. Niles
<b>AUTOMOTIVE (Cars, Tires, Gas, Accessories)</b>			
Richfield Oil Corp., Richlube Oil, Hixson & Jorgensen	1 (20)	FA	Ray Patin
De Soto, 1957 Cars, BBD&O	2 (60)	FA	Playhouse
Ford Dealers, 1957 Ford, J. Walter Thompson	3 (20), 2 (08)	FA	Playhouse
Frank Taylor Ford, Triple Guarantee	1 (60)	FA	Playhouse
Ford Theater, J. Walter Thompson	10 (15)	LA	Screen Gems
ABC Network, Ford Theater Trailers, J. Walter Thompson	1 (90), 2 (60), 2 (20)	LA	Screen Gems
Union Carbide, Prestone, Wm. Esty	5 (60)	LA, FA	Lou Lilly
Esso, Oil & Gas, MacLaren	2 (60)	LA, FA	Shamus Culhane
Oldsmobile, Cars, D. P. Brother	4 (120)	LA	Video
Chrysler Corp., Chrysler, McCann-Erickson	—	NA	UPA
General Motors Corp., Oldsmobile, D. P. Brother	—	NA	UPA
Leonard Gas, Wesley Aves	1 (60)	LA	Fred A. Niles
Chrysler Corp., Plymouth, McCann-Erickson	1 (90)	LA	Clayton Cousins
Cities Service, Institutional, Ellington Advg.	4 (60)	LA	Cinegraphics
American Motors, Nash, Geyer Advg. (Disneyland)	2 (90)	LA, SA	Roland Reed
<b>BAKERIES AND BAKE GOODS</b>			
National Biscuit Co., Nabisco Macaroons, McCann-Erickson	—	NA	UPA
General Mills, Gold Medal, Dancer, Fitzgerald & Sample	—	NA	UPA
Bake-Rite, U. S. Advg.	3 (60)	LA, SA	Fred A. Niles
Aunt Jemima, John Shaw	1 (60)	LA, SA	Fred A. Niles
<b>BEER AND WINE</b>			
San Francisco Brewing Co., Burgermeister, BBD&O	2 (20)	FA, LA	Playhouse
P. Ballantine & Sons, Beer, Wm. Esty	7 (20)	LA, SE	Transfilm
P. Ballantine & Sons, Beer, Wm. Esty	1 (20)	LA	Lou Lilly
Jackson Brewing Co., Jax Beer, Fitzgerald Advg.	6 (30)	FA, SE, LA	Sarra
American Brewery, Beer, Van Sant Dugdale	8 (60)	LA, SA, J	Shamus Culhane
Piel Bros., Piel, Young & Rubicam	—	NA	UPA
Dubonnet Wine Co., Dubonnet, L. H. Hartman	—	NA	UPA
C. F. Mueller Co., Muellers, Scheideler & Beck	—	NA	UPA
Storz Beer, Bozell & Jacobs	1 (60)	FA	Fred A. Niles
Müller Brewing Co., Beter, Mathisson & Assoc.	6 (60), 6 (20)	LA	Vogue Wright

(Continued next week)

## 250G on Net Spots for Jet

NEW YORK—To introduce its new product, Jet-Bon Ami, the sponsor will spend a minimum of \$250,000 on network spots. The

advertiser has already purchased 13 on "Home," four on "Today" and four on "Matinee" on the NBC-TV network.

It has also bought 24 participations on CBS-TV's "Good Morning Show" and seven on ABC-TV's "Afternoon Film Festival." Ruthrauff & Ryan is the agency.

## ADVISORY BOARD SURVEY

# Hits FCC on Fee TV, Code, Bathes Wound



Consisting of one key executive from each leading sponsor advertising agency, TV broadcaster, producer and film company.

The milk of human kindness flows freely in the veins of the TV industry, judging from the opinions expressed by The Billboard's TV Editorial Advisory Board on the Federal Communications Commission. While with one hand the members of the board were quick to slap down the FCC for failure on subscription TV and for its record to date on public service, commercialism and code, they were equally quick to soothe the wound with the thought that the FCC is doing the best possible job under the circumstances.

For example, on the question "What is your opinion of the FCC's record to date on subscription TV?" 35 per cent voted "poor." As one station put it, "Fish or cut bait." An additional 31 per cent, however, said the Commission was doing the best possible.

### Commercials, Code

Likewise, on the question "What is your opinion of the FCC's record to date on public service, commercialism and code?" 32 per cent slapped on a "poor" sticker, while 44 per cent labeled the job the best now possible.

Not to be overlooked is the fact that 6 per cent on each question felt that the FCC was doing an outstanding job.

For many the subject of fee TV struck a nerve. "Pay is for the birds," "Ignore it," "Junk it" said 29 per cent of the commentators on the question. But 53 per cent said, in effect, that haste should be made slowly, that the FCC should take a stronger stand on the issue and study the situation.

The most frequent constructive suggestion was to run a test in some area, watch the performance and see how it affects the commercial operation.

There was a variance in opinion on who should settle the matter of toll TV. About 10 per cent making comments thought that the story, both sides of it, should be told to the public and let the public decide whether it wants paid TV or not. There was also one suggestion that the whole matter be taken from the FCC's hands and decided upon by Congress.

In sum, the feeling of the board members seemed to be that the job is not now being properly handled—some 66 per cent felt this way. It was not the job, however, but the circumstances that they quarreled with and definitely felt should be changed.

On the subject of public service, commercialism and code, the Advisory Board members

were equally vehement in their denunciations. A total of 76 per cent felt the FCC was not doing its job, altho of that group over half—58 per cent—felt again that the circumstances prevented doing a better job.

They were quick to point out that the job was not an easy one. Nevertheless, 76 per cent of those offering comments said the job was not being handled well. Reasons varied. Some 20 per cent stated that the stations were doing a good job themselves, while 32 per cent indicated that some stations could not be trusted in commercial matters and the FCC needed a stronger police force. Statements from 16 per cent of the commentators simply indicated that the job the FCC has been doing was bad and that was that.

### Pressure Groups

Thruout the voting, Advisory Board members from all facets of the industry indicated an undercurrent of warning to the FCC to think first of the best for the American public, and cast out the "pressure groups" on toll TV who are interfering with that thought.

There was likewise a consistent plea that matters be changed by and for the FCC. If the job is not well done now, the circumstances must be changed so that it will become possible for a better operation.

## HOW THEY VOTED

What is your opinion of the FCC's record to date on subscription TV?

	Outstanding	Best Possible	Poor	No Opinion
Stations	4	17	10	11
Ad Agencies	2	3	13	7
Network Sponsors	1	2	..	2
Regional, Local and Spot Advertisers	..	5	1	4
Distributors	..	2	8	5
Producers	..	7	9	3
	7	36	41	32

What is your opinion of the FCC's record to date on public service, commercialism and code?

	Outstanding	Best Possible	Poor	No Opinion
Stations	5	17	8	9
Ad Agencies	1	11	9	4
Network Sponsors	..	3	2	..
Regional, Local and Spot Advertisers	1	6	2	1
Distributors	..	8	4	2
Producers	..	10	8	1
	7	45	33	17

### STATIONS SAY . . .

PHILIP MERRYMAN, president, WICC-TV, Bridgeport, Conn.: "No one knows or can know what subscription TV can do until it is tried. The FCC should move immediately for tests in selected areas."

LAWRENCE H. ROGERS II, vice-president, WSAZ-TV, Huntington, W. Va.: "The FCC can improve its record on subscription TV "by continuing to ignore it as contrary to public interest."

ERVIN LYKE, president, WVET-TV, Rochester, N. Y.: "Best possible action on part of FCC would be to issue an order maintaining free nature of TV."

MICHAEL BAISCH, general manager, WREX-TV, Rockford, Ill.: "Fee TV should be settled by mandate from public at polls."

### AD AGENCIES SAY . . .

R. B. MORELAND, R. B. MORELAND & COMPANY, Dallas: "Too lax in policing and failing to assist stations in co-operating." The FCC should "give it some teeth."

FRANK NIGHT JR., TV director, RICHARD ROLEY ADVERTISING, Philadelphia: "Because of the un-official means at their command, they (the FCC) should prevail upon the National Association of Radio and Television Broadcasters to straighten up the ship."

VERNON NORRIS, TV director, RICHARD N. MELTZER ADVERTISING, INC., San Francisco: "The FCC has been doing a poor job "especially in public service. Except for 20-second Red Cross films annually, there is little done to improve or educate the general public."

### PRODUCERS AND DISTRIBUTORS SAY . . .

HOWARD GREENE, COFFMAN FILM COMPANY, Dallas: "There should be an early ruling (on fee TV) on the type of system, so that a satisfactory test could be made."

EMANUEL DEMBY, DEMBY PRODUCTIONS, New York: "The record on fee TV could be improved by "studies by the FCC on the potential function of toll TV."

EMERSON YORKE, EMERSON YORKE STUDIO, Hollywood: "There is too much guessing and not enough study (of fee TV) based on engineering obstacles which must be surmounted."

AL LEVINE, SPORTSVISION, INC., Chicago: "They've enforced the technical side (of the code) without looking into abuses of broadcasters and/or advertisers. Too much book work—reports, records and the like. Let's say they accomplish an adequate traffic job."

GARO W. RAY, CINE VIDEO PRODUCTIONS, INC., Milford, Conn.: "On the whole the regulations are pretty well established . . . I'd say it has been done as well as could be expected."

### NETWORK SPONSORS SAY . . .

PAUL S. PATTERSON, advertising manager, FLORIDA CITRUS COMMISSION, Lakeland, Fla.: "I suggest that a test area be set up for subscription TV and see how it worked out in competition with commercial TV."

In the next TV Editorial Advisory Board study:

## PLANS FOR A FOURTH NETWORK

# 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 \$298,100,000. Total for other TV stations on all time sales was \$383,000,000. In combination, the industry made a whopping \$681,100,000 in time sales. However, commissions to agencies, representatives and other intermediaries snatched 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-freeze, 28 stations made a profit and 57 went into the red in 1955. Top revenue for profitable UHF stations was between \$1,000,000 and \$2,000,000, while one UHF making that much revenue went into the red. In 1955, the 103 UHF's in operation had a combined revenue of only \$28,500,000, a scanty rise from the \$25,400,000 made in 1954 by 125 UHF stations. This revenue was swamped by expenses, so that in 1955 UHF'ers took a \$4,500,000 loss in income.

# 'Evidence' Pix Series Planned

NEW YORK—A new vidfilm 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 civil cases. Lewis and Lynn are said to have raised enough money from Wall Street sources to go ahead with the shooting of the series.

# '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," which WCBS-TV strips 9-9:30 a.m. It drew an average American Research rating of 8.3, with a highest quarter-hour rating of 9.0.

The tough "Mickey Mouse Club," 5-6 p.m. across the board, had an average of 5.7 and a high of 7.3. Ironically, WCBS, which has four availabilities a day on "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 series 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 revolve around life in a small-town beauty parlor.

Another new series, to star Joan Caulfield, previously featured in "My Favorite Husband," will be packaged by producer Frank Ross 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."

# PAST AND FUTURE

# Mystery-Adventure Shows Sell Best, Says ABC Study

NEW YORK — Mystery-adventure is the best selling format in syndicated film. Straight adventure (without the mystery slant) is a close second. Dramatic anthologies are growing in salability, creeping up ahead of straight mysteries. Adult Westerns and comedies are next.

This was disclosed by a survey of stations just completed by ABC Film Syndication. The top questions were: "Which programs have been easiest to sell in the past?" and "Which do you think will be easiest in 1956-'57?" The stations were given a list of 14 formats and asked to rank the first seven that answer each of these two questions.

The 145 station returns revealed little difference in past accomplish-

ments and future expectations as far as salability is concerned. In the future science fiction is expected to move up ahead of kiddie Westerns. In 9th, 10th and 11th place, cartoons, musicals and sports are expected to remain fixed. Costume drama is expected to move up ahead of jungle adventure in salability, from 13th to 12th place.

### Rerun Series

The ABC tabulation indicates that 77 per cent of the nation's stations had at least one rerun series on the air the end of June, when the questionnaires went out. A total of 62 per cent had between one and five shows that were in rerun. Of the 23 per cent that said they did not have any reruns on the air, only 14 per cent gave ratings as the reason. The chief reasons

were the sponsor's refusal to buy them and the station's policy refusing to play them.

There will be slightly more syndicated film on the air in the year ahead, it appears from the ABC study. While 18 per cent of the respondents said they planned to use less film, 28 per cent said they planned to use more.

The stations are almost equally divided on whether or not their film demands a seasonal, 57 per cent in the ABC poll claiming they were, 43 per cent claiming not. More than 56 per cent of those who found selling seasonal named the fall as the highest season; 30 per cent named winter.

### Amount Used

APC Film also asked the stations about the amount of feature film they were using and planned to use. It found that 49 per cent were what it called "light users" of features in that they ran less than 12 hours per week. "Medium users" (12-21 hours per week) amounted to 29 per cent of the respondents. Only 17 per cent ran more than 22 hours of features a week.

Over 80 per cent do not plan to increase their movie programming, ABC found. Of the 15 per cent that do plan an increase, 50 per cent will slot the additional movies in the late evening.

Asked how often they run the average feature film, 63 per cent of the responding stations said twice, 23 per cent said three times.

### Two Runs

"As more feature film becomes available," ABC asked, "how many times do you plan to run each film?" Still twice, said 52 per cent of the stations. But the number of stations that will play pictures only once will more than double, according to these answers, from 8 per cent to 18 per cent.

A more detailed analysis of station use of feature films will be presented in The Billboard next week. ABC Film Syndication will send the stations that responded a complete tabulation of its study within the next week.

# Reiner Tops TPA European Sales

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

Reiner's last position in TV was a sales vice-president of Guild Films.

# MORE SYNDICATION

# CBS Pix Projects Three New Series

NEW YORK — CBS-TV Film Sales expects to put three new shows into syndication this fall and early next year. The film distribu-

tion firm feels that the local station market for vidfilm series is now in much stronger shape and that sufficient financial rewards can be gleaned to make the effort worthwhile.

The decision was also based on the fact that CBS-TV Film Sales will probably not have a rerun property available this fall for sale locally. It's top new syndication series will probably be "Assignment Foreign Legion," which features Merle Oberon and stresses adventure.

Another half-hour show is to be called "Attorney" and obviously will concern itself with law. It will be produced by Sam Gallu, who created and produced "Navy Log." This one should be available in late October.

### Lowell Thomas

The third CBS-TV new property will be "Flight to Adventure," featuring Lowell Thomas Jr., and will undoubtedly use some of the footage he shot in his Tibetan visit. It will be a half-hour show.

Should the syndicator's intentions be realized, there will be a doubling of the amount of first run product available for syndication next fall. Definitely scheduled for fall showing are "State Trooper," "Sheriff of Cochise" and "Dr. Christian." They are owned by MCA-TV, National Telefilm Associates and Ziv-TV respectively.

# Phillips Eyes Slash Of Program Buying

NEW YORK — Phillips Petroleum, which has sponsored "I Led Three Lives" the past three years on from 40 to 60 stations thru the Midwest and South, is reported to be planning a cut-back in its program sponsorship for the 1956-'57 season. It will probably sink more money into spot announcements and pick up syndicated shows only in a few markets.

This would spell the end of production 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 three years of production. Ziv-TV will now probably turn it over to Economee TV for rerun sales.

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

During the first quarter of 1956, according to the Television Bureau of Advertising, Phillips spent a total of \$168,600 for spot time, of which \$155,950 was for program time, making it the 24th 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 said to be its inclination as of last week.

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

... more sales

**"IMPACT"**

FOR EACH ADVERTISING DOLLAR



If it's IMPACT you want... go to IWF! There's a new show each week... and proven ratings to measure its consistent popularity!



**IMPERIAL WORLD FILMS, Inc.**

SYLVIA H. DAVIS, President — GENE LUKAS, Sales Mgr.  
12 EAST DELAWARE PLACE CHICAGO 11, ILLINOIS  
Phone: Michigan 2-6200 Teletype: C G 2593

**CISCO KID 31.9 CINCINNATI**



Duncan Renaldo as "CISCO"

In 3-station Cincinnati, ZIV's CISCO KID outpulls the preceding show (Super Circus) by 10.9 rating points; wallops the following show (Liberace which rates 11.2) and more than doubles the combined ratings of its direct competition. \* (ARB, Apr. '56)

Write, phone or wire for full facts on this fabulous audience producer!

CINCINNATI, CHICAGO, NEW YORK, HOLLYWOOD



Leo Carrillo as "PANCHO"

# TV Program and Time-Buying Guide

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

## The Billboard Scoreboard

## NETWORK TV PROGRAMS

### ARB Audience Composition Studies

#### Web Situation Comedy Shows

JUNE RATINGS		AMONG WOMEN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	I Love Lucy Gen'l Foods, P&G (CBS).....46.5	1.	December Bride Gen'l Foods (CBS).....1.15
2.	December Bride Gen'l Foods (CBS).....34.8	2.	I Love Lucy Gen'l Foods, P&G (CBS).....1.12
3.	Honeymooners Buick (CBS).....29.9	3.	Our Miss Brooks Gen'l Foods (CBS).....1.11
4.	Phil Silvers Amana, R. J. Reynolds (CBS).....29.4	4.	Honeymooners Buick (CBS).....1.10
5.	Burns & Allen Carnation, Goodrich, Gen'l Mills (CBS).....25.6	5.	Burns & Allen Goodrich, Carnation, Gen'l Mills (CBS).....1.10
6.	Father Knows Best Scott (NBC).....23.9	6.	Father Knows Best Scott (NBC).....1.08
7.	Our Miss Brooks Gen'l Foods (CBS).....22.7	7.	It's a Great Life Chrysler (NBC).....1.08
8.	Life of Riley Gulf (NBC).....22.1	8.	Mama Gen'l Foods (CBS).....1.04
9.	Bob Cummings Colgate, R. J. Reynolds (CBS).....19.4	9.	Ethel & Albert Ralston-Purina (ABC).....1.03
10.	People's Choice Borden's (NBC).....18.2	10.	Make Room for Daddy Dodge, Amer. Tobacco (ABC).....1.02

AMONG MEN		AMONG CHILDREN	
Rank	Show, Sponsor & Web	Rank	Show, Sponsor & Web
1.	Honeymooners Buick (CBS)......89	1.	Ozzie & Harriet Quaker Oats, Norwich, Hotpoint (ABC).....1.23
2.	It's a Great Life Chrysler (NBC)......87	2.	It's a Great Life Chrysler (NBC)......89
3.	Phil Silvers Amana, R. J. Reynolds (CBS)......84	3.	Bob Cummings Colgate, R. J. Reynolds (CBS)......86
4.	Bob Cummings Colgate, R. J. Reynolds (CBS)......75	4.	Life of Riley Gulf (NBC)......85
5.	People's Choice Borden's (NBC)......75	5.	Father Knows Best Scott (NBC)......84
6.	Life of Riley Gulf (NBC)......74	6.	Mama Gen'l Foods (CBS)......84
7.	I Love Lucy Gen'l Foods, P&G (CBS)......73	7.	People's Choice Borden's (NBC)......83
8.	Make Room for Daddy Dodge, Amer. Tobacco (ABC)......72	8.	Make Room for Daddy Dodge, Amer. Tobacco (ABC)......80
9.	Our Miss Brooks Gen'l Foods (CBS)......72	9.	Honeymooners Buick (CBS)......74
10.	Burns & Allen Goodrich, Gen'l Mills, Carnation (CBS)......70	10.	Phil Silvers Amana, R. J. Reynolds (CBS)......73

#### Web Winners

**HONEYMOONERS—CBS-TV**  
Altho Jackie Gleason is revamping his format for next season, his current program pattern seems to be doing a good job for Buick, his sponsor. The American Research Bureau's Audience Composition Studies for June pegs the show in third place among web situation comedies with a 29.9 rating. What should make Buick's eyes pop, however, is the No. 1 status of the program among men, with an .89 per set. It likewise draws 1.10 women and even .74 children per screen.

#### Films to Watch

**FEM SHOWS**  
Of the five syndicated shows that get the greatest proportion of women viewers, two are drama, two adventure and one is a musical. Among the top 10 for women, four are drama, four are adventure ("Crosscurrent" and "Foreign Intrigue" are actually the same show) and one is music. The standout among these is "Celebrity Playhouse," since its 15.9 average Telepulse is quite a bit above any of the other top 10. Also note that "Highway Patrol," the top syndicated show in May, according to its average weighted Telepulse, and one of the top male attractions, is not among the top 25 shows for women.

#### ARB Top Shows Among Women

##### How Network Shows Rated Among Women in June

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

(\* Indicates Film)

Rank	Show, Sponsor & Web	Women Per Set	Avg. June Rating
1.	Amateur Hour, Pharmaceuticals (ABC).....	1.30	17.9
1.	Chance of a Lifetime, Lenthic, Emerson (ABC).....	1.30	9.1
1.	Ford Star Jubilee, Ford (CBS).....	1.30	22.3
4.	Two for the Money, Lorillard, Schaeffer (CBS).....	1.29	20.1
4.	Ed Sullivan, Lincoln-Mercury (CBS).....	1.29	50.5
4.	Ozark Jubilee, Antell, Amer. Home (ABC).....	1.29	8.5
7.	Arthur Murray Party, Toni, Hazel Bishop (CBS).....	1.27	17.0
8.	Lawrence Welk, Dodge (ABC).....	1.26	28.2
9.	Voice of Firestone, Firestone (ABC).....	1.24	7.6
9.	What's My Line? Remington Rand, J. Montener (CBS).....	1.24	36.8
11.	\$64,000 Challenge, Kent, Revlon (CBS).....	1.22	41.0
11.	This Is Your Life, P&G, Hazel Bishop (NBC).....	1.22	31.1
11.	Perry Como, Int'l. Celucotton, Gold Seal, Noxema, Dormeyer, Armour (NBC).....	1.22	33.0
14.	George Gobel, Pet Milk, Armour (NBC).....	1.20	31.8
14.	"Do You Trust Your Wife, L&M, Frigidaire (CBS).....	1.20	28.1
14.	Person to Person, Toni, Elgin, Hamm, Amoco (CBS).....	1.20	31.7
17.	Goodyear Playhouse, Goodyear (NBC).....	1.19	14.9
17.	Masquerade Party, Maybelline, Pharmaceuticals, Esquire (ABC).....	1.19	15.9
17.	Godfrey & His Friends, CBS Columbia, Toni, Pillsbury, Kellogg (CBS).....	1.19	23.1
17.	I've Got a Secret, R. J. Reynolds (CBS).....	1.19	34.3
17.	Your Hit Parade, Hudnut, Amer. Tobacco (NBC).....	1.19	29.6
22.	"G. E. Theater, Gen'l Electric (CBS).....	1.18	26.6
22.	"Alfred Hitchcock, Bristol-Myers (CBS).....	1.18	33.0
22.	Godfrey's Talent Scouts, Toni, Lipton (CBS).....	1.18	27.8
22.	\$64,000 Question, Revlon (CBS).....	1.18	48.7

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### Syndicated Film Mystery Shows

MAY RATINGS		AMONG MEN		AMONG TEENS	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Highway Patrol (Ziv).....17.3	1.	Highway Patrol (Ziv).....86	1.	Badge 714 (NBC).....25
2.	Mr. District Attorney (Ziv).....16.5	1.	Racket Squad (ABC).....86	1.	Sherlock Holmes (NTA).....25
3.	Badge 714 (NBC).....14.2	3.	Ellery Queen (TPA).....85	3.	City Detective (MCA).....24
4.	Man Behind the Badge (MCA).....11.9	3.	Mr. District Attorney (Ziv).....85	3.	Inspector Mark Saber (Thompson).....24
5.	San Francisco Beat (CBS).....10.8	6.	Inspector Mark Saber (Thompson).....84	3.	Man Behind the Badge (MCA).....24
6.	Racket Squad (ABC).....10.8	7.	Lone Wolf (MCA).....83	6.	Highway Patrol (Ziv).....22
7.	City Detective (MCA).....9.5	7.	Mr. & Mrs. North (Schubert).....83	6.	Inner Sanctum (NBC).....22
8.	Follow That Man (MCA).....8.4	7.	Public Defender (Interstate).....83	6.	Mr. & Mrs. North (Schubert).....22
9.	Public Defender (Interstate).....7.8	10.	Boston Blackie (Ziv).....82	6.	Racket Squad (ABC).....22
10.	Lone Wolf (MCA).....6.8	10.	Man Behind the Badge (MCA).....82	6.	The Whistler (CBS).....22

AMONG VIEWERS		AMONG WOMEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Badge 714 (NBC).....237	1.	Public Defender (Interstate).....93	1.	Badge 714 (NBC).....62
2.	Highway Patrol (Ziv).....232	2.	The Whistler (CBS).....91	2.	Captured (NBC).....45
3.	Boston Blackie (Ziv).....218	3.	Ellery Queen (TPA).....88	3.	Highway Patrol (Ziv).....43
4.	Lone Wolf (MCA).....217	3.	Follow That Man (MCA).....88	4.	The Pendulum (Thompson).....36
5.	Mr. & Mrs. North (Schubert).....216	3.	Mr. & Mrs. North (Schubert).....88	5.	Boston Blackie (Ziv).....33
6.	Man Behind the Badge (MCA).....215	6.	City Detective (MCA).....87	6.	Lone Wolf (MCA).....31
6.	The Whistler (CBS).....215	6.	Gangbusters (Gen. Teleradio).....87	7.	Man Behind the Badge (MCA).....29
8.	Sherlock Holmes (NTA).....212	6.	Mr. District Attorney (Ziv).....87	7.	Sherlock Holmes (NTA).....29
9.	San Francisco Beat (CBS).....211	9.	San Francisco Beat (CBS).....86	9.	Follow That Man (MCA).....25
10.	City Detective (MCA).....208	10.	Boston Blackie (Ziv).....85	10.	Mr. & Mrs. North (Schubert).....23
10.	Inspector Mark Saber (Thompson).....208	10.	Lone Wolf (MCA).....85	10.	San Francisco Beat (CBS).....23

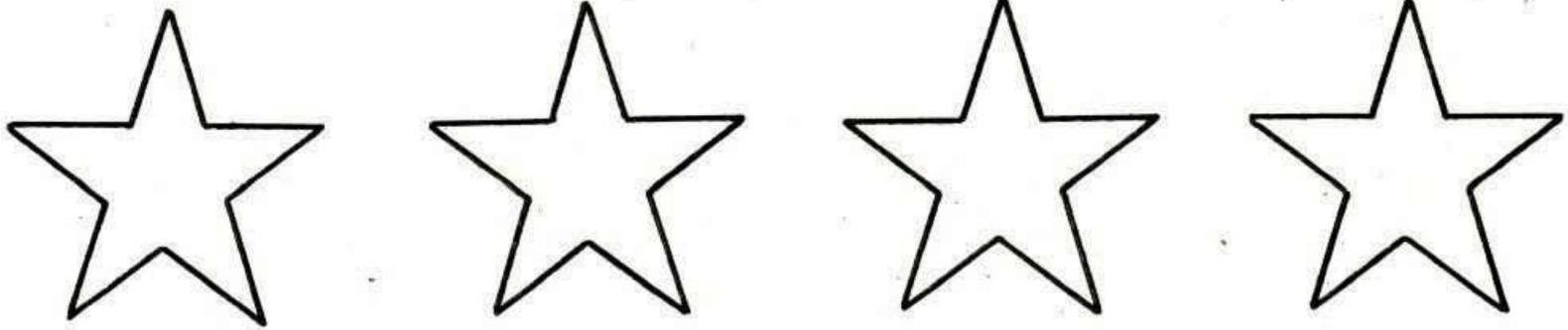
#### Pulse Top Pix Among Women

##### How Non-Net Films Rated Among Women in May

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

Rank Order	Title and Distributor of Series	Women Per 100 Homes	Avg. May Rating
1.	Bulova Showtime (Bulova).....	94	7.8
1.	Dangerous Assignment (NBC).....	94	6.5
1.	Liberace (Guild).....	94	7.6
4.	Celebrity Playhouse (Screen Gems).....	93	15.9
4.	Public Defender (Interstate).....	93	7.8
6.	Crosscurrent (Official).....	92	11.6
6.	Doug. Fairbanks Presents (ABC).....	92	12.9
6.	Foreign Intrigue (Official).....	92	8.4
9.	Man Called X (Ziv).....	91	11.8
9.	The Whistler (CBS).....	91	5.2
11.	Confidential File (Guild).....	89	12.9
12.	Ellery Queen (TPA).....	88	6.4
12.	Follow That Man (MCA).....	88	8.4
12.	Guy Lombardo (MCA).....	88	8.5
12.	Mobil Theater (Socony-Mobil).....	88	10.5
12.	Mr. & Mrs. North (Schubert).....	88	6.3
12.	My Little Margie (Official).....	88	8.8
18.	Candid Camera (Assoc. Art.).....	87	2.8
18.	City Detective (MCA).....	87	9.5
18.	Gangbusters (Gen. Teleradio).....	87	6.7
18.	Life With Elizabeth (Guild).....	87	7.5
18.	Mr. District Attorney (Ziv).....	87	16.5
18.	The Unexpected (Ziv).....	87	10.0
24.	I Led Three Lives (Ziv).....	86	13.0
24.	Ray Milland Show (MCA).....	86	8.1
24.	San Francisco Beat (CBS).....	86	10.8
24.	The Playhouse (ABC).....	86	4.3

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**Many, many thanks . . .**  
 to all of the ad agencies, sponsors and TV stations 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

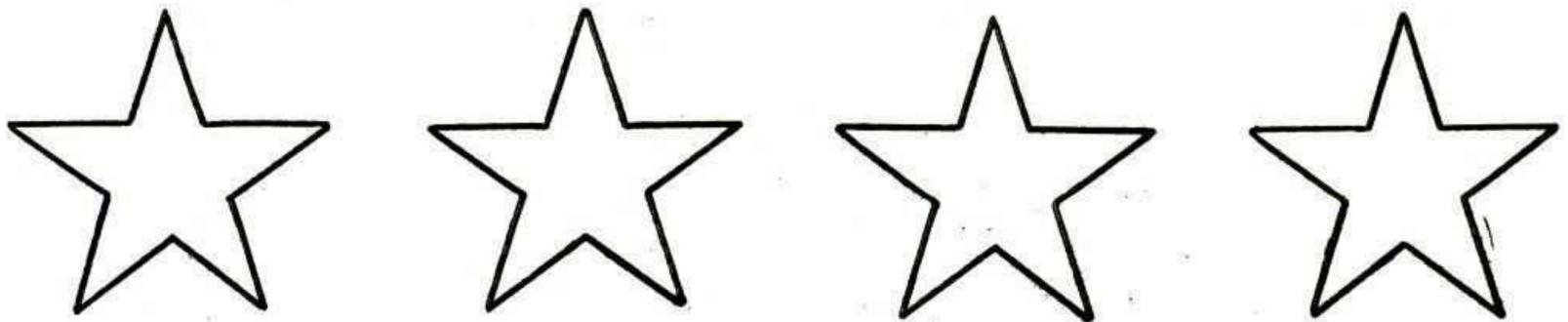
**DICK POWELL-ZANE GREY THEATER**  
 via CBS-TV Network, Fridays, 8:30 p.m.,  
 for General Foods

. . . And others, to be announced later.

**DICK POWELL**  
 and  
**FOUR STAR FILMS, Inc.**  
 Beverly Hills, Calif.

**STAR PERFORMANCE**  
 NATIONALLY — FOUR STAR PLAYHOUSE  
 VOTED  
**BEST HALF-HOUR  
 DRAMATIC SERIES**

**DICK POWELL**  
 VOTED  
**BEST ACTOR**  
 IN A  
 HALF-HOUR  
 DRAMATIC SERIES



This One



NK28-5F2-F65H

# Non-Payment Of Residuals Cues SAG Fire

HOLLYWOOD — Policing of TV residuals is becoming a major problem for the Screen Actors' Guild and other talent unions. With some evidence that, at times, residual payments are not being made, the SAG last week started a drive on tightening loopholes and 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 payments. At present there is no real way to continuously check the run a syndicated series is going into in a specific market.

At the same time, the Guild is, for the first time, bringing legal action against a producer who allegedly is remiss in his payments. The company is Telemount Pictures, Inc., of which Henry B. Donovan is president, and which produced "Cowboy G-Men" about three years ago.

In explaining the action, SAG said that union policy is to give a producer every leeway in paying residuals, and that such action will be brought only when it seems that he is deliberately avoiding them. Investigation of other film makers is under way presently to see whether legal recourse should be taken against them.

Up to the end of June this year the Guild has distributed \$1,408,404.60 for residuals on TV entertainment films, and \$150,000 for theatrical films released to TV.

The problem SAG, and other guilds to a lesser degree, is facing is pointed out by the fact that, of that amount, nearly half has been collected during the past nine months, with \$169,000 of it coming during June alone. With the rate still on the increase, policing 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 Tibbals, v.-p. of Four Star Productions, said last week, if producers would only take the trouble of finding out what agencies and sponsors are looking for. It just isn't true, he averred, that agencies won't say.

Tibbals, a former v.-p. of BBDO, declared that agencies will tell a producer the general types of programs their sponsors are looking for, and what their budgets are. The problem of the producer, then, is to bring in a good-looking show at that price.

Too often, Tibbals asserted, a pilot film will be along these lines: Husband, smoking cigarette, coughs loudly. Wife, in kitchen, pours out soap powder and sneezes; husband then moans, "Oh, what a stomach ache I got from dinner."

In effect, the film kills itself off with many of its major advertisers because of its content. This problem of subject matter is becoming even more delicate with the growth of multiple sponsorship.

Four Star, by the way, sold two of the three pilots it had interests in and filmed this year.

# PULSE LOCAL RATINGS FOR JUNE

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

**CHARLOTTE, N. C.**  
1 TV STATION—50,000 TV HOMES  
Population—324,000 (65th in U. S.)  
Buying Income—\$385,921,000 (90th)  
Retail Sales—\$294,138,000 (83d)  
Food Sales—\$46,603,000 (113th)  
Drug Sales—\$11,048,000 (67th)  
Automotive—\$53,943,000 (98th)  
Above figures include following counties: Mecklenberg

**TOP NETWORK SHOWS**

1. I've Got a Secret, WBTV, W. . . 62.0
2. Millionaire, WBTV, W. . . 61.8
3. Playhouse of Stars, WBTV, F. . . 60.8
3. \$64,000 Question, WBTV, T. . . 60.8
5. I Love Lucy, WBTV, M. . . 60.5
6. Crusade, WBTV, F. . . 60.3
7. Alfred Hitchcock, WBTV, Su. . . 60.0
7. December Bride, WBTV, M. . . 60.0
7. G. E. Theater, WBTV, Su. . . 60.0
7. Ed Sullivan, WBTV, Su. . . 60.0

**TOP MULTI-WEEKLY SHOWS**

1. Weather, Vespers (6:45 p.m.), WBTV, M.-F. . . 34.9
2. Esso Reporter (6:30 p.m.), WBTV, M.-F. . . 34.7
3. Patti Page, WBTV, W., F. . . 29.0
4. Looney Tunes Jamboree, WBTV, T., Th. . . 26.8
5. Love of Life, WBTV, M.-F. . . 19.3
6. Search for Tomorrow, WBTV, M.-F. . . 18.9
7. Betty Freezor, WBTV, M.-F. . . 18.8
8. Valiant Lady, WBTV, M.-F. . . 18.7
9. Guiding Light, WBTV, M.-F. . . 18.6
10. Weather, News Final (11 p.m.), WBTV, M.-F. . . 18.5

**TOP SYNDICATED FILMS**

1. Doug Fairbanks Presents (ABC), WBTV, T.-8:00 . . . 58.8
2. Stories of the Century (Hollywood), WBTV, T.-9:30 . . . 50.5
3. I Led Three Lives (Ziv), WBTV, Th.-7:00 . . . 45.5
4. Big Playback (Screen Gems), WBTV, W.-10:00 . . . 39.8
5. Highway Patrol (Ziv), WBTV, F.-10:30 . . . 35.3
6. Science Fiction Theater (Ziv), WBTV, Su.-6:00 . . . 34.8
7. Long John Silver (CBS), WBTV, M.-5:30 . . . 32.5
8. Superman (Flamingo), WBTV, T.-5:30 . . . 30.8
9. Candid Camera (Assoc. Artists), WBTV, Th.-10:00 . . . 30.0
10. Patti Page (Oldsmobile), WBTV, W., F.-6:15 . . . 29.0
11. Sky King (Nabisco), WBTV, M.-5:00 . . . 28.8
12. Wild Bill Hickok (Flamingo), WBTV, W.-5:30 . . . 27.8
13. Annie Oakley (CBS), WBTV, F.-5:30 . . . 27.3
14. Looney Tunes (Guild), WBTV, T., Th.-5:00 . . . 26.8
15. Hopalong Cassidy (NBC), WBTV, W.-5:00 . . . 24.5
16. Guy Lombardo (MCA), WBTV, S.-5:30 . . . 21.0
17. Rosemary Clooney (Foremost Dairies), WBTV, Su.-10:45 . . . 20.5
18. Looney Tunes (Guild), WBTV, S.-10:00 a.m. . . 20.3
19. Texas Rastlin' (Texas Rastlin', Inc.), WBTV, T.-11:30 . . . 10.0
19. Life With Elizabeth (Guild), WBTV, Th.-2:00 . . . 10.0

**CINCINNATI**  
3 TV STATIONS—296,300 TV HOMES  
Population—997,000 (16th in U. S.)  
Buying Income—\$1,846,653,000 (18th)  
Retail Sales—\$1,237,083,000 (18th)  
Food Sales—\$288,030,000 (16th)  
Drug Sales—\$39,028,000 (20th)  
Automotive—\$233,243,000 (18th)  
Above figures include following counties: Campbell and Kenton, Ky.; Hamilton, Ohio

**TOP NETWORK SHOWS**

1. \$64,000 Question, WKRC, T. . . 39.7
2. I Love Lucy, WKRC, M. . . 35.2
3. Ed Sullivan, WKRC, Su. . . 31.5
4. Groucho Marx, WLW-T, Th. . . 30.0
5. December Bride, WKRC, M. . . 29.9
6. Lux Video Theater, WLW-T, Th. . . 28.3
7. What's My Line? WKRC, Su. . . 28.2
8. Person to Person, WKRC, F. . . 28.0
9. \$64,000 Challenge, WKRC, Su. . . 27.4
10. Playhouse of Stars, WKRC, F. . . 27.4

**TOP MULTI-WEEKLY SHOWS**

1. Mickey Mouse Club, WCPO, M.-F. . . 21.0
2. 50-50 Club, WLW-T, M.-F. . . 13.8
3. 3 City Finals (11 p.m.), WLW-T, M.-F. . . 13.4
4. News, Weather (11 p.m.), WKRC, M.-F. . . 12.7
5. Pantomime Hit Parade, WCPO, M.-Th. . . 11.0
6. News Caravan, WLW-T, M.-F. . . 9.9
7. Sohio, Weather (7 p.m.), M.-F. . . 9.6
8. Eddie Fisher, WLW-T, W., F. . . 9.5
8. Ruby Wright, WLW-T, T., Th. . . 9.5
10. Bob Davis, WLW-T, M., W. . . 9.4

**TOP SYNDICATED FILMS**

1. Stories of the Century (Hollywood), WKRC, T.-9:30 . . . 25.5
2. Highway Patrol (Ziv), WLW-T, Th.-8:00 . . . 23.4
3. Science Fiction Theater (Ziv), WLW-T, T.-9:30 . . . 22.7
4. Ellery Queen (TPA), WKRC, M.-10:00 . . . 22.2
5. I Led Three Lives (Ziv), WLW-T, F.-8:30 . . . 21.2
6. Steve Donovan, Western Marshal (NBC), WKRC, T.-10:00 . . . 17.9
7. Mobli Theater (Socony-Mobli), WKRC, T.-10:30 . . . 16.5
8. The Pendulum (Thompson), WCPO, T.-8:30 . . . 16.2
9. Count of Monte Cristo (TPA), WKRC, Th.-10:00 . . . 15.5
10. Headline (MCA), WKRC, Su.-10:30 . . . 15.2
10. Cisco Kid (Ziv), WCPO, Su.-5:00 . . . 15.2
12. Man Called X (Ziv), WKRC, W.-8:00 . . . 15.0
13. Wild Bill Hickok (Flamingo), WLW-T, W.-6:00 . . . 14.7
14. Bulova Showtime (Bulova), WCPO, Th.-9:30 . . . 14.4
14. The Falcon (NBC), WKRC, S.-10:00 . . . 14.4
16. Your All Star Theater (Screen Gems), WKRC, W.-10:30 . . . 14.2
17. Annie Oakley (CBS), WLW-T, T.-6:00 . . . 13.9
18. Lone Wolf (MCA), WKRC, Th.-10:30 . . . 13.7
19. My Little Margie (Official), WKRC, S.-10:30 . . . 13.5
19. Ramar of the Jungle (TPA), WLW-T, F.-6:00 . . . 13.5
21. Studio 57 (MCA), WCPO, Th.-8:30 . . . 13.2
22. Superman (Flamingo), WLW-T, M.-6:00 . . . 13.0
23. Eddy Arnold Time (Schwimmer), WKRC, W.-10:00 . . . 12.9
24. City Detective (MCA), WKRC, F.-10:30 . . . 12.7
25. Overseas Intrigue (Official), WCPO, S.-9:30 . . . 11.7
26. Foreign Intrigue (Official), WCPO, T.-9:30 . . . 11.0
27. Cross Current (Official), WCPO, F.-9:30 . . . 10.7
28. Sky King (Nabisco), WCPO, Th.-6:00 . . . 10.0
29. Liberate (Guild), WCPO, Su.-5:30 . . . 9.9
30. Dataline Europe (Official), WCPO, Su.-9:00 . . . 9.0

**DALLAS**  
4 TV STATIONS—205,400 TV HOMES  
Population—792,400 (21st in U. S.)  
Buying Income—\$1,506,285,000 (21st)  
Retail Sales—\$1,231,752,000 (19th)  
Food Sales—\$230,643,000 (21st)  
Drug Sales—\$36,357,000 (21st)  
Automotive—\$306,088,000 (12th)  
Above figures include following counties: Dallas

**TOP NETWORK SHOWS**

1. \$64,000 Question, KRLD, T. . . 40.3
2. Ed Sullivan, KRLD, Su. . . 35.6
3. I Love Lucy, KRLD, M. . . 31.8
3. \$64,000 Challenge, KRLD, Su. . . 31.8
3. What's My Line? KRLD, Su. . . 31.8
6. Studio One, KRLD, M. . . 29.3
7. December Bride, KRLD, M. . . 28.0
8. Jack Benny, KRLD, Su. . . 27.8
9. Person to Person, KRLD, F. . . 25.8
10. Alfred Hitchcock, KRLD, Su. . . 25.5

**TOP MULTI-WEEKLY SHOWS**

1. Final Edition (10 p.m.), WFAA, M.-F. . . 13.5
2. Mickey Mouse Club, WBAP, M.-F. . . 12.9
3. Weather, Sports (10:15 p.m.), WFAA, M.-F. . . 11.9
4. Weather, Sports (6 p.m.), KRLD, M.-F. . . 11.5
5. World Today (6:15 p.m.), KRLD, M.-F. . . 11.2
6. Film, WBAP, W., F. . . 11.0
7. Texas News (10 p.m.), WBAP, M.-F. . . 10.1
8. Mystery Playhouse, WFAA, M.-F. . . 10.0
8. Strike It Rich, KRLD, M.-F. . . 10.0
10. Guiding Light, KRLD, M.-F. . . 9.9

**TOP SYNDICATED FILMS**

1. I Led Three Lives (Ziv), KRLD, T.-8:30 . . . 29.3
2. Highway Patrol (Ziv), WFAA, W.-9:30 . . . 20.0
3. Crunch and Des (NBC), WBAP, S.-9:00 . . . 19.3
4. Celebrity Playhouse (Screen Gems), WFAA, W.-8:30 . . . 18.3
5. Man Called X (Ziv), WFAA, F.-9:30 . . . 16.8
6. Stars of the Grand Ole Opry (Flamingo), WFAA, S.-6:00 . . . 16.3
7. Studio 57 (MCA), WFAA, T.-9:30 . . . 16.0
8. Rosemary Clooney (Foremost Dairies), WFAA, M.-8:30 . . . 15.8
9. I Spy (Guild), WBAP, S.-9:30 . . . 15.3
9. Death Valley Days (Pacific-Borax), WFAA, S.-8:30 . . . 15.3
9. Cisco Kid (Ziv), WBAP, W.-6:00 . . . 15.3
12. Science Fiction Theater (Ziv), WFAA, Su.-8:00 . . . 14.8
12. Favorite Story (Ziv), KRLD, F.-10:00 . . . 14.8
14. His Honor, Homer Bell (NBC), WFAA, S.-6:30 . . . 14.5
14. Waterfront (MCA), WFAA, Th.-9:00 . . . 14.5
16. Where Were You? (Interstate), KRLD, Th.-7:00 . . . 14.0
17. Fabian of Scotland Yard (CBS), KRLD, S.-10:00 . . . 13.8
18. Headline (MCA), WFAA, Th.-8:00 . . . 13.3
18. Superman (Flamingo), WBAP, T.-6:30 . . . 13.3
20. Your All Star Theater (Screen Gems), WBAP, Th.-6:30 . . . 13.0
21. My Little Margie (Official), WFAA, S.-5:00 . . . 12.8
22. Gangbusters (Gen. Teleradio), WFAA, Su.-9:30 . . . 12.5
22. Patti Page (Oldsmobile), WFAA, Su.-10:15 . . . 12.5
24. Janet Dean, R.N. (N.T.A.), KRLD, T.-10:30 . . . 12.3
24. Badge 714 (NBC), WBAP, M.-9:30 . . . 12.3
26. Annie Oakley (CBS), WBAP, T.-6:00 . . . 12.0
27. Judge Roy Bean (Screencraft), WFAA, Su.-3:30 . . . 11.8
27. Long John Silver (CBS), KRLD, Su.-5:30 . . . 11.8
27. New Orleans Police Dept. (NTA), KRLD, F.-10:30 . . . 11.8
30. Secret File, U.S.A. (Official), KRLD, S.-6:30 . . . 11.3

**MILWAUKEE**  
4 TV STATIONS—267,300 TV HOMES  
Population—965,700 (17th in U. S.)  
Buying Income—\$1,913,081,000 (16th)  
Retail Sales—\$1,241,748,000 (17th)  
Food Sales—\$277,036,000 (17th)  
Drug Sales—\$35,952,000 (22d)  
Automotive—\$216,440,000 (20th)  
Above figures include following counties: Milwaukee

**TOP NETWORK SHOWS**

1. \$64,000 Question, WXIX, T. . . 36.2
2. Perry Como, WTMJ, S. . . 34.9
3. Lux Video Theater, WTMJ, Th. . . 34.1
4. This Is Your Life, WTMJ, W. . . 32.0
5. George Gobel, WTMJ, S. . . 30.5
6. Ed Sullivan, WXIX, Su. . . 28.1
7. Groucho Marx, WTMJ, Th. . . 28.0
8. Lawrence Welk, WISN, S. . . 27.3
9. Dragnet, WTMJ, Th. . . 27.2
10. Ford Theater, WTMJ, Th. . . 26.9

**TOP MULTI-WEEKLY SHOWS**

1. Mickey Mouse Club, WISN, M.-F. . . 16.4
2. Sports Picture (6 p.m.), WTMJ, M.-F. . . 12.3
3. News, Weather (6:15 p.m.), WTMJ, M.-F. . . 11.7
4. Cartoon Carnival, WTMJ, M.-F. . . 11.3
4. News, Misc. (10:15 p.m.), WTMJ, M.-F. . . 11.3
6. Foreman Tom, WTMJ, M.-F. . . 10.7
6. News Caravan, WTMJ, M.-F. . . 10.7
8. CBS News, WTMJ, M.-F. . . 10.5
9. Queen for a Day, WTMJ, M.-F. . . 9.8
10. 6 o'Clock Report, WXIX, M.-F. . . 9.1

**TOP SYNDICATED FILMS**

1. Dr. Hudson's Secret Journal (MCA), WTMJ, Th.-7:00 . . . 27.7
2. Mobli Theater (Socony-Mobli), WTMJ, W.-8:30 . . . 21.9
3. I Led Three Lives (Ziv), WTMJ, Su.-9:00 . . . 20.0
4. Annie Oakley (CBS), WTMJ, Th.-6:30 . . . 18.5
5. Sky King (Nabisco), WTMJ, S.-5:00 . . . 18.4
6. The Whistler (CBS), WXIX, T.-10:00 . . . 17.5
7. City Detective (MCA), WXIX, W.-10:00 . . . 15.7
7. Playhouse 15 (MCA), WTMJ, Th.-10:00 . . . 15.7
9. Mr. and Mrs. North (Schubert), WXIX, F.-10:00 . . . 15.5
10. Mr. District Attorney (Ziv), WTMJ, S.-11:00 . . . 15.4
11. Doug Fairbanks Presents (ABC), WXIX, Th.-10:30 . . . 14.9
12. Life of Riley (NBC), WXIX, Th.-7:00 . . . 14.7
13. Championship Bowling (Schwimmer), WXIX, S.-10:00 . . . 14.4
14. Dangerous Assignment (NBC), WXIX, F.-10:30 . . . 14.2
15. My Hero (Official), WXIX, W.-6:30 . . . 13.2
16. Cisco Kid (Ziv), WISN, W.-6:00 . . . 12.9
17. Boston Blackie (Ziv), WISN, M.-9:30 . . . 12.8
18. Highway Patrol (Ziv), WTMJ, Th.-10:30 . . . 12.7
19. Follow That Man (MCA), WXIX, W.-10:30 . . . 12.4
20. Count of Monte Cristo (TPA), WXIX, M.-10:30 . . . 11.8
21. Famous Playhouse (MCA), WISN, T.-8:30 . . . 11.5
22. Superman (Flamingo), WTMJ, T.-6:30 . . . 11.4
23. Your All Star Theater (Screen Gems), WXIX, Th.-8:30 . . . 11.2
24. Science Fiction Theater (Ziv), WTMJ, F.-10:30 . . . 10.5
25. Sherlock Holmes (NTA), WISN, W.-10:00 . . . 9.5
26. Wild Bill Hickok (Flamingo), WISN, S.-5:00 . . . 9.4
27. Your All Star Theater (TPA), WISN, F.-9:30 . . . 9.3
28. Follow That Man (MCA), WXIX, S.-6:30 . . . 8.5
28. Beulah (Flamingo), WISN, S.-1:00 . . . 8.5
30. Cowboy G-Men (Flamingo), WISN, S.-5:30 . . . 8.2

## Balsam Sells 'Secret File'

NEW YORK—The distribution of "Secret File U. S. A." has been taken over by Jerome Balsam Films, Inc., a new firm set up for the purpose by the veteran film distributor. Official Films' two-year distribution contract expired about three months ago. There are 26 half-hour films in the series. It was produced in The Netherlands by Arthur Dreiffuss. It stars Robert Alda. "Secret File" was one of the shows that launched Official in the syndication business under Hal Hackett's management. One of its

## KUTV Adds Film Prime-Time Acc't

SALT LAKE CITY — KUTV has sold another one of its prime-time feature film programs for full sponsorship. The Seaboard Finance Company will bankroll the station's Sunday, 9-10:30 p.m. movie. Earlier KUTV sold its Friday night theater to Kenecott Copper. The station has both the Warner and RKO libraries and plays 28 pictures a week. first-year sponsors was Ohio Oil. Balsam also runs Film Vision and MC Pictures for the distribution of features in TV. He is in negotiations for other half-hour series.

## THIS WEEK'S FILM BUYS

**CBS FILM SALES**  
ANNIE OAKLEY  
WFIE, Evansville, Ind.: Adv. TBA  
BRAVE EAGLE  
WHAS, Louisville: Dean Milk  
LONG JOHN SILVER  
WEWS, Cleveland: Adv. TBA  
NEWSFILM  
KWK, St. Louis: Adv. TBA  
SAN FRANCISCO BEAT  
WISH, Indianapolis: Able Auto Sales

**SCREEN GEMS**  
ALL-STAR THEATER  
KHOL, Holdridge, Neb.: First Federal Savings & Loan Assn.  
WJW, Cleveland: Illuminating Company  
WXYZ, Detroit; WHUM, Reading, Pa.; KARK, Little Rock; WMCT, Memphis; KTRK, Houston; WJW, Cleveland; WSPA, Spartanburg, S. C.; KHAD, Laredo, Tex.: Adv. TBA  
THE BIG PLAYBACK  
KGUL, Galveston, Tex.; KHAD, Laredo, Tex.: Adv. TBA

**CELEBRITY PLAYHOUSE**  
KARK, Little Rock; KHAD, Laredo, Tex.; WMCT, Memphis: Adv. TBA  
DAMON RUNYON  
KARK, Little Rock; Adv. TBA  
KHAD, Laredo, Tex.: Adv. TBA  
FEATURE FILM PACKAGE  
WBIR, Knoxville; WDAY, Fargo, N. D.; WGR, Buffalo: Adv. TBA  
JET JACKSON  
KHAD, Laredo, Tex.: Adv. TBA  
JUNGLE JIM  
KGVL, Missoula, Mont.: Bon Ton Bakery  
WDDJ, Roanoke, Va.: Shenandoah Valley Meat Packers, Roanoke Grocers, Inc.  
Providence, Springfield, Mass.; New Haven, Conn.: Hood Milk  
KHAD, Laredo, Tex.; KOSA, Odessa, Tex.: Adv. TBA  
PATTI PAGE  
KALB, Alexandria, La.: Wellan's Department Store  
KHAD, Laredo, Tex.: Adv. TBA

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

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

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

SALT LAKE CITY-OGDEN-PROVO, UTAH

3 TV STATIONS—129,300 TV HOMES
Population—312,400 (72d in U. S.)
Buying Income—\$512,650,000 (72d)
Retail Sales—\$410,563,000 (63d)
Food Sales—\$81,462,000 (69th)
Drug Sales—\$14,874,000 (58th)
Automotive—\$83,908,000 (63d)

Above market statistics are for Salt Lake City only and include following county: Salt Lake

TOP NETWORK SHOWS

- 1. \$64,000 Question, KSL, T. ... 45.7
2. Ed Sullivan, KSL, Su. ... 43.4
3. Your Hit Parade, KTVU, S. ... 35.5
4. Groucho Marx, KTVU, Th. ... 35.4
5. I Love Lucy, KSL, M. ... 35.2
6. Dragnet, KTVU, Th. ... 34.4
7. Perry Como, KTVU, S. ... 34.3
8. What's My Line? KSL, Su. ... 31.4
9. Disneyland, KUTV, W. ... 30.9
10. Godfrey's Talent Scouts, KSL, M. ... 28.5

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KUTV, M.-F. ... 21.1
2. News Caravan, KTVU, M., W., F. ... 15.7
3. Today-Pictures, KTVU, M.-F. ... 14.8
4. Funtime Express, KSL, M.-F. ... 13.8
5. Weather, Sports (10:45 p.m.), KTVU, M.-F. ... 12.5
6. Big Payoff, KSL, M.-F. ... 12.4
7. Bob Crosby, KSL, M.-F. ... 12.1
8. Art Linkletter, KSL, M.-F. ... 9.7
9. Queen for a Day, KTVU, M.-F. ... 9.7
10. Sports Final (11 p.m.), KTVU, M.-F. ... 9.0

TOP SYNDICATED FILMS

- 1. Mr. District Attorney (Ziv), KSL, M.-9:30 ... 31.2
2. Highway Patrol (Ziv), KSL, Su.-9:30 ... 30.4
3. Life of Riley (NBC), KTVU, F.-9:30 ... 30.2
4. I Led Three Lives (Ziv), KSL, T.-7:30 ... 30.0
5. Big Playback (Screen Gems), KUTV, W.-7:45 ... 27.3
6. Badge 714 (NBC), T.-9:00 ... 25.7
7. Confidential File (Guild), KSL, F.-9:00 ... 25.4
8. Guy Lombardo (MCA), KSL, Su.-9:00 ... 24.5
9. Crunch and Des (NBC), KTVU, M.-9:00 ... 23.7
10. Headline (MCA), KTVU, T.-9:30 ... 23.3
11. I Search for Adventure (Bagnall), KSL, F.-8:30 ... 22.7
12. Science Fiction Theater (Ziv), KSL, Th.-9:30 ... 21.7
13. Waterfront (MCA), KTVU, T., F.-10:00 ... 21.2
14. Stage 7 (TPA), KTVU, F.-9:00 ... 20.7
15. Dr. Hudson's Secret Journal (MCA), KTVU, Su.-9:30 ... 20.4
16. Man Called X (Ziv), KSL, T.-8:30 ... 20.0
17. Liberate (Guild), KTVU, S.-8:00 ... 19.5
18. Victory at Sea (NBC), KTVU, M.-9:30 ... 18.0
19. Guy Lombardo (MCA), KSL, M.-10:00 ... 17.7
20. The Falcon (NBC), KSL, F.-8:00 ... 17.2
21. †Sky King (Nabisco), KUTV, T.-6:30 ... 15.9
22. I Spy (Guild), KSL, Su.-7:00 ... 15.2
23. Little Rascals (Interstate), KSL, S.-9:45 a.m. ... 15.0
24. Bowling Time (Sterling), KSL, Su.-10:00 ... 14.9
25. Superman (Flamingo), KUTV, T.-6:00 ... 14.7
26. Cisco Kid (Ziv), KUTV, F.-6:00 ... 13.7
27. Celebrity Playhouse (Screen Gems), KUTV, W.-8:30 ... 13.7
28. Wild Bill Hickok (Flamingo), KUTV, Th.-6:00 ... 13.2
29. Jungle Jim (Screen Gems), KUTV, Th.-6:30 ... 13.0
30. Annie Oakley (CBS), KSL, Th.-6:00 ... 12.7

SEATTLE-TACOMA

4 TV STATIONS—301,700 TV HOMES
Population—777,800 (24th in U. S.)
Buying Income—\$1,628,460,000 (19th)
Retail Sales—\$1,071,272,000 (22d)
Food Sales—\$219,877,000 (22d)
Drug Sales—\$32,967,000 (24th)
Automotive—\$165,873,000 (27th)
Above market statistics are for Seattle only and include following county: King

TOP NETWORK SHOWS

- 1. Disneyland, KING, W. ... 31.8
2. Ed Sullivan, KTNT, Su. ... 29.7
3. I Love Lucy, KTNT, M. ... 29.0
4. \$64,000 Question, KTNT, T. ... 28.6
5. Lawrence Welk, KING, S. ... 27.6
6. Alfred Hitchcock, KTNT, Su. ... 26.4
7. This Is Your Life, KOMO, W. ... 26.0
8. G. E. Theater, KTNT, Su. ... 25.8
9. Ozzie and Harriet, KING, F. ... 25.2
9. Robert Montgomery, KOMO, KOMO, M. ... 25.2

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KING, M.-F. ... 22.5
2. Early Edition, Misc. (6:30 p.m.), KING, M.-F. ... 20.0
3. Sheriff Tex, KING, M.-F. ... 15.2
4. Little Rascals, KING, M.-F. ... 14.0
5. Weather, Big News (9:30 p.m.), KTNT, M.-F. ... 13.0
6. World Today (10:30 p.m.), KING, M.-F. ... 11.6
7. News Caravan, KOMO, M.-F. ... 9.7
8. Tonight-Steve Allen, KOMO, M.-F. ... 9.6
9. Late Show, KTNT, M.-F. ... 9.5
10. Dinah Shore, KOMO, T., Th. ... 9.1

TOP SYNDICATED FILMS

- 1. Badge 714 (NBC), KING, F.-9:30 ... 26.2
2. Steve Donovan, Western Marshal (NBC), KING, W.-7:00 ... 23.9
3. Mr. District Attorney (Ziv), KING, F.-9:00 ... 23.7
4. I Search for Adventure (Bagnall), KING, W.-7:30 ... 22.5
5. Wild Bill Hickok (Flamingo), KING, Th.-6:00 ... 21.1
6. Life of Riley (NBC), KING, Th.-8:30 ... 20.7
6. Code 3 (ABC), KING, F.-10:00 ... 20.7
6. I Led Three Lives (Ziv), KTNT, M.-9:00 ... 20.7
9. Waterfront (MCA), KOMO, W.-9:30 ... 20.4
10. Annie Oakley (CBS), KING, F.-6:00 ... 19.0
11. Highway Patrol (Ziv), KOMO, Th.-7:00 ... 18.6
11. Celebrity Playhouse (Screen Gems), KOMO, Th.-8:00 ... 18.6
13. City Detective (MCA), KING, Su.-10:00 ... 18.5
14. Man Called X (Ziv), KING, T.-10:00 ... 17.9
15. Studio 57 (MCA), KING, F.-7:00 ... 17.2
16. Ray Milland Show (MCA), KOMO, M.-10:00 ... 16.8
17. Confidential File (Guild), KING, Th.-9:00 ... 16.7
18. Stage 7 (TPA), KOMO, F.-7:30 ... 16.6
19. Science Fiction Theater (Ziv), KING, Th.-9:30 ... 16.5
20. Ethel Barrymore Theater (Interstate), KTNT, T.-9:00 ... 16.3
21. †Sky King (Nabisco), KING, S.-5:00 ... 16.2
22. The Three Musketeers (ABC), KING, M.-6:00 ... 15.9
23. Crunch and Des (NBC), KOMO, F.-9:00 ... 15.1
24. Famous Playhouse (MCA), KTNT, W.-9:00 ... 14.7
25. Judge Roy Bean (Screencraft), KING, M.-8:30 ... 14.3
26. Famous Playhouse (MCA), KTNT, S.-8:30 ... 14.2
26. Superman (Flamingo), KING, T.-6:00 ... 14.2
28. Little Rascals (Interstate), KING, M.-F.-4:00 ... 14.0
29. Mayor of the Town (MCA), KOMO, S.-10:00 ... 13.8
29. Federal Men (MCA), KTNT, T.-10:00 ... 13.8

ST. LOUIS

3 TV STATIONS—529,200 TV HOMES
Population—1,849,200 (9th in U. S.)
Buying Income—\$3,353,779,000 (11th)
Retail Sales—\$2,195,732,000 (10th)
Food Sales—\$512,449,000 (9th)
Drug Sales—\$72,618,000 (11th)
Automotive—\$428,952,000 (9th)
Above figures include following counties: Madison and Clair, Ill.; St. Louis City, St. Louis and St. Charles, Mo.

TOP NETWORK SHOWS

- 1. \$64,000 Question, KWK, T. ... 43.7
2. Ed Sullivan, KWK, Su. ... 37.5
3. I Love Lucy, KWK, M. ... 36.2
4. What's My Line? KWK, W. ... 35.0
5. I've Got a Secret, KWK, W. ... 34.7
6. Groucho Marx, KSD, Th. ... 33.7
7. Lux Video Theater, KSD, Th. ... 32.8
7. Perry Como, KSD, S. ... 32.8
9. G. E. Theater, KWK, Su. ... 32.7
9. Millionaire, KWK, W. ... 32.7

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KWK, M.-F. ... 18.1
2. News Caravan, KSD, M.-F. ... 13.8
3. News, Weather (6 p.m.), KWK, M.-F. ... 13.3
4. Looney Tunes, KSD, M.-F. ... 13.1
5. Dinah Shore, KSD, T., Th. ... 12.7
6. Eddie Fisher, KSD, W., F. ... 12.4
7. Guiding Light, KWK, M.-F. ... 12.1
7. Look-Learn, Misc., KWK, M.-F. ... 12.1
7. Queen for a Day, KSD, M.-F. ... 12.1
10. News (11 p.m.), KSD, M.-F. ... 11.8

TOP SYNDICATED FILMS

- 1. Inspector Mark Saber (Thompson), KWK, T.-9:30 ... 29.0
2. Cross Current (Official), KWK, F.-9:30 ... 25.0
2. Dr. Hudson's Secret Journal (MCA), KSD, S.-9:30 ... 25.0
4. Badge 714 (NBC), KSD, M.-9:30 ... 23.7
5. Confidential File (Guild), KWK, Su.-10:00 ... 23.0
6. Man Called X (Ziv), KSD, Th.-10:00 ... 21.7
7. Highway Patrol (Ziv), KWK, Th.-9:30 ... 21.4
8. Celebrity Playhouse (Screen Gems), KSD, F.-9:45 ... 20.4
8. I Led Three Lives (Ziv), KSD, W.-10:00 ... 20.4
8. Mr. District Attorney (Ziv), KSD, M.-10:00 ... 20.4
11. Waterfront (MCA), KWK, M.-10:00 ... 19.7
12. The Unexpected (Ziv), KSD, T.-9:30 ... 18.4
13. Jungle Jim (Screen Gems), KWK, S.-4:30 ... 18.2
14. Man Behind the Badge (MCA), KSD, S.-10:00 ... 18.0
15. Annie Oakley (CBS), KWK, S.-4:00 ... 17.5
16. Science Fiction Theater (Ziv), KSD, T.-10:00 ... 17.0
16. Dateline Europe (Official), KWK, Su.-6:00 ... 17.0
16. †Patti Page (Oldsmobile), KSD, F.-10:15 ... 17.0
19. Hopalong Cassidy (NBC), KWK, S.-5:00 ... 16.3
20. Studio 57 (MCA), KSD, W.-10:30 ... 15.9
21. †Death Valley Days (Pacific Borax), KWK, W.-10:30 ... 14.9
22. Fabian of Scotland Yard (CBS), KWK, Su.-4:00 ... 14.4
22. Racket Squad (ABC), KSD, T.-10:30 ... 14.4
24. Flamingo Theater (Flamingo), KWK, S.-6:00 ... 14.2
25. The Pendulum (Thompson), KWK, Su.-10:30 ... 14.0
25. Superman (Flamingo), KSD, M.-5:30 ... 14.0
27. Judge Roy Bean (Screencraft), KWK, Su.-4:30 ... 13.4
28. Looney Tunes (Guild), KSD, M.-F.-5:00 ... 13.1
29. Range Rider (CBS), KSD, S.-11:30 a.m. ... 12.9
30. Dangerous Assignment (NBC), KWK, Su.-3:30 ... 12.5
30. Wild Bill Hickok (Flamingo), KSD, Th.-5:30 ... 12.5

WASHINGTON, D. C.

4 TV STATIONS—458,300 TV HOMES
Population—1,802,100 (10th in U. S.)
Buying Income—\$3,979,860,000 (8th)
Retail Sales—\$2,246,024,000 (9th)
Food Sales—\$499,346,000 (11th)
Drug Sales—\$98,952,000 (8th)
Automotive—\$420,335,000 (10th)
Above figures include following counties: District of Columbia; Montgomery and Prince Georges, Md.; Arlington and Fairfax, Va.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WTOP, Su. ... 41.8
2. I Love Lucy, WTOP, M. ... 37.0
3. \$64,000 Question, WTOP, T. ... 34.9
4. Groucho Marx, WRC, Th. ... 32.7
5. Alfred Hitchcock, WTOP, Su. ... 32.0
5. G. E. Theater, WTOP, Su. ... 32.0
7. Lux Video Theater, WRC, Th. ... 29.4
8. Perry Como, WRC, S. ... 29.3
9. December Bride, WTOP, M. ... 29.0
10. Dragnet, WRC, Th. ... 28.7

TOP MULTI-WEEKLY SHOWS

- 1. 11:00 p.m. Report, WTOP, M.-F. ... 13.9
2. Dinah Shore, WRC, T., Th. ... 12.7
3. Mickey Mouse Club, WMAL, M.-F. ... 12.6
4. Cisco Kid, WTOP, M.-F. ... 11.9
5. News Caravan, WRC, M.-F. ... 11.8
6. CBS News, WTOP, M.-F. ... 11.4
7. 6:30 Spotlight, WTOP, M.-F. ... 10.3
8. News (11 p.m.), WRC, M.-F. ... 10.0
9. Search for Tomorrow, WTOP, M.-F. ... 9.7
10. Guiding Light, WTOP, M.-F. ... 9.6

TOP SYNDICATED FILMS

- 1. Ramar of the Jungle (TPA), WTOP, W.-7:00 ... 17.2
2. Celebrity Playhouse (Screen Gems), WTOP, T.-10:30 ... 16.7
3. San Francisco Beat (CBS), WTOP, Th.-7:00 ... 15.7
4. Annie Oakley (CBS), WTOP, F.-7:00 ... 15.2
5. Highway Patrol (Ziv), WTOP, F.-7:30 ... 15.0
6. Wild Bill Hickok (Flamingo), WRC, Th.-7:00 ... 14.9
7. Mr. District Attorney (Ziv), WRC, M.-10:30 ... 14.4
8. Count of Monte Cristo (TPA), WTOP, S.-6:30 ... 14.2
9. Superman (Flamingo), WRC, T.-7:00 ... 13.5
10. †Death Valley Days (Pacific Borax), WRC, M.-7:00 ... 12.5
11. Public Defender (Interstate), WTOP, Th.-10:30 ... 12.2
12. Cisco Kid (Ziv), WTOP, M.-S.-6:00 ... 12.0
13. Dr. Hudson's Secret Journal (MCA), WMAL, Su.-6:30 ... 10.9
14. Science Fiction Theater (Ziv), WMAL, Su.-6:00 ... 10.4
15. Studio 57 (MCA), WRC, F.-7:00 ... 9.5
16. Jungle Jim (Screen Gems), WMAL, F.-6:00 ... 9.5
16. †Sky King (Nabisco), WMAL, W.-6:00 ... 9.5
18. Guy Lombardo (MCA), WRC, W.-7:00 ... 9.4
19. Badge 714 (NBC), WTTG, F.-7:00 ... 9.2
20. †Patti Page (Oldsmobile), WTOP, S.-5:45 ... 9.0
21. Baseball Hall of Fame (Flamingo), WMAL, W.-10:45 ... 8.7
21. Man Called X (Ziv), WMAL, F.-9:00 ... 8.7
23. My Little Margie (Official), WTOP, M.-F.-5:00 ... 8.4
24. Crunch and Des (NBC), WTTG, F.-9:30 ... 8.2
25. Life With Father (CBS), WTOP, Su.-4:30 ... 7.5
25. Waterfront (MCA), WTTG, T.-7:30 ... 7.5
27. The Whistler (CBS), WTTG, Th.-7:30 ... 7.4
28. Little Rascals (Interstate), WRC, M.-F.-9:00 a.m. ... 7.2
29. Great Guildersleeve (NBC), WTTG, M.-7:00 ... 7.0
29. Looney Tunes (Guild), WTTG, M.-F.-6:00 ... 7.0

2D THOUGHT?

M-G-M May Not Hog All Of Features

NEW YORK — M-G-M seems to be having some second thoughts about keeping the TV distribution of its feature films all to itself. Metro was last week reported to have had talks with National Telefilm Associates and Associated Artists Productions. A deal with the former would not necessarily be a distribution deal, since NTA is known to be seeking feature programming for its budding NTA Film Network.

NTA will not use the 20th Century-Fox package as a network program. On the contrary, it is reported that in a few markets the distributor used the 20th package as a wedge to open time for its network.

M-G-M made its first network deal last Monday (23) when it sold "The Wizard of Oz" to CBS-TV, two runs for a staggering \$450,000, with an option for two more runs.

This is by no means the end of network interest in feature films. NBC-TV, which looked over the movie market in January and then decided against it, was last week reported to be back in the market again, looking for some top grade color pictures to slot Sunday afternoons, possibly alternating with "Wide, Wide World."

CBS-TV Film Names Moore

NEW YORK — Thomas W. Moore has been named general sales manager of CBS-TV Film Sales, replacing Wilbur Edwards, who resigned. His replacement as head of the Los Angeles office will be Bill Perkinson, head of the Chicago office.

There are also several other changes in the sales staff of CBS-TV Film Sales being considered by Leslie Harris, veepee and general manager of the company.

Radiophone Buys Station in Tampa

OKLAHOMA CITY — WKY Radiophone Company, affiliate of the Oklahoma Publishing Company, has purchased WTVT, Tampa, Fla., which has resulted in staff changes.

Eugene B. Dodson will become acting manager of WKY and WKY-TV here, Dick John and John Haberman will leave the local station for Tampa and Hoyt Andres, of WKY, has joined WSFA and WSFA-TV, Montgomery, Ala., which is also owned by Radiophone.

'Popeye' Purchase Means Sellout on WPIX' Cartoons

NEW YORK—With the sale of a piece of "Popeye" to Miles Laboratory for Bactine Antiseptic, WPIX is sold out on the Monday-Friday 6-6:30 p.m. strip of the cartoon show, which debuts September 10. It has nine advertisers on 20 participations.

Meanwhile, WABD here has also been ringing the cash register on its cartoon programming. Its half-hour "Bugs Bunny" show has been sold to Peter Paul Mounds, Jackbilt Toys and My-T-Fine deserts. Its "Looney Tunes" show, which will be replenished with ad-

Africa Report Sold to BBC

NEW YORK — CBS-TV Film Sales has sold Edward R. Murrow's two-part "Report From Africa" to the British Broadcasting Corporation for showing in August and September.

This is the first sale of the TV documentary expressly designed for network showing to a foreign telecasting source. The shows run one-hour in length.

ditional shorts from Associated Artists Productions, will have some of its old sponsors plus Chuckles candy, Milani salad dressing and also Bactine.

'Field-Stream' Series Issued

NEW YORK—Field & Stream magazine has come up with a rare item, a 15-minute thrill-sport series for the outdoor sportsman. It's simply titled "Field & Stream" and is being released by Louis de Rochemont Associates.

Sponsors aiming at the male audience in particular are showing interest. Carling Brewing has it on a trial run on KDKA, Pittsburgh. The series, in color, is shot at outdoor locations throught the U. S. and the Bahamas.

STAR PERFORMANCE
"Lovey, Isn't she, Pip!"
IDA LUPINO
"and what an impact she makes in the Award Winning series, in over thirty markets, right now, Old Boy!"
OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N. Y. Plaza 7-0100

# 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 availabilities here owed C&C Super in the latter's time-for-film deal of a year ago. Observers here last week were 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, "Movietime U. S. A.," tho its old package is still owed time.

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 Coola and Nedicks (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 barter deal on the RKO library here in

New York, because this is one of the markets in which RKO Teledradio has reserved the films for its own station, WOR-TV.

### Spanel Confab

In a press conference last week A. N. Spanel, 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 740 RKO pictures, Spanel 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, Spanel said, the spots would be reaching more than 50 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, those being Westinghouse, Triangle and Crosley.

# NTA Projects Plan for Local Live-Pix Segs

NEW YORK — National Telefilm 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 UM&M. NTA has named the library its "Panorama of Entertaining Programs," or PEP for short. It has broken 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 Schwimmer Company, of Chicago, is now invading the Canadian television market with a marked degree of success.

The 15-minute version of the Americana-type musical has been purchased by Sterling Drug Manufacturer, Ltd., in four major Canadian markets: Montreal, Winnipeg, Vancouver, and Ottawa. These were all 26-week sales. The Maher show chain has purchased the show on a 39-week basis for Port Arthur, Sudbury, Sault Ste. Marie, Kitchener, Windsor, London, Hamilton, Barrie, Kingston and Peterborough, all in Ontario. This sale will begin showing in the fall.

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

### Cowan'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 1946 and left about two years ago to become a veepee at CBS.

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

**MCA-TV**  
Film Division

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

### COMEDY BUILDS AUDIENCE!\*

## "MY LITTLE MARGIE"



LOOK AT THESE GAINS IN AUDIENCE ... ALL REGISTERED WHEN STATIONS RE-PROGRAMMED DAYTIME WITH "MARGIE"!

**CHICAGO	WGN-TV	2210%
CLEVELAND	KYW-TV	910%
BALTIMORE	WBAL-TV	775%
SAN FRANCISCO	KGO-TV	430%
NEW YORK	WCBS-TV	145%

AUDIENCE COMPOSITION

	MEN	WOMEN	CHILDREN
ATLANTA	10	20	70
WASHINGTON	20	30	50

(AGAINST "MICKEY MOUSE CLUB" IN BOTH MARKETS)

\*ARB REPORTS - 1955-56  
\*\*CHICAGO - ANY QUESTIONS? CALL THE MAN FROM OFFICIAL!

### COMEDY STAYS POPULAR!\*

## "MY HERO"



LOOK AT THE SHARE OF AUDIENCE "MY HERO" PULLS

CLEVELAND	65%	PEORIA	73%
ST. LOUIS	60%	BOSTON	58%

\*ARB REPORTS - 1955-56

AUDIENCE COMPOSITION

	MEN	WOMEN	CHILDREN
BOSTON	15	18	67
ST. LOUIS	17	32	51

**ALWAYS LEAVES EM' LAUGHING!**

# BADGE



## Just released, 39 exciting new episodes of Badge 714\*

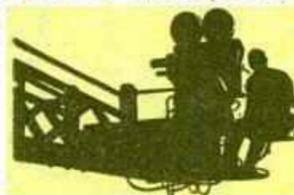
Here's television's greatest syndicated mystery! New honors for BADGE 714 and Jack Webb — from Billboard's 1956 TV Program & Talent Awards: television's "best half-hour mystery series," "best mystery performer" and "best actor among all syndicated programs."

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.

## NBC Television Films

Programs for  
All Stations —  
All Sponsors



A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

\*Average Audience — NTA first report, June 1956

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 Electric and Musical Industries, Ltd., of England bought Capitol Records two years ago was consummated last week when the Crowell-Collier interests purchased the American record interests of the Josefowitz family. These included the Concert Hall Society label and five mail-order record club operations: Musical Masterpieces Society, Opera Society, Jazztone Society, Chamber Music Society, and the Handel Society.

The deal, which, according to the sellers, involved an amount "in seven figures," puts Crowell-Collier smack into the mail-order business with one of the largest indie catalogs in the world, listing more than 1,000 recorded works. It gives the C-C interests an active

list of mail-order buyers said to number 600,000 people in the United States—probably the biggest 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 magazine-radio-TV combine which includes Colliers and Women's Home Companion, is taking over the Josefowitz disk operation intact, and is moving into the latter outfit's Columbus Avenue offices immediately.

#### Immediate Plans

Immediate plans for the disk works under the new management

(Continued on page 56)

## Columbia Signs Bernstein and 7 New Pactees

HOLLYWOOD — Columbia Records' talent roster will boast a series of new faces this fall, the result of a series of highly significant negotiations with top recording names.

Firm announced the acquisition of eight artists new to the Columbia label, highlighted by composer-conductor Leonard Bernstein, Erroll Garner, Miles Davis, Boyd Raeburn and Frances Bergen. In addition, singers Johnny Mathis and Dick Wilson will make their bow on wax, while veteran singer Al Morgan has returned to the recording field.

The signing of Leonard Bernstein is of vast importance in view of his activity in the concert field, Broadway musicals and television. Garner returns to Columbia after a brief absence, with Columbia releasing the first recorded concert by Garner, "Concert by the Sea," this fall. Raeburn is due to introduce a new band shortly.

## Liberty Inks Two Singers

HOLLYWOOD — Liberty Records added two more artists to its talent roster this week, inking singers Abbey Lincoln and Maya Angelou. Plans are to release both singles and albums for both artists.

Firm, meanwhile, completed plans for the mammoth release of 36 new albums this fall, largest of any Coast independent.

## RIAA'S GRIFFIN WAS ON DORIA

NEW YORK—John Griffin, executive secretary of the Record Industry Association of America, arrived safely in New York last week after having undergone the ordeal of the great disaster at sea. Griffin was a passenger aboard the ill-fated Italian liner, Andrea Doria, which sank off the coast of Nantucket some hours after being struck by the liner Stockholm. The RIAA executive was on deck when the collision occurred. Knocked down and considerably bruised, he was on the last boat that carried passengers away from the sinking liner. Griffin and his fellow passengers were picked up by the naval transport, Pvt. William Thompson.

## Angel Skeds 50 Albums on Fall Release Roster

NEW YORK—Angel Records, after a two-month no-release hiatus, has scheduled over 50 LP releases for September, October and November. No new disks will be released by the company in December.

According to Dario Soria, president of Angel, who returned last week from a seven-week European visit, an increasing number of the new Angel releases is being timed to coincide with the American appearances of the company's European artists. In October, for example, there will be a new package by the Carabinieri Band of Rome, which will arrive here for a coast-to-coast tour under the aegis of the William Morris office. Also there will be a disk featuring the pianist Clara Haskil, who will appear with the New York Philharmonic, another by the Berlin Philharmonic under Herbert von Karajan, who will be making their second American tour. In November, when the Vienna Philharmonic begins its local tour, the conductor will be Angel's Andre Cluytens, whose arrival will approximate the

(Continued on page 56)

## Cap Features Hefty Discount, 31 Albums

HOLLYWOOD — Capitol Records unveiled its fall merchandise last week (23), with a total of 31 new popular and classical albums included in its release. High points of the program include a substantial discount program for dealers, the introduction of a new disk jockey "Album Review Kit," and a continued effort to get dealers to refill and stock current Capitol catalog packages.

Discount structure is effective July 30 thru September 29, and allows a dealer a 10 per cent discount on a minimum order of \$250 (The Billboard, July 28). Each successive order of \$75 will also earn a dealer an additional discount of 10 per cent. Discounts are applicable only on catalog merchandise, and not on new album releases.

Much of the Capitol August-September release again stems from Capitol's tie with EMI, with a total of eight pop and five classics in the firm's Capitol of the World Series.

Pop albums include material by John Raitt, June Christy, a two 12-inch LP set at \$7.96 titled "Dance to the Bands," featuring six name bands; an instrumental album con-

ducted by Frank Sinatra titled "Frank Sinatra Conducts Tone Poems of Color," "Guy Lombardo in Hi-Fi," Woody Herman, George Shearing, Jane Froman, two Stan Kenton packages, and a set by the Four Freshmen.

Classical material features Nathan Milstein, William Steinburg, Laurindo Almeida, Roger Wagner, Felix Slatkin conducting the Hollywood Bowl Symphony Orchestra, and Carmen Dragon and the Hollywood Bowl Symphony Orchestra.

Capitol sales personnel will continue their effort to clean out dealers' inventory of 10-inch LP's, listed at \$1.47. Company is also making a free offer of its sound-track album from "Carousel" to motion picture exhibitors showing the film.

The firm's new album preview kit, especially prepared for radio and TV programming use, features 37 selections from Capitol's new albums. Inner liners are arranged to give disk jockeys complete programming information, including titles and composers, type of music and album credits, publisher and the time of each selection.

(Continued on page 56)

## New DJ Plan From Mercury

NEW YORK — In a move to broaden its disk jockey coverage in all categories, Mercury Records is offering a new jockey subscription service, covering all parts of its catalog—singles and LP's.

The package (which is offered to radio and TV stations only and is limited to one complete service per station) is being offered to stations not presently serviced by the label. However, Mercury promotion chief Kenny Myers is also inviting stations currently receiving some of the firm's releases (just pops, etc.) to investigate the service with an eye toward rounding out their libraries. For instance, a station programming only a few hours of classical music might wish

(Continued on page 56)

## Conner Exits Decca Records

NEW YORK — Mike Conner, Decca Records director of artists relations, publicity and disk jockey promotion, resigned from the company last week. Conner, who had been with Decca for 11 years, was chairman of the diskery's planning group and in this capacity guided the company's many promotions and merchandising tie-ups.

Conner sparked Decca's deejay program, and virtually set the pattern for extensive cross-country deejay tours by artists. His deejay contacts are extremely broad.

Prior to joining Decca, Conner was a producer and writer for the Columbia Broadcasting System in Chicago. His first Decca post was chief of the Midwest Recording Division, from whence he transferred to New York as director of artists relations.

Conners had not announced his plans, but is known to be considering several projects.

## Davis Promoted By RCA Victor

NEW YORK—Jim Davis, manager of RCA Victor's custom record department since 1946, was promoted last week to the post of manager of operations for the entire Victor Record Division. In this post he succeeds Howard Letts, who recently was named a vice-president of the diskery.

Davis' post in the custom wing has been filled by Emmett B. Dunn, who, prior to his promotion, was manager of custom record administration, and formerly was controller of the Victor Record Division. Davis originally joined Victor in 1940 as a cost analyst. Dunn came to Victor in 1941 as an accountant.

The Victor Custom Record operations include contract pressing and production, transcriptions (the RCA Thesaurus library) and Camden Records.

## DEALER ACHES AND PAINS

# Record Retailers Air Beefs At NAMM Convention Forum

By REN GREVATT

NEW YORK—Mail-order record clubs, rack jobbers, alleged price discrimination on the part of distributors, and pilferage within the store itself were among the wide range of dealer beefs and problems discussed Wednesday (25) when the National Association of Music Merchants' Phono Record Committee called its Record Dealer Panel to order.

Meeting at the Hotel New Yorker convention headquarters here, more than 50 dealers from all parts of the country took part in the "let your hair down" session, headed up by Leon Ferguson, of Ferguson's Record Shop, Memphis, and Howard M. Judkins Sr., of Judkins Music Company, Garden Grove, Calif.

Over-all subject for discussion was "Better Merchandising of Phonograph Records," which paved the way for an extensive airing of currently pressing matters.

A number of hushed references to "Mr. Goody" sparked the discussion of the "discounter problem." Judkins said that discounting has not yet become a problem in the West Coast area, altho he felt that well-publicized discussions of the problem by the Southern California Record Dealer Association has scared out several potential discounters.

Another dealer reported that he has started a local membership plan in which customers pay a semi-annual fee of \$5.50, which then entitles them to buy as many records as they want at a 20 per cent "under-list" price. Tho this

admittedly did not equal price breaks widely offered by discount houses, he felt it was enough to skim off the cream of customers who would otherwise turn to the lower-priced outlets.

#### Thoughts on Samplers

A number of dealers agreed that samplers have had an important effect on their business. One said that due to his small space ads with a combined pitch on the Mercury 1-cent deal, the London and Columbia samplers RCA Victor's "Save on Records" coupon deal and the Columbia "Buy of the Month" plan, the June business in his two stores was up 20 and 33 per cent over May. He added, in answer to a query, that this represented much business on standard list price items and that the spe-

(Continued on page 54)

Complete Results of The Billboard's Album Cover Contest Will Be Published in the Next Issue, Dated August 11.

## Epic Unveils Fall Program, Singles Push

NEW YORK — Epic Records kicked off its 1956 Fall Merchandising program last week at a distributor meeting in the Park Sheraton Hotel here—the first of a series of meetings which include Chicago, Los Angeles and San Francisco. Addressing the meeting were Goddard Lieberman, Columbia Records president; Marv Holtzman, Epic a.&r. chief; William Nielsen, Epic sales director, and other execs.

Two multi-pocket albums highlighted the product. One is a deluxe package with an Avedon full color cover titled "The Somerset Strings," offered at discount price of \$9.98 for first 90 days of sale. The first multi-package in the mood field, this has three 12-inch LP's. Another highlight is a two-pocket package of the first complete recording of Prokofiev's "Love for Three Oranges," by the choir and orchestra of the Slovenia National Opera.

Other classical product in the fall release includes "Haydn Symphony No. 100" and "Schubert Symphony No. 5," by the Concertgebouw Orchestra; Mozart "Concert for Two Pianos," Duo Schnabel and Vienna Symphony Orchestra; "Bach Organ Works, Volume 2," Anton Heiller; Dvorak's "Slavonic Dances" and Smetana's "From My Life," Cleveland Orchestra conducted by George Szell; Donizetti's "Don Pasquale" and "Famous Mozart Arias," San Carlo Opera Company of Naples, and several other packages.

Complete opera recordings will be prominent in Epic's classical schedule.

The pop album release includes "Somethin' Smith and the Red-heads Come to Broadway"; "Trumpeters' Holiday" featuring Wingy Mannone, Red Allen, etc.; "Cordialement Paris," Jacques Brel.

*(Continued on page 54)*

## Reynolds Bows New Equipm't

HOLLYWOOD—Reynolds Enterprises, Coast manufacturer of record store furniture and fixtures, has expanded its line of storage and modular units via the introduction of six new models.

New units include browser boxes available in three, four, seven and eight sections, in addition to a specially designed modular listening post. Prices range from \$24.50 for the three-section browser box to \$65 for eight-section unit. Organized less than a year ago, the Reynolds firm has devoted much of its attention to servicing record dealers, with President Bob Reynolds reporting a 50 per cent increase in business as a result.

## Finds Europe Going Musically American

NEW YORK — "For better or for worse, what's taking place is the complete musical Americanization of the world." This was the strongest impression received by George Marek, RCA Victor vice-president and head of the company's record album division, who returned last Monday (23) from a six-week visit to Europe.

According to Marek, the big talk on the Continent is about Elvis Presley and jazz: Presley espe-

## SPINA GIMMICK AID TO SCRIBES

HOLLYWOOD—An innovation in disk jockey promotion that promises to be the greatest boon ever for songwriters was released last week by scribe Harold Spina.

Spina, thru producer Red Doff, has packaged two 12-inch LP's titled "A Library of Standards" for programming his music by disk jockeys. Set contains the original hit recordings of his songs, i.e., Dinah Shore's rendition of "It's So Nice to Have a Man Around the House," with complete programming notes, song titles, publishers and the time of each selection noted on the liners.

Approximately 1,000 albums have been mailed to disk jockeys, with Spina inundated for requests for additional copies. Cost of the album, estimated at \$3,000, is expected to be more than amply recouped by Spina in ASCAP performance money.

## Audio Book To Music Via Low Speeders

HOLLYWOOD — The Audio Book Company, restricted to the release of spoken word recordings until now, has entered the music field via the introduction of seven-inch 16 2/3 recordings at a retail list of \$1.69.

Recordings are duplicates of its previous line of slow-speed albums and contain 40 minutes of music per disk. The addition of the 16 2/3 speed to many phonograph lines has cued the firm's entry into the music field, according to Raymond Tierstein, vice-president of the company.

New music series includes a collection of famous show tunes, all-

*(Continued on page 56)*

## NAMM Panel Talks Of Hi-Fi Promotion

RCA, Magnavox and Stromberg-Carlson Execs Give Views Before Dealer Clinic

NEW YORK—"The instrument is only half the sale; you've got to sell records too," James M. Toney, veepee of RCA Victor's Victrola Division, told dealers attending the High Fidelity Merchandising Clinic of the National Association of Music Merchants here this week.

Speaking as a member of a special six-man panel on the subject of "How Dealers Can Promote Hi-Fi," Toney said quality engineered hi-fi

# Columbia Kicks Off Most Extensive Fall Sales Drive

### 'Your Future Is Sound' Theme Keys Program Unveiled for 350 Distributors

By JOEL FRIEDMAN

HOLLYWOOD—Keyed to the theme, "Your Future Is Sound," Columbia Records kicked off the most extensive and ambitious fall program in its history last week (21-24) before an audience of approximately 350 distributors and their salesmen at its annual sales convention at Estes Park, Colo.

Beyond the introduction of a total of 53 new albums for August and September release, the program encompasses the use of generous point-of-sale material, 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 LP's.

Effective July 30 thru September 29, dealers will be allowed a return privilege of 8 per cent on all masterworks LP's (including Entre), and a 4 per cent return on pop LP's, including Columbia's "House Party" series. Return privileges are also applicable on merchandise included in Columbia's Operation Enroute program, latter consisting of catalog albums shipped to distributors before the fall plan. In addition, dealers will enjoy special deferred billing, with merchandise payable in one-third installments on October, November and December 10.

**Dropping 100% Guarantee**  
Beginning with the September "Buy of the Month" selections, the

firm's BOM program will no longer be on a 100 per cent guarantee basis. Decision to drop the guarantee was made because it was felt the program had already proved itself and was successful beyond their own expectations, according to Hal Cook, vice-president in charge of sales.

To further stimulate the "Buy of the Month" plan, a permanent BOM store fixture has been designed by Holley Associates and will be available to dealers at special *(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 thruout the country, the largest project of its kind ever attempted by the company.

Key Columbia executives, led by the firm's district sales managers and distributor toppers, will present the firm's "Your Future Is Sound" program to a dealer audience in excess of an estimated 6,000.

The plan to present the huge number of dealer meetings is an effort to personally 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 has distributors, the presentation will be made to dealers in 41 other less populated areas. Cocktails and dinner will precede each meeting, followed by an audio-visual program outlining 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 an opportunity to own their own needle-inspection microscopes.

The plan, a highlight of the Walco booth at the National Association of Music Merchants convention here last week, calls for dealers to acquire the microscopes *(Continued on page 54)*

## LIEBERSON COPS HUMOR HONORS

ESTES PARK, Colo. — Humor knew no bounds at the Columbia Records' sales convention here, July 21-24, with the meeting taking on the atmosphere of a marathon visit at the Friars' Club.

Columbia prexy, Goddard Lieberman, admittedly a new hand at public speaking, could well have gained immediate entry to the Friars' when introducing Argentinian pianist Villegas at the firm's banquet. Lending a hand at moving the piano, Lieberman broke up the audience as he queried Villegas, "Whaddya think of that, a president moving a piano. Do you think Peron would do that for you?"

## \$600 Mil. Industry Gross in 10 Years

Is Prediction of Col's Lieberman for Disk Trade; Growth for Dealers Seen

ESTES PARK, Colo.—Keynoting the "Future Is Sound" program of Columbia Records, Goddard Lieberman, president of the company, projected a \$600 million dollar volume for the record industry in 1966 at the annual sales convention of Columbia distributors here last week.

Lieberman, along with Vice-Presidents Hal Cook, Al Earl, Herb Greenspon and Comptroller Bill Wilkins, pointed to the future economic growth of the nation and averred that present signs indicate

continued growth for dealers and distributors.

Addressing the gathering of approximately 350 distributors and their salesmen, Lieberman declared, "Your future is our future. The future of music is constantly growing."

Referring to popular thinking concerning American orchestras, Lieberman said, "For some years Americans have had an inferiority complex concerning its music when compared with that of Europe. There is no need for thinking of this sort, because we are not inferior. Beyond a doubt, we have the greatest orchestras of the world. Our culture, our musical culture, is recognized as such, and is continually growing."

Hal Cook, vice-president in charge of sales, told conventioners that "indiscriminate price cuts jar the confidence of dealers and distributors. Price adjustments with accompanying inventory adjustments will do much to relieve anxiety and ill feeling in our business. Columbia's present management is dedicated to a fair play program of building confidence. We hope to establish another constructive precedent."

Columbia exec Al Earl told the audience that present research in-

*(Continued on page 56)*

## London Denies Dot Frisco Tie

NEW YORK—London Records execs have vigorously denied that any plans are now afoot to enter into a joint distribution operation with Dot Records in San Francisco. The possibility that such a move was likely was circulated prominently last week.

On the other hand, a London spokesman said that such a move is about to be made in the Cincinnati area. This follows an announcement last week by Dot president Randy Wood that the companies will have joint distribution in Los Angeles, Boston, Chicago and Minneapolis. It was also strongly hinted here that other major markets would be brought into the co-op London-Dot fold within the next two weeks.

## RCA Adds 3 to Jazz Roster

NEW YORK — RCA Victor added three names to its jazz roster last week: Lee Wiley, Bob Scobey and Jack Montrose.

Thrus Wiley most recently recorded for Storyville, and previously for Columbia and Liberty Music Shops. Scobey, with his Frisco Dixieland band and vocalist Clancy Hayes, has been with Good Time Jazz. Montrose, tenor saxophonist-arranger, was with Atlantic. Deals were made for the diskery by jazz chief Fred Reynolds.

cially in Germany and England, and jazz "everywhere." Marek spent time in Italy, Switzerland, France and England, and held confabs with representatives of affiliates from other countries. He was especially impressed with the progress made by European retailers in modernizing their stores since his last visit last summer.

Paris dealers especially are on the ball. One big Paris retailer, *(Continued on page 54)*

# Tax on Admissions Under 90 Cents Cut

WASHINGTON—Congress found time to court the entertainment world in the hectic days of the closing session last week by passing legislation to drop taxes on admissions of 90 cents or less, guarantee permanence to the U. S. "Cultural Exchange" program, and, finally, to incorporate the National Music Council, giving it a Congressional Charter to "speak with one voice" for music.

Less fortunate were bills to end the cabaret tax, and one to drop the manufacturers' excise on kiddie disks retailing at a quarter or less. The latter got thru the soft-hearted House, but was shoved aside by a tougher-minded Senate Finance Committee. A cheerful bill by Sen. William Langer (R., N. D.) to repeal all federal excise on American entertainment, from cabarets to TV sets, introduced last April, never even saw daylight.

A good deal of pro and con took place on the House and Senate floor before the passage of the King (D., Calif.) bill to make \$1 the lowest amount taxable on ticket prices. After House passage, the Senate dropped the amount to be tax exempt to 90 cents, and the House accepted the amendment. Also the original bill would have applied the tax only to the amount over the taxable minimum, but the House Ways and Means Committee amended it to make the tax apply to the full price of the ticket. Both Treasury and the Bureau of the Budget have opposed the bill, which they say will mean a loss of "approximately \$70 million a year to revenue." Rep. Daniel Reed (R., N. Y.) also opposed the bill.

Rep. John Byrnes (R., Wis.) said the bill didn't go far enough. He believes that in the next session there should be tax relief for cabarets, theaters, concerts and "other areas of the entertainment field." Representative Price (D., Ill.) said he hoped the bill would not "die under a veto by President Eisenhower," as it did last year. On the Senate side, Senator Wiley (R., Wis.) was spokesman for the King admissions tax bill.

The Music Council, now entitled to act as a corporation, will serve as "spokesman for music" in the nation and a forum for problems in the musical world. It hopes to

"encourage the co-ordination of efforts of the member organizations, thereby avoiding duplication or conflict." Granting of the charter owed much of its success to New York's Herbert Lehman (D.) on the Senate side, with Rep. Frank Thompson (D., N. J.) pushing on the House side. Thompson was also vigorous in getting permanent authorization for the State Department's "Cultural Exchange" program. (See The Billboard, July 21).

## NEWS REVIEW

### Johnny Long Sports Beat To Dance To

CINCINNATI — The Johnny Long orchestra, back on the GAC books after three years with MCA, concluded a week's stand at Moonlite Gardens of Coney Island here Thursday (19), its 12th engagement at the class ballroom in as many summers.

Now in his 23d year with his own band, Long still adheres to his old policy—keep the concerts for the concert halls and theaters, but give ballroom fans something they can dance to. Employing five sax, five brass and three rhythm, the Long crew sports a rhythmic style and danceable beat that has kept him a favorite of the younger dancers even during the dance recession.

Crew makes a good appearance from the front, and left-handed-fiddler Long does an excellent job of batoning his men thru a top-notch repertoire. Band employs no tricks or gimmicks to get across. In the specialty department are blond Sandee Moore, trombonist-singer Mickey Gravine and the ork's glee club. Ernie Johnson and Johnny Murphy offer solid, appealing arrangements.

Currently on a swing of one-nighters in the Midwest and South, the Long band plays for the Chrysler shows in Detroit, August 31-September 8, and in Dallas October 9-23. Bill Sachs.

## Record Crowds Throng Denver Music Festivals

By BERNARD GEBHARDT  
DENVER, Colo. — Unprecedented box office records are being established in nearly all phases of entertainment in the Rocky Mountain area as the largest number of names ever signed for this region make appearances in the Denver area.

With the Denver Symphony bringing such stars as Gisele MacKenzie, Rise Stevens, Marian Anderson and others into the city for twice-weekly programs at Red Rocks, and local promoters booking talent like Louis Armstrong, Henry Belafonte, Liberace, Red Foley and the "Ozark Jubilee" show, natives and tourists alike have to forego seeing one show in favor of another.

So far, conflicting dates have not hurt any of the gates. This was seen this week when the Mormon Tabernacle Choir gave three performances as part of the Symphony series and even drew 3,000 people to an early morning program at the Red Rocks. The same afternoon the symphony gave a free concert that drew another 6,000, followed immediately afterwards by the musical production "Show Boat" in the same park that

## PRESLEY GETS 3D GOLD DISK

NEW YORK — The phenomenal Elvis Presley is scheduled to receive his third straight gold disk from RCA Victor this week, and in record time.

Presley's "Hound Dog," on the market only two weeks, made the sensational jump this week into the No. 9 slot on the Billboard's Best Selling Retail chart, and at the going rate of sale was expected to hit the one million mark on Tuesday (31).

Both of Presley's previous Victor disks hit that figure easily. These were "Heartbreak Hotel" and "I Want You, I Need You, I Love You."

## Muzak Sued by Phila. Franchise

NEW YORK—Muse-Art Corporation of Philadelphia filed suit in U. S. District Court here this week against the Muzak Corporation of New York and its principals, former U. S. Sen. William Benton, H. E. Houghton and Charles C. Cowley.

The suit, which involves more than a million dollars in treble damage claims, contains charges of conspiracy to obtain and maintain a monopoly in the field of furnishing music and other entertainment by sound reproduction to customers under contract. The suit further alleges that Muzak is discriminating against particular franchise holders, including Muse-Art, by charging excessive rates, greater than those charged to more favorable franchisees. As a result, the cost of service to ultimate subscribers is greatly increased, according to the charges.

The suit further charges that a conspiracy exists between Muzak and radio station WCAU in Philadelphia to destroy Muse-Art's business in the Quaker City area. It is claimed that Muzak delivered to the station lists of Muse-Art's subscribers and other confidential information acquired by Muzak over

(Continued on page 54)

## EDITORIAL

### Who Is the Winner?

Many, many facets of the music industry were actively represented at the Music Merchants Trade Show in New York last week. Among those with heavily attended exhibits were 49 manufacturers of phonos and hi-fi equipment, 29 manufacturers of radio and radio-phonos combinations, 17 producers of recorders and sound equipment, not to mention a substantial number of record and phonograph accessory firms.

Record manufacturers with sales volume of significance represented at the show totaled four. None of the major record companies were there.

Disk companies, for some years, have explained the industry's growing boycott of this trade show, by what has become a cliché—the NAMM convention is an instrument show. Perhaps that is so, but several points may be worth noting.

First, records and phonos in the same store each help the sale of the other. More record dealers every year are selling phono and hi-fi equipment. Phono exhibitors enjoyed new peaks of attendance and interest in their exhibits this year. A substantial portion of the dealers who visited the equipment displays are equally interested in records.

Second, there were many, many dealers and distributors of records and phonograph equipment present at the show this year, and early reports indicate that the convention itself enjoyed a new high in attendance.

At no other organized gathering can so many record dealers be reached. Record companies can ask for no better public relations vehicle than the NAMM convention in lieu of a show entirely their own, particularly in view of the Association's active phonograph record committee, eager to set up for all dealers a better understanding and closer liaison with disk firms. Can the record companies honestly be the winners in the maintenance of this boycott? These facts may well bear careful thought when the time for the 1957 convention draws near.

## Govt. Bypass of Juke Box Royalty Problem

By MILDRED HALL

WASHINGTON — Once again Washington legislators have bypassed the question of juke box performance-royalty exemption, as another Congress packs its bags and heads for home and electioneering. Not only did the controversial Kilgore Bill to end juke box exemption fail to get to the floor for a vote, but the Senate subcommittee studying the question says it will have no report until "sometime this summer." The subcommittee chairman, Senator O'Mahoney (Dem., Wyo.), had told the Senate that "such a document is now in preparation."

Argument over the juke box exemption clause in the Copyright Law has raged thru nine Congresses, with music operators on one side and performance rights groups on the other. The bill by Senator Kilgore (D., Va.), whose death this year transferred chairmanship of the Judiciary Committee to Eastland (D., Miss.), was the only one of half a dozen duplicate bills to be considered by the O'Mahoney (D., Wyo.) Subcommittee on Patents and Copyrights in this session.

The sweeping terms of the Kil-

gore Bill, which would put juke-box record playing in the same royalty category with all other users of music for profit, like TV and dance halls, raised large doubts in the subcommittee membership. It is believed that should the O'Mahoney group resume interest in the juke box question next session, it would recommend a "fairer" piece

(Continued on page 106)

## Col. Active in Kidisk Field

NEW YORK—At a time when most of the major label producers have virtually abandoned the children's record field to the low-priced indie companies, Columbia Records has prepared an aggressive five-pronged fall push.

Top priority, according to the company's kidisk head, Hecky Krasno, will go to the 12-inch LP line, successfully launched last winter. Five new sets will be issued by September. There will be new musical productions of Kipling's best known "Just So Stories," with Garry Moore narrating; a set of French Children's Songs, and several reissues with new couplings and remastered versions of "Treasure Island" and "Robin Hood," both with Basil Rathbone; of "Oliver Twist" and "The Three Musketeers," with Rathbone and Errol Flynn respectively; of four Western adventure stories with Gene Autry.

Second phase of the push will be on six 10-inch LP's in the Playhouse Party \$1.98 series. The company will tie in with the parent CBS web to push the TV character, Captain Kangaroo, a top moppet entity who will figure in a big licensed merchandise promotion this fall and winter under CBS auspices.

A Columbia innovation in September will be the Record-A-View gimmick, a combination of disk with Viewmaster kit, which the company has pre-tested, reportedly with success, in six markets. Eight sets will be released utilizing such talent as Rosemary Clooney, Art Carney, Eddie Bracken, Garry

(Continued on page 54)

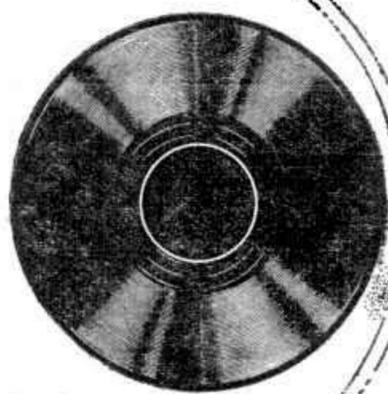
## Columbia Gets 'Abner' Rights

NEW YORK—Columbia Records acquired the original-cast album rights from the upcoming Broadway musical, "Lil' Abner" last week, with Columbia President Goddard Lieberson due to record the score for October release.

Play is based on the comic strip character created by Al Capp, with a score by Johnny Mercer and Gene De Paul. Music will be published by Mercer's firm, Commander Publications.

Show is scheduled to go into rehearsal next month for a September 17 date at the National Theater, Washington, prior to its Broadway debut, October 3. Singer Eadie Adams has been signed for the female lead, with other members of the cast yet to be set.

Firm also will have the soundtrack rights from the widely heralded "War and Peace" motion picture. Negotiations involving Columbia and other majors were reported concerning the Howard Lindsay-Russell Crouse musical, "Happy Hunting," due to open on Broadway December 6.



**YOUR FUTURE IS SOUND**

## The Columbia Story...

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

### 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 sound.

More than ever, the dealer has become a major factor in company planning—so 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. A.&r. sales, merchandising, promotion—all ultimately lead to Mr. Dealer.

It may be flatly stated, or understated, that the disk 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 1955, 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 not so prone to talk of a summer slump, and many frankly admit summer business is good, not only in packages but in singles.

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

It behooves all of us to be aware of the progress made, for businessmen 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 History Mirrors Manifold Industry Changes

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

Columbia Records—today a far-flung empire—produces more than a million LP's a month. Its operation is highly diversified, for it distributes its own extensive line of phonographs and needles, its own tape recorder models, precision-molded plastic products for industry, recorded greeting cards, etc. The organization develops new uses for recorded material, as, for example, the "Auravision" 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-like material. To sell the product the Columbia Graphophone Company was formed. The market seemed to lie 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. By 1902 flat disk had been developed, supplanting the wax cylinder. By 1907, the pioneering Columbia Company produced the first double-faced record of a durable type. Dealers demonstrated the virtues of this disk by slamming it on the floor to show it didn't break! Artists were being signed and sales offices mushroomed. By the time of World War I, the original 12-man

plant had been expanded into a block-long structure.

During the war, the company suffered thru shortage of materials and the ownership changed several times — finally becoming the property of the Columbia Graphophone Company of Great Britain, headed by Sir Louis Sterling. The latter secured from Western Electric the license for a new process, electrical transcription, which produced disks of higher fidelity than the acoustical horn system.

A milestone was reached in 1927 — the first complete recording of a symphony. It was a Beethoven symphony, recorded in Great Britain on the 100th anniversary of the composer's death.

### Radio and Depression

The 1920's also brought radio. These were rough days for the record business, and the depression made the going even more difficult. Sir Sterling sold the American branch of his company to the Brigsby-Grunow Company, a radio manufacturer. The next purchaser, in 1934, was the American Record Corporation, a giant formed by the merger of small labels, among them Brunswick, Vocalion, etc.

The American Record Company was then sold to William S. Paley as a subsidiary for his flourishing Columbia Broadcasting System — and the Columbia name again went up on the Bridgeport building, this time as the Columbia Recording Corporation. A great era of artist development followed, and to the British-recorded catalog were added new American-made disks by Bruno Walter, Andre Kostelanetz, Lily Pons, the New York Philharmonic Symphony, etc.

By 1940—under the aegis of Ted Wallerstein, pioneer record executive, the company cut the price of classical records in half, a move which boosted sales tremendously. World War II brought temporary materials shortages, but by 1946 the industry was bigger than ever, and in 1947 a peak dollar volume was achieved.

The Columbia engineers were in their laboratory again, and by 1948 Dr. Peter Goldmark demonstrated his development of the long-play record—a development which revolutionized the home entertainment field and widened its horizons. 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 1952 the Columbia "360" was unveiled. In the next year the line was expanded to include portables, and by 1954 tape recorders were added. This progress has kept pace to 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. Conkling, then president, noted the company's peak volume and pointed out that production ranged from classical and pop releases on both the Columbia and Epic labels to special "Hi-Way Hi-Fi" disks produced for automobile phonographs. Conkling 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 revision 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 company 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, documentaries, literary series as examples

The artist and repertoire function has entered a new phase. The development has been gradual but steady, paralleling the growth of the package record business, since the inception of the longplay disk. Today, according to Goddard Lieberson, president of Columbia Records, the a.&r. executive may be likened to a producer—or an editor—for the scope of his work is such that it necessitates the broadest cultural approach.

Comparing the modern approach to a.&r. with that of years gone by, Lieberson noted that in the old days of the singles business it was customary to refer to the a.&r. executive as a "mechanical man."

"He never should have been that," the Columbia president reflected, "but often he was—and while the term in itself was never meant to be derogatory, it nevertheless symbolizes the difference in concept."

Good disks, the Columbia president said, were produced by mechanical men of the old school—but many more are turned out today. The old approach was more haphazard, whereas today the a.&r. function is more disciplined. "The product," he added, "is conceptual in the mind of the a.&r. man who puts it together."

The Columbia president, who is regarded as having measurably broadened the appeal of disks to the adult consumer thru the development of documentaries, show albums, the "Literary Series," etc., stated that the industry was now developing an archive of records far beyond what was envisioned in former years. He pointed to the revival of interest in jazz as one aspect of this, and described jazz as "the classical music of the pop field"—a segment of repertoire full of sociological and historical connotations.

"But in the record business," Lieberson noted, "disks are always coming along to disprove theories. . . . That is why the record business is fascinating. . . . You cannot reduce it to a strictly business level."

## Never Static

Because it defies analysis in strictly business terms, because fashions and trends change, the record business can never become static, Lieberson pointed out. For continued health, it must retain a kinetic quality—a capacity for change and development.

A.&r., he feels, is the heart of the disk business and its importance and contribution can never be minimized even by major technological changes. An outstanding example of this, of course, is the tremendous positive impact given LP by the release of Columbia's "South Pacific" album years ago. LP was then in its early days, still fighting for acceptance—and few would deny that heavy sales of the album eased the path to the ultimate acceptance of the 33 and 1/2 speed at the dealer-consumer level.

Generally, Lieberson stated, modern a.&r. men and the product they produce reflect a wide cultural interest. This has become necessary inasmuch as records have become such an integral part of home entertainment. Eight years of LP, of course, has accounted for this change—but the benefits spill over into the singles record field. Here, too, Lieberson noted, standards are up. With the steady development of these concepts, Lieberson believes, the "Payolola Mentality" will tend to disappear.



GODDARD LIEBERSON

Goddard Lieberson, president of Columbia Records, joined the company in 1939 as assistant to the director of the Masterworks Division. Subsequently becoming head of the division and vice-president in charge of Masterworks artists and repertoire, Lieberson played a major role in developing the label's classical catalog. He has also been closely identified with the introduction of the long-play, microgroove record.

Lieberson, who was elected to the board of directors in 1948, has initiated many recording projects and, in fact, has never strayed far

from the creative end of the record business. Some of his projects include the "Modern American Music Series"; the "Literary Series"; many original cast dramatic and musical shows, among them "South Pacific," "Kismet," "Most Happy Fella," "My Fair Lady," etc.

The Columbia president, whose tenure with the company virtually spans the history of Columbia Records, was born in Handley, Staffordshire, England, in 1911. He came to the United States at the age of four.

Lieberson attended the University of Washington and the Eastman School of Music, and before joining Columbia was active in music as a composer, teacher, lecturer and writer. His creative output includes such works as the "Five Modern Painters" suite, incidental music for a puppet version of "Alice in Wonderland" and many choral, chamber and piano compositions. Lieberson is also a versatile writer in the magazine field, and one of his novels, "Three for Bedroom C," was filmed with Gloria Swanson as the star.

Lieberson was named president of Columbia June 1 of this year, following the resignation of James B. Conkling.

The Columbia president is married to Vera Zorina, stage and screen star.

# Col. Singles Sales Double '55 Mark

- 'Co-ordinated specialization' attributed key to company's strength in pop field
- Executive personnel works as team, with each functioning in several basic areas

NEW YORK—Columbia's Records' strong position in the LP field today is solidly balanced by its continual growth on a singles-sale level. The label is currently enjoying its best singles-sales period in three years, with dollar volume running from 100 to 130 per cent ahead of 1955, according to Columbia's sales chief, Hal Cook.

The company's present strength in the singles market is attributed to "co-ordinated specialization"—whereby the efforts of a number of specialists are integrated into a team operation. Under Cook's supervision, Dick Linke, singles sales manager, and Columbia artists & repertoire chief Mitch Miller work closely at all times. Under this concept of co-ordinated specialization, Columbia's other experts regularly contribute beyond the area of their primary specialization.

Linke, for instance, personally places all trade advertising, so that he can "move fast" when a single begins to happen. He also is responsible for co-ordinating artist tours, and utilizes his contacts to spot Columbia names on radio and TV network shows to plug their latest single releases.

Miller is equally versatile. In addition to running a large-scale artist and repertoire department and being a recording artist in his own right, he acts as an unofficial "ambassador of good will" for the label on three levels: (1) Trade-

distributor, dealer and deejay; (2) consumer, via guest appearances on TV and radio—including his own Sunday night show over CBS—and extensive interview coverage in newspapers and national magazines; (3) civic—as guest speaker at Rotary clubs and other business associations, schools, industrial luncheons and charity benefits.

## Minute Details

From the time Miller records a master, he and Linke co-ordinate their movements in minute detail—carrying each new release thru its initial introduction to distributors to its ultimate consumer showcasing via deejays and dealers. They hold special Tuesday meetings with the label's singles execs—sales, a.&r. and promotion—at which time Miller explains the "thinking" or "story" behind each new release (the psychology behind his choice of material, emotional impact of the lyric, etc.)

Miller's comments are then put into print by promotion man Jerry Fuller, who incorporates them (suitably edited for each audience) into three different news letters—a sales tool sheet for distributors; a chatty paper for some 2,200 deejays; and an informative news page (complete with retail sales tips) for dealers. The dealer letter is a new promotional venture in the singles field for the label.

In addition to these home-based promotional activities, Linke, Miller, Cook, and William Gal-

(Continued on page 50)

## CUTTING HI-FI DISKS

# Controls Assure Uniform Quality

- Fine recording blends engineering and art
- Reproduction can be no better than master

By HERBERT M. GREENSPON  
Vice President  
In Charge of Operations

"Guaranteed High Fidelity" is no idle boast with Columbia Records. An inspection tour of where and how we transform an original performance into the finest long-playing record in the world will show how justified the claim is.

Regardless of the quality of reproducing equipment subsequently used, results can be no better than those obtained originally in the recording studio. That's why we expend so much effort in selecting suitable studios and halls and in providing the equipment necessary for their best utilization. Our New York 30th Street studio is a fine example.

Originally a church, it combines a quiet location with a beautifully resonant enclosure. Temperature and humidity are closely controlled, and electrical equipment is the finest available. With the realization that records are played predominantly in modest-sized living rooms, the control room was designed to simulate such a room in size and acoustical treatment. The output of the recording control console is fed to the finest quality tape recorders available. These operate at 15 inches per second with full track recording.

## Teamwork Factor

The making of a recording is a co-operative blending of sound engineering and art. One of our quality assets is the spirit of teamwork which exists between the engineering and the repertoire departments. Another essential "behind the scenes" function, editing, consists of splicing together portions of many "takes" to reach the optimum of performance. This work results in the master tape. It becomes the job of recording and processing laboratories and factory to transfer the recording to the finished disk, without loss of quality.

A custom-built high precision recording lathe is used to cut the lacquer master disk. To it is fitted the most advanced type of cutting head. New "feedback" cutters, most recently designed now is in use, were put into operation by Columbia within the past six months. On the recording turntable, a high quality reproducing arm, which makes it possible to hear the master record while it is being cut, is mounted.

When completed, the lacquer masters are carefully packed and shipped to our factories in Bridgeport, Conn.; Terre Haute, Ind., and Hollywood, Calif., for further processing, including application of a silver coating which provides an electrical conductor for electroforming work. Further plating, dips and rinses, all calling for accurate timing, are done completely automatically.

## Pressing Operation

In the separation process which follows, the silver faced negative matrix is stripped from a positive lacquer. During one stage in the metal matrix progression, a positive matrix is produced, commonly called the "mother." The negative matrix, which is produced from this "mother" is known as the stamper, and it is from this metal part that the finished record is actually molded.

In the pressing department,

stamper are mounted on dies. Labels and plastic materials are placed in position and a hydraulic force of about 200,000 pounds is applied to form the finished product.

Every 55th record to come from the press is subjected to an extremely rigid aural and electronic inspection, and all records are given a 100 per cent visual inspection. Rejected records, which never leave the factory, number as high as one out of every eight pressed.

Thru the use of our many automatic machines and the severest checking at all stages of production, Columbia insures uniformity of product. These strict standards, formerly unobtainable, are maintained at all times.

The most highly trained personnel, employing the finest techniques and the newest precision equipment are our constant guarantee of true high fidelity records.



HERBERT M. GREENSPON

Herbert M. Greenspon, vice-president in charge of manufacturing, has been with Columbia since 1935, when he joined the American Record Corporation—predecessor of the present-day Columbia—as a shipping clerk. Two years later he became supervisor of receiving and general stores. In 1940 Greenspon was appointed production control manager, and in 1942 assistant works manager of the company's Bridgeport factory.

In 1946, when the firm set up a new factory at Kings Mill, O., Greenspon was appointed general manager. Two years later he was named assistant to the vice-president in charge of manufacturing and engineering, and in 1952 he was named director of manufacturing.

Greenspon's duties were broadened in February, 1955, when Jim Conkling, then Columbia president, appointed him director of manufacturing and technical operations. In June, 1956, Columbia president Goddard Lieberson announced a new organizational structure, giving Greenspon extended responsibilities in addition to his record and engineering activities. These include direction of Columbia Electronic Products and Cryton Precision Products; development of products other than records; direction of the Transcription Service and Engineering Research and Development.

Bridgeport-born, Greenspon is a graduate of Bridgeport schools, Yale University extension course and the American Management Association's management course.

## LIEBERSON STRESSES CREATIVE SELLING

In 1939 when I attended my first Columbia recording session, as chief page-turner and handyman (we called it "recording direction" in those less complicated days), the business of making records was a very small and orderly business indeed. The mainstay of any record shop was the popular hit record in any case. There were only a handful of record companies, only one or two versions of a song or a symphony. The spoken word, the Broadway musical, were novelties on records. Recording a complete symphony, let alone two different versions of a symphony, was a pretty daring venture. As might be expected, it was quite peaceful.

Since 1939 one can safely say that our industry has been virtually revolutionized. Any Schwann catalog—or Billboard reader—can see that at a glance. We have many more competitors and, happily enough, many, many more customers—thanks to the new speeds, to hi-fi, to the resultant boom in phonograph buying, and, most importantly, I believe, to the vigorous new imagination that is being applied to the creation of entertainment on records. Entertainment—musical, spoken or rocked and rolled to death, if you will—is, after all, what we sell. And more of that than was ever considered possible in 1939.

It has been gratifying, certainly, to me, to Columbia Records and to everyone in our industry, to find that entertainment on records has become firmly entrenched as a highly popular and widespread American pastime.

### Need Creative Selling

But not all the creativity in records takes place at a recording studio microphone or in an a.&r.

man's office in New York or Hollywood. To reach our customers—the millions we already have and the many millions more we don't yet have—requires creative activity at a store counter as well. It is no longer possible for a dealer to merely carry stock in order to have the customers find their way to his store. Today a dealer needs to know and understand his stock—a much larger chore than it once was—and he has to get out and find his customers. Not the old familiar ones, the ones who read reviews or listen to the radio, the ones who come to a store knowing very well what they want to buy. He needs, instead, to find the people whose old 78 phonograph is moldering in an attic, he needs to find the people who vaguely feel that they might enjoy records but who don't know what to buy first or even second.

These people need creative new selling, new approaches—special kinds of radio or TV approaches, record clubs approaches. It's no great trick to sell "My Fair Lady" these days—although we are naturally pleased that it's being done so universally! It's jazz and Brahms and Beethoven and Bach and the untested brand new ideas on records that take creative selling. We all need to devote much more creative energy to the care and feeding of the consumer. With that in mind, I think we can all look forward confidently to a time (less than 17 years from now!) when our annual volume will have boomed into the \$500,000,000 bracket—a time when our 1956 sales will look as unbelievably small as 1939's do today.

—Goddard Lieberson,  
President of Columbia  
Records.

## Future Is Sound—Toot Your Horn!

By ARTHUR SCHWARTZ  
Advertising and Sales  
Promotion Manager

It strikes me that some acute dealers have already detected a flaw in this Columbia story. All over these pages we've been talking about the soundness of the record dealer's future. Stan Kavan cites the boom in packaged business; Milt Selkowitz points to a field of automatic promotion and Dick Linke notes the power of TV in boosting the singles business. It begins to look as tho Columbia is assuring all dealers alike, the energetic and the sluggish, that things are so rosy we will all coast home. It may be that we haven't sufficiently emphasized that all our optimism and delight is kindled by one word that we find invitingly apparent in the future: OPPORTUNITY!

Actually, the challenge is there in every statement we've made up to this point. Bill Gallagher's description of the Columbia salesman is a thinly disguised appeal to dealers to make the most of the fitness, desire and knowing that characterize our service corps. Hal Cook's broad survey of the invigorating programs of the last year aims at firing dealer enthusiasm to maximize the opportunities promised by our outlook. With all the Columbia programs—or for that matter, any manufacturer promotions—the future is soundest for the dealer who takes the longest ride on the manufacturers' national push. To best illustrate the difference in the future for different dealers, I've taken three cases from a promotion that is fresh in all our minds:

This year we hit upon an exciting idea to spark up spring selling and demonstrate the neglected potential in our French album artists. As in many of our promotions, we planned "Paris in the Spring" as a contest—grand prize was an all-expense-paid vacation in Paris for two. Awarding winners, we feel, gives every dealer equal incentive from the start. Winners find they are doubly rewarded, since the energy and imagination they spend to win a contest also produces a bonanza in new business, not to mention new life in the catalog.

Spearhead item in this promotion was a new LP called "French for Travel," an illustrated package designed to teach enough French to enable the traveler to order meals, give and receive directions and generally maintain himself abroad. We designed cardboard kiosks and other giant displays showcasing other items in the line: Michel LeGrand; Jacqueline Francois; Patachou; Juliette Greco, etc. Travel posters, in-store aids and mailing stuffers were also supplied to dealers.

Dealers were kept informed of the campaign at our end. Advertising, promotion and publicity was launched, tying-in with all the logical allies: a well-known performer and S.A.S. airlines. We asked dealers to record their campaigns and forward to us for judging winners.

### Three Make a Point

From the generous response we've received, I've picked three who represent three types of dealers and who—in my opinion—drive home my point:

Dealer A submitted a scrapbook  
(Continued on page 50)

## Cook Cites LP Marketing as Stable, Year-Round Business

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

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

The longplay disk, a product of broad cultural value and an integral part of home entertainment, lends itself to a stable all-year-round record business. This key concept held by Hal B. Cook, vice-president of the Columbia Record Sales Corporation, is the heart of Columbia Records' sales philosophy.

In order to implement the concept of a stable year-round business, two basic liaisons must be maintained by the sales division. One is with a.&r. and merchandising, necessitating constant teamwork within the company. The other, Cook stated, is co-operation with dealers.

The last named is of tremendous importance, according to Cook, who points out that year-round sales can only be maintained consistently by creating sales programs which bring traffic to stores and enable dealers to tap an ever-growing mass of record conscious buyers.

"We ask ourselves, on any contemplated project, whether it would be good for the dealer," Cook stated. A dramatic, recent example of this, Cook indicated, is the revision of the Columbia Club. Known as "Operation NET" (New Extra Traffic), the regulations now provide that members may pick up their free bonus records in dealers' shops. A tremendous proportion of these people are new record buyers created by the Club, according to Columbia's research.

### Whet Buyer Interest

Cook notes many other instances where the label created projects and campaigns designed to whet the buyer's interest. For instance, there were the samplers, such as "I Like Jazz." There was the Banker's Special campaign centered around the top 50 disks in the CL500 series, comprising jazz, mood music and other types of music. Another was the promotion of French releases. Titled "Paris in the Spring," this promotion of some 16 continental artists was tied in with the release of "French for Travel," a tourist-guide LP which was shown in travel agency windows together with albums of Patachou, Juliette Greco, Jacqueline Francois, Michel LeGrand, etc.

In all of these promotions, the dealer, according to Cook, is told what Columbia will do in advertising tie-ins and merchandising, and suggestions are made as to how the dealer may capitalize on the campaign. With the "Paris in the Spring" promotion, for instance, dealers could tie in with travel agencies in their cities and create disk excitement at a normally dull selling season. The diskery, meanwhile, sparked interest by getting publicity into travel columns in dailies, window displays, etc.

The creation of sales projects designed to stimulate traffic goes back a long way with Columbia. Another example was Columbia's decision to place "fringe" classics in the pop catalog, giving dealers extra sales by acquainting a new body of buyers with this material. Still another dealer aid was Columbia's decision—when it cut the price of the classical line in order to be competitive—to include an inventory adjustment program. The dealer, given a special return privilege, did not have to take a loss.

Coming back to more recent times, Columbia introduced the Buy-of-the-Month in May. This

device, which stimulates store traffic by the offer of a specially priced pop and classical package each month, is regarded thruout the trade as one of the most successful long-range dealer aids yet devised. In fact, this plan, together with "Operation NET," stack up as the most potent in the Columbia arsenal.

### "Records as Gifts"

Another project which Cook feels will develop into a consistent dealer traffic builder is the diskery's "Records as Gifts" program. This kicked off last November and was naturally associated with Christmas. However, Cook plans to make the idea applicable to all important holidays, such as Father's Day, Mother's Day, St. Valentine's Day, etc.

Thru these programs, Cook feels, the industry can very well overcome the slow months. "If manufacturers produce the proper product, if we help dealers plan their sales, there need not be any slow months," Cook stated. "But this can only be accomplished by keeping in close touch with the dealers around the country... that is why we are maintaining our Dealer Panel idea; that is why we never embark on an important sales or promotion project without first sampling dealer reaction—as we did for 'Operation Net'... that is why we launch such projects as the 'Dealer of the Month,' where we may give wide circulation to good ideas advanced by dealers."

In connection with the latter, Cook mentioned Marvin and Tommy Gribble, of Portland, Ore., who were cited as "Dealers of the Month" when they came up with an idea to reduce pilferage. In their shop, customers who wish to use a listener's booth are asked to drop a dime in a box for a current charity—in the event no disk purchases are made. This idea—which is an augmentation of the dealer panel—makes people conscious of the fact that the booth is not for idlers.

In line with helping the dealer achieve a more stable year-round business with traffic stimuli, special projects, etc., Cook noted that Columbia was building a group of specialists—men whose knowledge in different fields would aid the diskery in helping its dealers achieve consistent sales. Examples of such specialists are Dick Linke in the pop singles field; Milt Selkowitz, manager of special markets; Bob Burrell, a country and western specialist; Abbot Lutz, who shows dealers how to get the most out of the Club; Stan Kavan, sales manager of packaged products, etc.

"By stabilizing the business, we, the manufacturers, enjoy certain economies," Cook added. The Columbia sales chief feels that the industry's fullest potential can be realized only if all segments are healthy—dealer, distributor and manufacturer.

The industry, Cook feels, should welcome more good dealers, for it has been found that when a new dealer is added to a community, not only does total business pick up but also the pro-rata share of each. There are more Ford automobile dealers, Cook notes, than there are record dealers.

The good dealer, Cook feels, should handle phonographs. He



Hal B. Cook

Hal B. Cook, vice-president of the Columbia Records Sales Corporation, joined Columbia March 1, 1955, as director of sales. On June 8, 1956, Columbia president Goddard Lieberson appointed Cook to his present post, in which capacity he directs the operations of all Columbia record label sales activities.

Prior to joining Columbia, Cook was with Capitol as national sales manager and vice-president of the Capitol Records Distributing Corporation. He had joined the company in 1948 as a salesman, then moved to St. Louis as branch manager. His next move was to the company's Hollywood headquarters as general promotion manager. He was subsequently appointed East Coast district sales manager of Capitol, and in 1953 became vice-president of the firm's distributing subsidiary.

Cook is a native of La Porte, Ind., attended the University of Indiana, and was in the steel and insurance field before entering the record business.

should push accessories, needles, etc. He should talk to his customers about record care. He should, in fact, have their interests at heart in the same way that a manufacturer has the dealers' interest at heart. This is not merely being generous. It is good business logic.

Cook views the industry's future with great optimism. Television, which once was regarded as having damaged the disk business, is now seen as a boon in that it has returned people to the concept of home entertainment. Disk sales in 1955, Cook estimated, were 20 per cent ahead of previous years. The growth can continue, he added, pointing out that the movement of new phonographs was an important factor. The year 1956 may exceed 1955 by 20 per cent, in Cook's view.

The stake of the dealer in this future is sound, Cook feels. The Columbia exec concluded with the thought that whereas it is essential that the manufacturer help the dealer, the latter—as well as the distributor—should also help the manufacturer. This may be done, he pointed out, by having the dealer get behind new artist releases.

Prior to 1955, Cook noted, the disk business remained static for some years despite a booming national economy. Such moves as the Victor price cut, the Columbia club, the traffic stimulators, are having an effect, and new population trends make the picture even brighter.

# A BIT OF THE OLD



**THREE PLUS ONE.** On the left are three widely known personalities in the country and western field: Art Satherley, for many years c.&w. a.&r. director at Columbia; Don Law, present country a.&r. chief, and, of course, Gene Autry. Hecky Krasnow, director of Columbia's Children's-Educational Department, completes the foursome.



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



**MITCH MILLER'S** wax salute to the boys in grey, "The Yellow Rose of Texas," turned out to be pure gold for Columbia Records, selling well over a million. Miller is pictured receiving his gold record plaque from Goddard Lieberson. Also dressed 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.

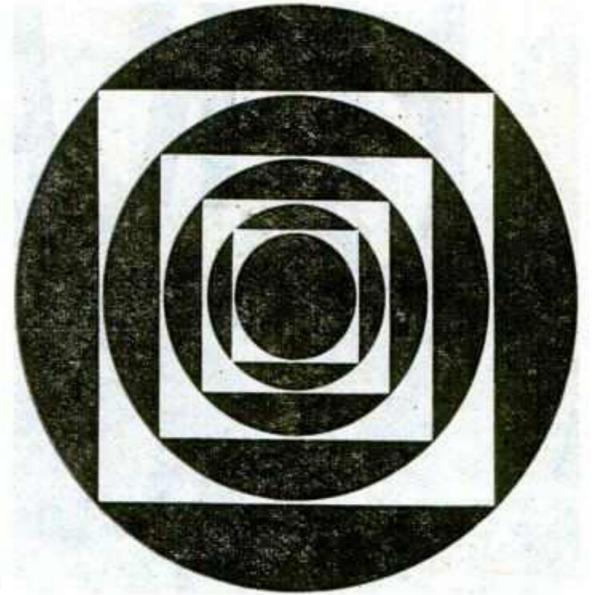


**HERE'S A NOSTALGIC PHOTO** TAKEN SOME YEARS BACK at a ground-breaking ceremonies for a Columbia plant. How many execs and artists—all then under contract to Columbia—can you identify? Reading from left to right, they are Ray Noble, Andrew Schrade, Edward Wallerstein, Nelson Eddy, Al Dexter, Frank Sinatra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

**PICTURED** here 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 orkster. Even today, deejays are still spinning Clark's old disks on a regular basis — "Linda"; "Love Somebody," with Doris Day; "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 disks before he clicked in his own right, and many of these old sides are collectors' items today. ▶

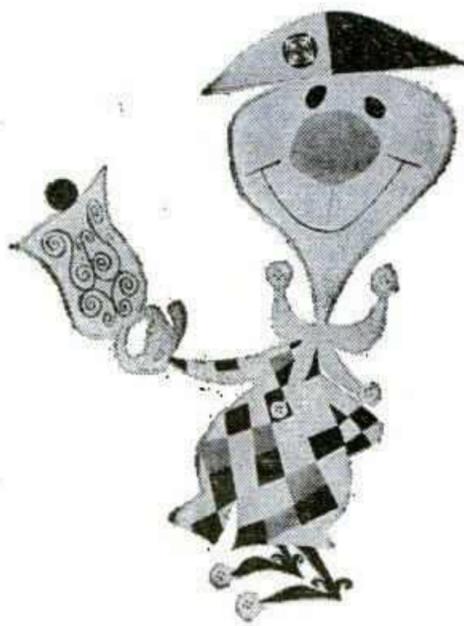


# YOUR FUTURE IS SOUND



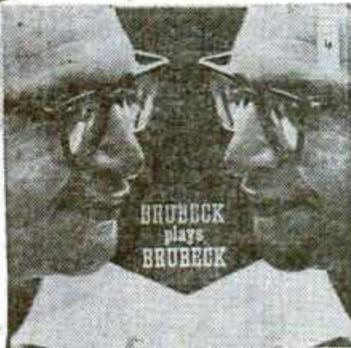
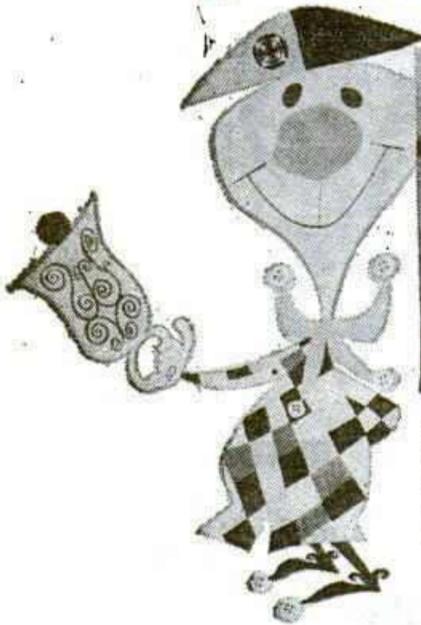
## Another new year in records

starts right now! Columbia Records again brings you great products, sensational plans and hard-hitting promotional campaigns to get you underway 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!

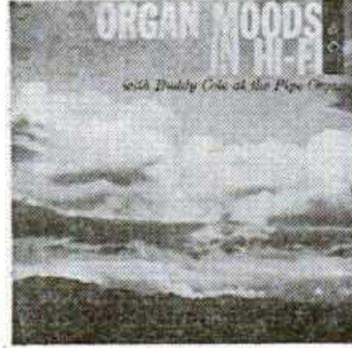
# RING IN THE NEW FOR AUGUST!



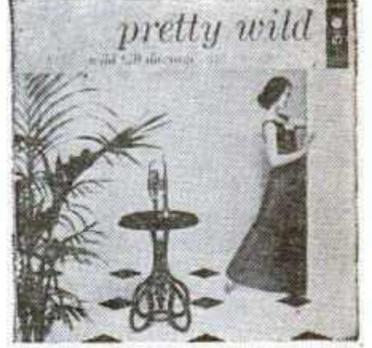
**BRUBECK PLAYS BRUBECK**  
DAVE BRUBECK, Piano  
Swing Bells · Walkin' Line · In Your Own Sweet Way · Two-part Contention · Weep No More · The Duke · When I Was Young · One Moment Worth Years · The Waltz  
CL 878



**SWINGIN' FOR TWO**  
DON CHERRY with RAY CONIFF and his Orchestra and Chorus  
When The Sun Comes Out · For You · Love Is Just Around The Corner · I'll String Along With You · I Didn't Know About You · So Rare · I'm Yours · I'm Gonna Sit Right Down and Write Myself A Letter · Please Be Kind · My Future Just Passed · I Don't Care If The Sun Don't Shine · Sleepy Time Gal  
CL 895, Extended Play B-8931, B-8932, B-8933



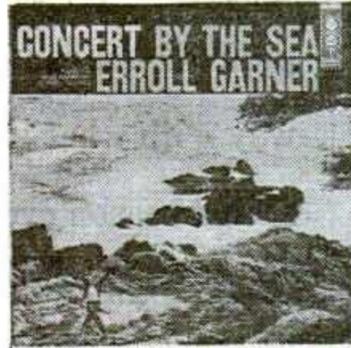
**ORGAN MOODS IN HI-FI**  
with BUDDY COLE at the Pipe Organ  
The Breeze And I · The Nearness Of You · Orchids In The Moonlight · Ebb Tide · That Old Black Magic · Tenderly · The Continental · Laura · Poinciana · Autumn In New York · The Moon Of Manakooa · The Hour Of Parting  
CL 874, Extended Play B-8741, B-8742, B-8743



**PRETTY WILD**  
WILD BILL DAVISON with Strings  
Mandy Make Up Your Mind · Black Butterfly · If I Had You · Just A Gigolo · Blue Again · When Your Lover Has Gone · Sugar · Sweet And Lovely · Rockin' Chair · She's Funny That Way · A Ghost Of A Chance · Wild Man Blues  
CL 871



**A MOZART ORGAN TOUR**  
E. POWER BIGGS, Organ  
Camerata Academica, Salzburg  
Bernhard Paumgartner, Conductor  
ML 231 (KL 5009-KL 5011)



**CONCERT BY THE SEA**  
ERROLL GARNER  
I'll Remember April · Teach Me Tonight · Mambo Carmel · Autumn Leaves · It's All Right With Me · Red Top · April In Paris · They Can't Take That Away From Me · How Could You Do A Thing Like That To Me · Where Or When · Erroll's Theme  
CL 883, Extended Play B-883



**STRAVINSKY: THE FAIRY'S KISS**  
("Le Baiser de la Fée")  
Complete Ballet  
IGOR STRAVINSKY conducting  
THE CLEVELAND ORCHESTRA  
ML 5102



**ALL THE CATS JOIN IN A BUCK CLAYTON JAM SESSION**  
All The Cats Join In · Out Of Nowhere · Don't You Miss Your Baby · Lean Baby · Blue Lou  
CL 882



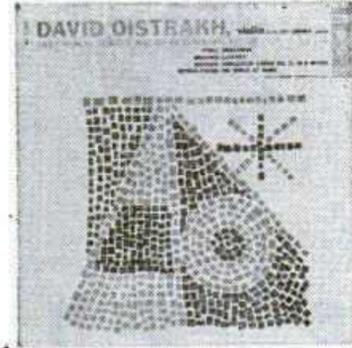
**AFTERNOON OF A FAUN**  
the PHILADELPHIA ORCHESTRA  
EUGENE ORMANDY, Conductor  
(Women's voices of the Philadelphia Orchestra Chorus, William R. Smith, Conductor)  
Debussy: Prelude To The Afternoon Of A Faun  
Ravel Daphnis And Chloe Suite No. 2  
Debussy: Nocturnes (Nuages, Fêtes, Sirènes) ML 5112



**BEETHOVEN: CONCERTO NO. 5 IN E FLAT MAJOR FOR PIANO AND ORCHESTRA**, Op. 73 ("Emperor")  
ROBERT CASADESUS, Piano  
PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK  
DIMITRI MITROPOULOS  
Conductor ML 5100



**JOHNNY MATHIS**  
Orchestras under the direction of and arrangements by Gil Evens, John Lewis, Manny Albam, Teo Macero and Bob Prince  
Autumn In Rome · Easy To Love · Street Of Dreams · Love, Your Spell Is Everywhere · Prelude To A Kiss · Babalu · Caravan · In Other Words · Star Eyes · It Might As Well Be Spring · Cabin In The Sky · Angel Eyes  
CL 887, Extended Play B-8871, B-8872, B-8873



**BEETHOVEN: SONATA NO. 10 IN G MAJOR, Op. 96**  
DAVID OISTRAKH, Violin;  
LEV OBORIN, Piano  
Vitali: Chaconne  
Brahms: Lullaby  
Brahms: Hungarian Dance No. 11 in D Minor  
Mendelssohn: On Wings of Song  
David Oistrakh, Violin; Vladimir Yampolsky, Piano  
ML 5096



**The Beguiling Miss FRANCES BERGEN**  
I Was Doing All Right · For The First Time · Let's Begin · The Lamp Is Low—with Johnny Eaton's Quintet · Soft Lights And Sweet Music · All I Need Is You · Shivers · The Very Thought Of You—with the Art Van Damme Quintet · This Is New · For All We Know · Better Luck Next Time · You're Getting To Be A Habit With Me—with the Matty Matlock Orchestra  
CL 873



**PROKOFIEV: LIEUTENANT KIJÉ SUITE, Op. 60**  
KODÁLY: HÁRY JÁNOS SUITE  
PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK  
DIMITRI MITROPOULOS  
Conductor ML 5101

## YOUR FUTURE IS SOUND WITH GUARANTEED HIGH FIDELITY!

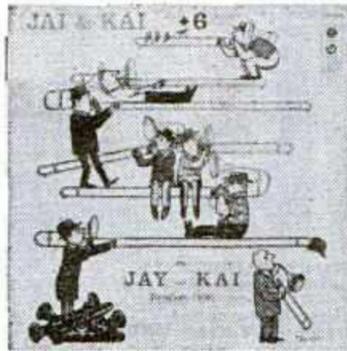
# RING IN THE NEW FOR SEPTEMBER!



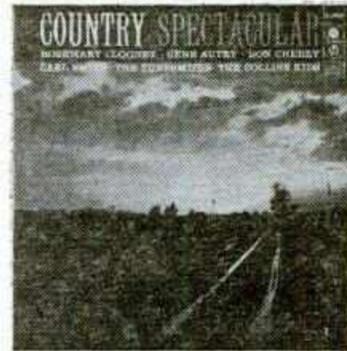
**JUST A SONG... THE NORMAN LUBOFF CHOIR**  
In The Gloaming · You Tell Me Your Dream · Drink To Me Only With Thine Eyes · Love's Old Sweet Song · When You Were Sweet Sixteen · Goodnight Ladies · The Whiffenpoof Song · After The Ball Is Over · Aura Lee · Believe Me If All Those Endearing Young Charms · I'll Take You Home Again, Kathleen · Auld Lang Syne  
**CL 890, Extended Play B-890**



**WHAT MAKES SAMMY SWING and Sway**  
**SAMMY KAYE AND HIS SWINGING STRINGS**  
Cherokee · Tuxedo Junction · Mood Indigo · 720 In The Books · Little Brown Jug · Stompin' At The Savoy · A String Of Pearls · Begin The Beguine · I Can't Get Started · One O'Clock Jump · In The Mood · Jersey Bounce  
**CL 891**



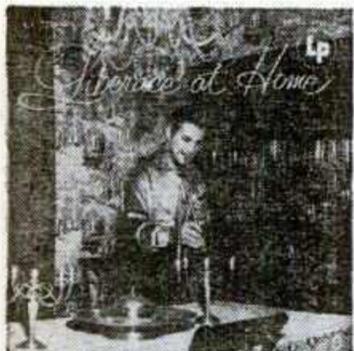
**JAY AND KAI + 6 THE JAY AND KAI TROMBONE OCTET**  
Night In Tunisia · Piece For Two Tromboniums · Rise 'N Shine · All At Once You Love Her · No Moon At All · The Surrey With The Fringe On Top · The Peanut Vendor · You're My Thrill · Jeanne · Four Plus Four · You Don't Know What Love Is · The Continental  
**CL 892**



**COUNTRY SPECTACULAR**  
**ROSEMARY CLOONEY, DON CHERRY, GENE AUTRY, CARL SMITH, THE COLLINS KIDS, THE TUNESMITHS**  
Steel Guitar Rag · San Antonio Rose · Nobody's Darling But Mine · When My Blue Moon Turns To Gold Again · I Hang My Head And Cry · Walking The Floor Over You · Live And Let Live · No Letter Today · Be Honest With Me · Tumbling Tumbleweeds · Missouri Waltz · You Are My Sunshine  
**CL 894, Extended Play B-894, B-8942, B-8943**



**DANCE SPECTACULAR**  
**BOYD RAEBURN and his Orchestra**  
Do You Ever Think Of Me · Do Nothin' Till You Hear From Me · A String Of Pearls · Stardust · Elmer's Tune · Blue Moon · You Stepped Out Of A Dream · Playing With Fire · Harlem Nocturne · Mississippi Mud · My Reverie · The Solid, Solid South (Dixie)  
**CL 889, Extended Play B-889, B-8892, B-8893**



**LIBERACE AT HOME**  
My Melancholy Baby · She's Funny That Way · They Say It's Wonderful · Manhattan Serenade · Don't Blame Me · Smoke Gets In Your Eyes · Tenderly · I'm Always Chasing Rainbows · The Way You Look Tonight · Someone To Watch Over Me · How Deep Is The Ocean · Solitude  
**CL 896, Extended Play B-896**



**TENDER IS THE NIGHT**  
**ANDRÉ KOSTELANETZ and his Orchestra**  
Love For Sale · But Not For Me · These Foolish Things · The Thrill Is Gone · More Than You Know · Body And Soul · What Is This Thing Called Love · Alone Together · It's All Right With Me · In The Still Of The Night  
**CL 898**



**VERY, VERY VILLEGAS**  
**VILLEGAS, Piano; Milton Hinton, Bass; Coxy Cole, Drums**  
Jelly Roll Blues · I Ain't Got Nobody · Black Beauty · Honeysuckle Rose · Rosetta · Jumpin' At The Woodside · Night In Tunisia · Django · Scruby · Western Reunion  
**CL 877**



**THE ART OF VAN DAMME**  
**ART VAN DAMME QUINTET**  
Autumn Leaves · Don't Be That Way · Laura · That Old Black Magic · Fools Rush In · Jamaican Rhumba · All Of Me · Dancing On The Ceiling · Cherokee · Imagination · A Fine Romance · Jeepers Creepers  
**CL 876**



**MOZART: REQUIEM MASS IN D MINOR (K. 626)**  
**BRUNO WALTER conducting THE PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK**  
IRMGARD SEEFRIED, Soprano  
JENNIE TOUREL, Alto  
LEOPOLD SIMONEAU, Tenor  
WILLIAM WARFIELD, Bass  
WESTMINSTER CHOIR (John Finley Williamson, Director)  
**ML 5012**



**BRAMS: PIANO CONCERTO No. 2 IN B-FLAT MAJOR Op. 83**  
**RUDOLF SERKIN, Piano THE PHILADELPHIA ORCHESTRA EUGENE ORMANDY, Conductor**  
**ML 5117**



**DVORAK: "NEW WORLD" SYMPHONY (No. 5 in E Minor)**  
**THE PHILADELPHIA ORCHESTRA EUGENE ORMANDY, Conductor**  
**ML 5115**



**BRAMS: VIOLIN CONCERTO IN D MAJOR, Op. 77**  
**ZINO FRANCESCATTI, Violin THE PHILADELPHIA ORCHESTRA EUGENE ORMANDY, Conductor**  
**ML 5114**



**THE PLEASURES OF PARIS**  
(Offenbach: Gaité Parisienne—Complete)  
**THE PHILADELPHIA ORCHESTRA EUGENE ORMANDY, Conductor**  
**KL 5069**

**MOZART: PIANO CONCERTO No. 21 IN C MAJOR (K. 467); PIANO CONCERTO No. 27 IN B-FLAT MAJOR (K. 595)**  
**RUDOLF SERKIN, Piano ALEXANDER SCHNEIDER conducting the COLUMBIA SYMPHONY ORCHESTRA**  
**ML 5013**

**WELCOMING THE SABBATH A FRIDAY EVENING SERVICE**  
by **SHOLOM SECUNDA**  
**RICHARD TUCKER, Tenor**  
Choir under the direction of **SHOLOM SECUNDA**  
**ML 5119**

**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" LP — \$1.98



**PIPES AND DRUMS**  
of the 48TH HIGHLANDERS  
OF CANADA

Atholl Highlanders • Midlothian Pipe Band And The Bugle Horn • The Cameron Men • My Native Highland Home • Arniston Castle Reel • Cabar Feidh • Sir Colin Campbell • Colin's Cattle • Battle Of The Somme • The 48th Highlanders' Inspection March • Colonel D. M. Robertson • Highland Laddie • The Black Bear and Caller Herrin' • Lock Duich • The Haughs Of Cromdale • The Drunken Piper • Stumpie • The High Road To Linton • Tail Toddlie • The Kilt Is My Delight • Robin Adair • The Rowan Tree • The Auld Hoose • The Minstrel Boy  
**CL 2596**



**A GAL NAMED JO**  
JO STAFFORD with  
PAUL WESTON and 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 Any More  
**CL 2591**

**PARIS A LA HI-FI**  
MICHEL LEGRAND  
and his Orchestra

Smile (from "Modern Times") • Merry-Go-Round (Complainte De La Butte) • Bonjour Paris (from "M'sieur La Caille") • Apollo Strings • Love Theme from "La Strada" • Sur Le Pave De Paris (from "Henrietta's Holiday")  
**CL 2599**



**HAPPY INSTRUMENTS**  
JOHNNY ANDERSON and  
FERCIVAL DOVE with  
Orchestra conducted  
by GEORGE KLEINSINGER

Peewee The Piccolo Song • Jojo The Banjo • The Happy Clarinet • Sliding Sam The Trombone Man • The Big Bass Fiddle  
**CL 2587**

**MORE OF LES**  
LES ELGART and his Orchestra

The Trouble With Harry • Tumbling Tumbleweeds • Saddle Shoe Boogie • Main Title—Golden Arm • My Melancholy Baby • Le Chnouf  
**CL 2590**

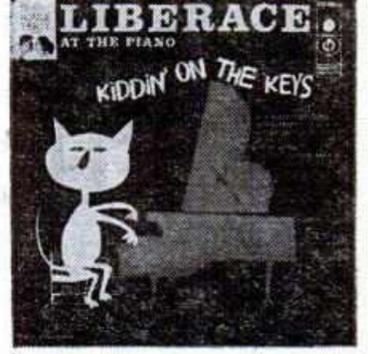


**SWEET DREAMS**  
THE NORMAN LUBOFF CHOIR

Brahms Lullaby • Sweet And Low • Cradle Song • All Through The Night • Slumbertime • Sleep Baby Sleep • Good Night  
**CL 2588**

**ROCK 'N ROLL 'N ROBBINS**  
MARTY ROBBINS sings

Long Tall Sally • Tennessee Toddy • Maybelline • Respectfully Miss Brooks • Mean Mama Blues • Long Gone Lonesome Blues  
**CL 2601**



**LIBERACE**  
at the Piano  
KIDDIN' ON THE KEYS

Kitten On The Keys • The Doll Dance • Nola • Chopsticks • Yankee Doodle Boogie  
**CL 2592**

# RING UP SALES WITH CHILDREN'S RECORDS!



Charles Dickens: **THE ADVENTURES OF OLIVER TWIST AND FAGIN**  
BASIL RATHBONE with supporting cast

Dumas: **THE THREE MUSKETEERS**  
ERROL FLYNN with supporting cast  
**CL 674**



**SONGS IN FRENCH FOR CHILDREN**  
LUCIENNE VERNAY with Les Quatre Barbus

Le Petit Cordonnier • Sur Le Pont D'Avignon • La Cane de Jeanne • L'Alouette • Dansons La Capucine • L'Abelle Et Le Papillon • De Quoi Qui Y'A • Prom'nons Nous Dans Les Bois • Le Petit Train • Arlequin Dans Sa Boutique • La Petite Marie • La Ferme De Zepherin • Mon Pere Avait 600 Moutons • Picotin • Encore Un Carreau d'Case • Panko L'Ourson • La Claire Fontaine • Le Grand Mechant Loup • As-tu Vu La Casquette • La Fourmi  
**CL 675 JS-282, JS-283, J-6751, J-6752**

From the TV Show  
**THE ADVENTURES OF RIN TIN TIN**  
"The Gun Runner"  
**JS4-277 JS-277**

From the TV Show  
**THE ADVENTURES OF RIN TIN TIN**  
"The Deserter"  
**JS4-278 JS-278**

**A RIDDLE-A-DIDDLE**  
BOB KEESHAN (Captain Kangaroo)  
with Orchestra and Chorus  
**JS4-284 JS-284**

**MUSIC FOR 3 YEAR OLDS**  
DOTTY EVENS with Orchestra  
directed by Tony Mottola  
**J4-285 J-285**

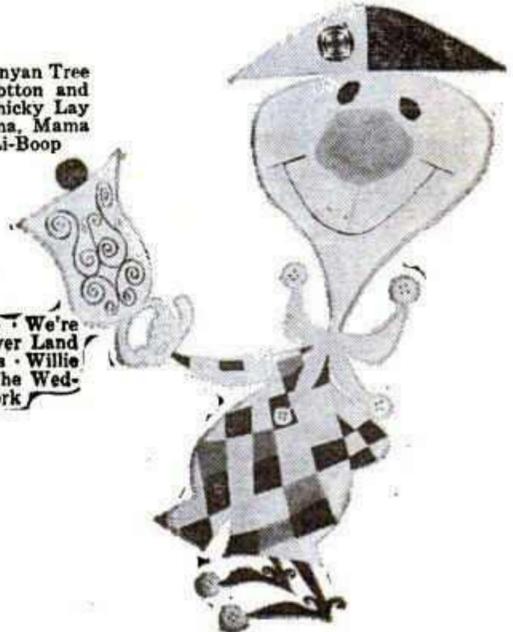
**FIVE TRAIN ENGINES**  
**SIX LITTLE TAXIS**  
BOB KEESHAN (Captain Kangaroo)  
with Orchestra  
**JS4-286 JS-286**

**(DOODLE-LI-BOOPS)**  
and RHINOCELOPES  
ART CARNEY

The Dodo Bird In The Banyan Tree • Them • Flop, Mop, Cotton and Pete • Where Did The Chicky Lay The Eggie? • Mama, Mama, Mama • Santa And The Doodle-Li-Boop  
**CL 2595**

**THE SINGING PRINCESS**  
with TONY MOTTOLA  
and his Orchestra

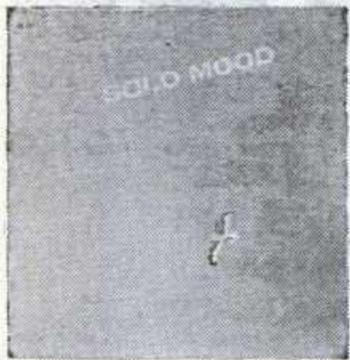
The Toy Town Choo Choo • We're On Our Way • Never-Never Land • Happy Little Teddy Bears • Willie The Whistling Giraffe • The Wedding Of The Knife And Fork  
**CL 2594**



# YOUR FUTURE IS SOUND

WITH COLUMBIA'S "BUY OF THE MONTH"

## AUGUST SELECTIONS



**"SOLO MOOD"**  
PAUL WESTON and his  
MUSIC FROM HOLLYWOOD

Rockin' Chair · A Foggy Day · Body and Soul · Sweet Lorrains · When It's Sleepy Time Down South · Lullaby In Rhythm · A Hundred Years From Today · Dancing On The Ceiling · Autumn In New York · Honeysuckle Rose · You Are Too Beautiful · The One I Love  
CL 879



**"MADAME BUTTERFLY"**  
Opera-For-Orchestra  
ANDRE KOSTELANETZ  
and his Orchestra  
CL 869

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.

## SEPTEMBER SELECTIONS



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

Taking A Chance On Love · Wrap Your Troubles In Dreams · On The Sunny Side Of The Street · Makin' Whoopee! · Lazy River · Sentimental Journey · Side By Side · Dancing In The Dark · The Things We Did Last Summer · These Foolish Things · Bidin' My Time · The Way You Look Tonight  
CL 912



**LALO: SYMPHONIE ESPAGNOLE**  
BRUCH: CONCERTO IN G MINOR  
ISAAC STERN, Violin  
THE PHILADELPHIA ORCHESTRA  
EUGENE ORMANDY, Conductor  
ML 5097

# YOUR FUTURE IS SOUND

WITH COLUMBIA'S SELLING AIDS

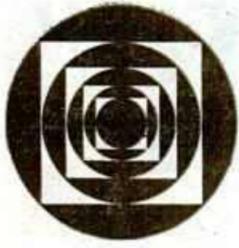
**GIFT CERTIFICATE AND GIFT WRAPPING SERVICE**—translating all holidays and special occasions into profit periods for you.

**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-RAK**—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"!

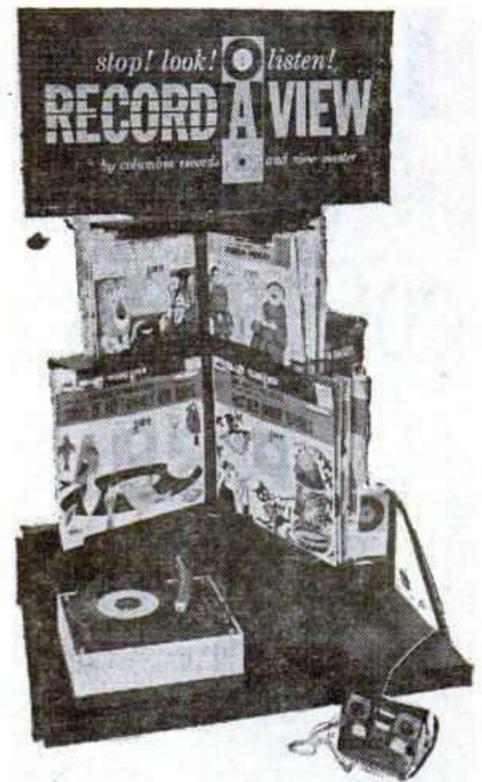




## YOUR FUTURE IS SOUND WITH COLUMBIA RECORD-A-VIEW

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 manufacturing 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!

HF-1 High Fidelity Phonograph with earphones for classroom use!

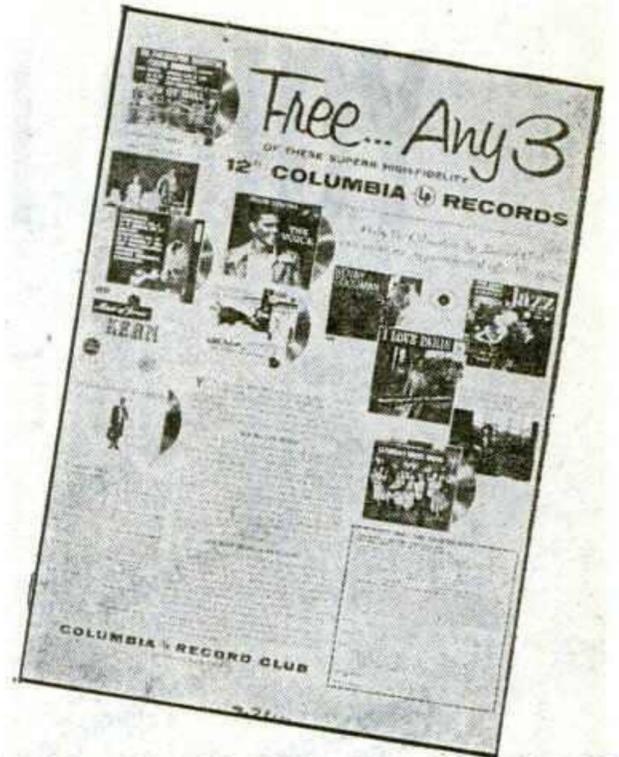
Free Educational Counseling Service for schools!





## YOUR FUTURE IS SOUND WITH COLUMBIA'S **Lp** RECORD CLUB

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

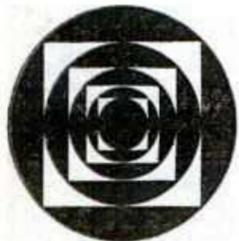


## YOUR FUTURE IS SOUND WITH COLUMBIA'S CUSTOM SERVICE PROGRAM

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 easled 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!

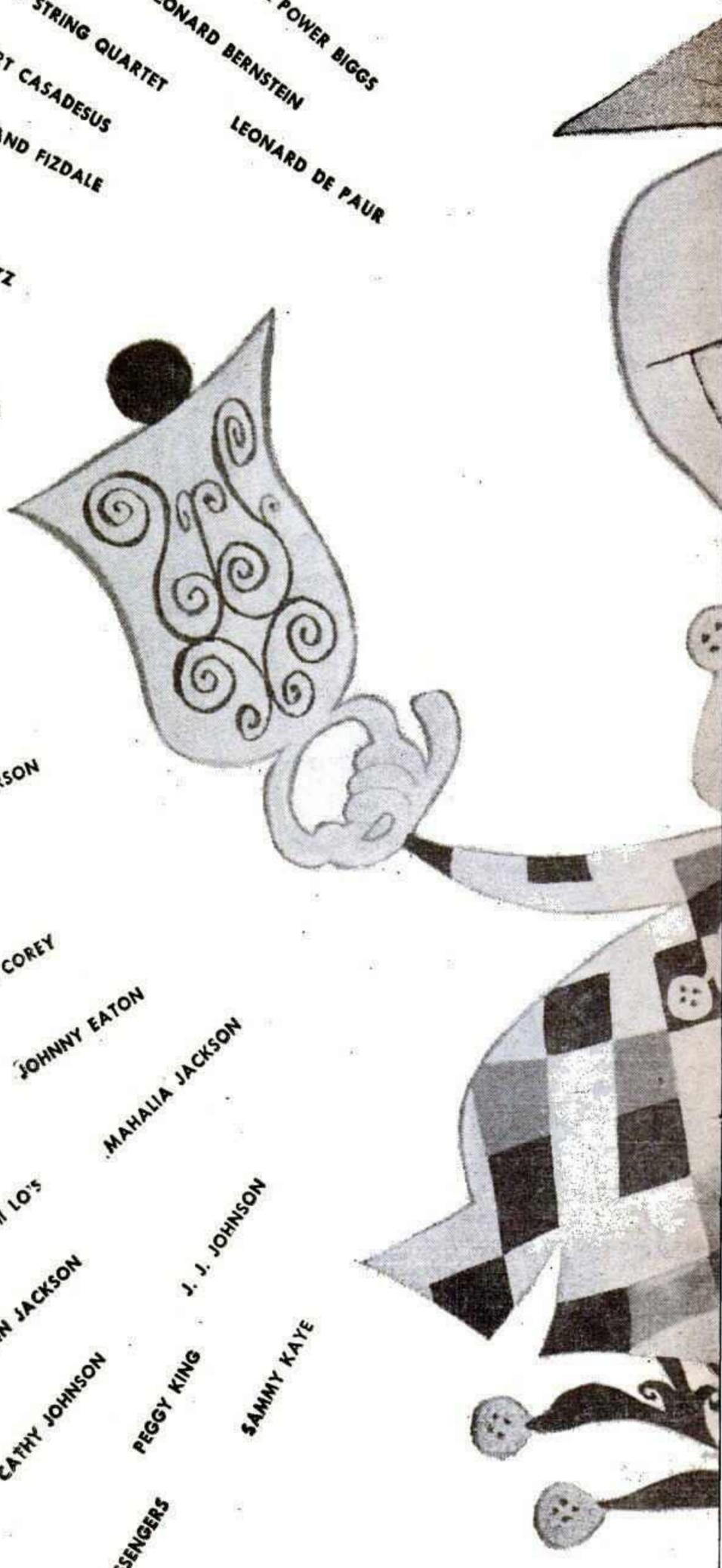
Key-city television spots and radio spots, plus a heavily concentrated co-op advertising program!

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!

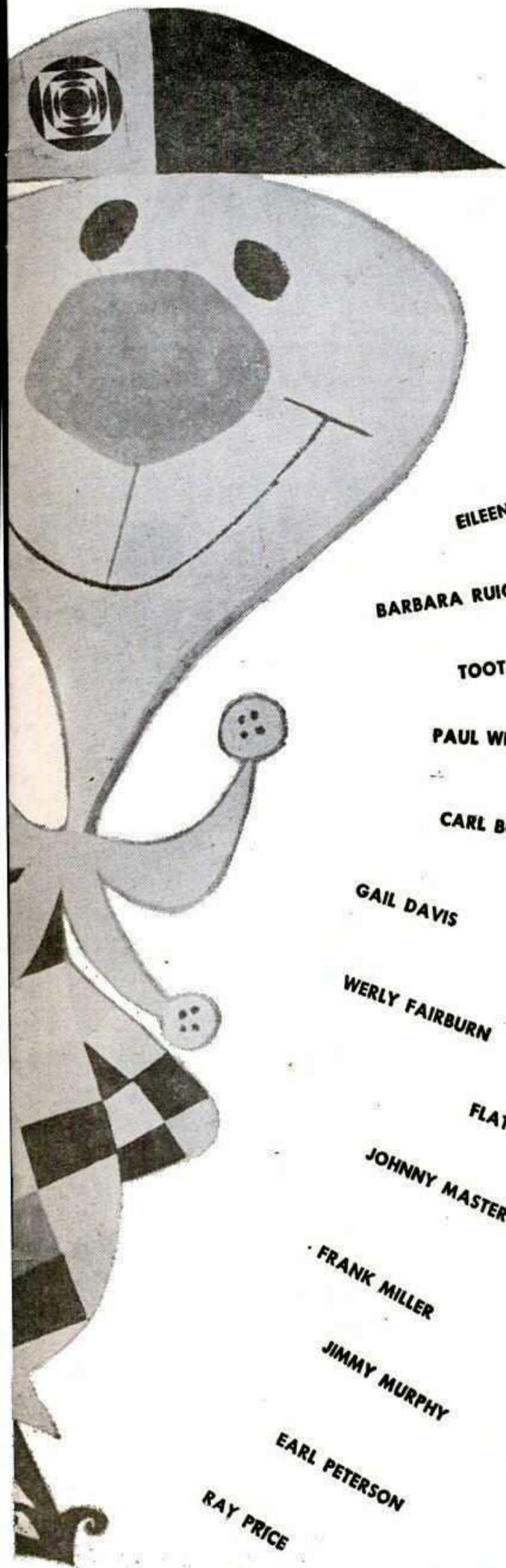


# YOUR FUTURE IS SOUND WITH

- ZINO FRANCESCATTI
- BUDAPEST STRING QUARTET
- LEONARD BERNSTEIN
- E. POWER BIGGS
- EUGENE ISTOMIN
- ROBERT CASADESUS
- LEONARD DE PAUR
- OSCAR LEVANT
- GLENN GOULD
- GOLD AND FIZDALE
- ANDRE KOSTELANETZ
- DIMITRI MITROPOULOS
- EUGENE ORMANDY
- PHILADELPHIA ORCHESTRA
- PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK
- PHILADELPHIA WOODWIND QUINTET
- ANNA RUSSELL
- ISAAC STERN
- SAINT LOUIS SYMPHONY
- IGOR STRAVINSKY
- JOSEPH SZIGETI
- BRUNO WALTER
- JERI ADAMS
- RICHARD TUCKER
- FRANCES BERGEN
- TONY BENNETT
- VICTOR BORGE
- DAVE BRUBECK
- MINDY CARSON
- JIMMY BOYD
- ALLEN CASE
- BUCK CLAYTON
- ART CARNEY
- JILL COREY
- DON CHERRY
- ROSEMARY CLOONEY
- JOHNNY EATON
- BUDDY COLE
- DORIS DAY
- XAVIER CUGAT
- MAHALIA JACKSON
- EDDIE CONDON
- VIC DAMONE
- LES ELGART
- WILD BILL DAVISON
- PERCY FAITH
- THE HI LO'S
- JOHNNY EATON
- FOUR LADS
- TERRY GILEYSON
- CALVIN JACKSON
- J. J. JOHNSON
- ERROLL GARNER
- LEONARD HAMBRO
- CATHY JOHNSON
- PEGGY KING
- FOUR VOICES
- ARTHUR GODFREY
- KEN GRIFFIN
- JAZZ MESSENGERS
- SAMMY KAYE



# COLUMBIA'S GREAT ARTISTS



- FRANKIE LAINE
- LIBERACE
- NORMAN LUBOFF
- MITCH MILLER
- JOE LOCO
- JOHN MATHIS
- GARRY MOORE
- TURK MURPHY
- MARGIE MARINO
- GAYLA PEEVEY
- HERB SHRINER
- CARMEL QUINN
- JOHNNY RAY
- BOYD RAEBURN
- JO STAFFORD
- EILEEN RODGERS
- JIMMING RUSHING
- FELICIA SANDERS
- BARBARA RUICK
- WALLY ROSE
- LU ANN SIMMS
- JERRY VALE
- TOOTS THIELMANS
- ART VAN DAMME
- JOAN WEBBER
- PAUL WESTON
- KAI WINDING
- RICKY VILLEGAS
- CARL BUTLER
- RICHARD WILSON
- FRANK YANKOVIC
- CHARLIE ADAMS
- GAIL DAVIS
- CHUCK WAGON GANG
- JOHNNY BOND
- ROY DRUSKY
- WERLY FAIRBURN
- LEE EMERSON
- COLLINS KIDS
- JIMMY DICKENS
- FREDDIE HART
- RICHARD ZAHND
- WILLIAM "LEFTY" FRIZZELL
- FLATT & SCRUGGS
- FIVE STRINGS
- JOHNNY HORTON
- THE HARVESTERS
- JOHNNY MASTERS
- BOBBY LORD
- JOE AND ROSE LEE MAPHIS
- STAMPS QUARTET
- FRANK MILLER
- MADDOX BROTHERS & ROSE
- JIMMY MURPHY
- GEORGE THOMAS MORGAN
- EARL PETERSON
- BILLY WALKER
- ONIE WHEELER
- RAY PRICE
- WILLIAM & MARY REID
- CARL SMITH
- MARTY ROBBINS

DURING AUGUST AND  
SEPTEMBER COLUMBIA  
WILL MAKE AVAILABLE  
THROUGH DISTRIBUTORS  
A SPECIAL RETURN  
PRIVILEGE OF

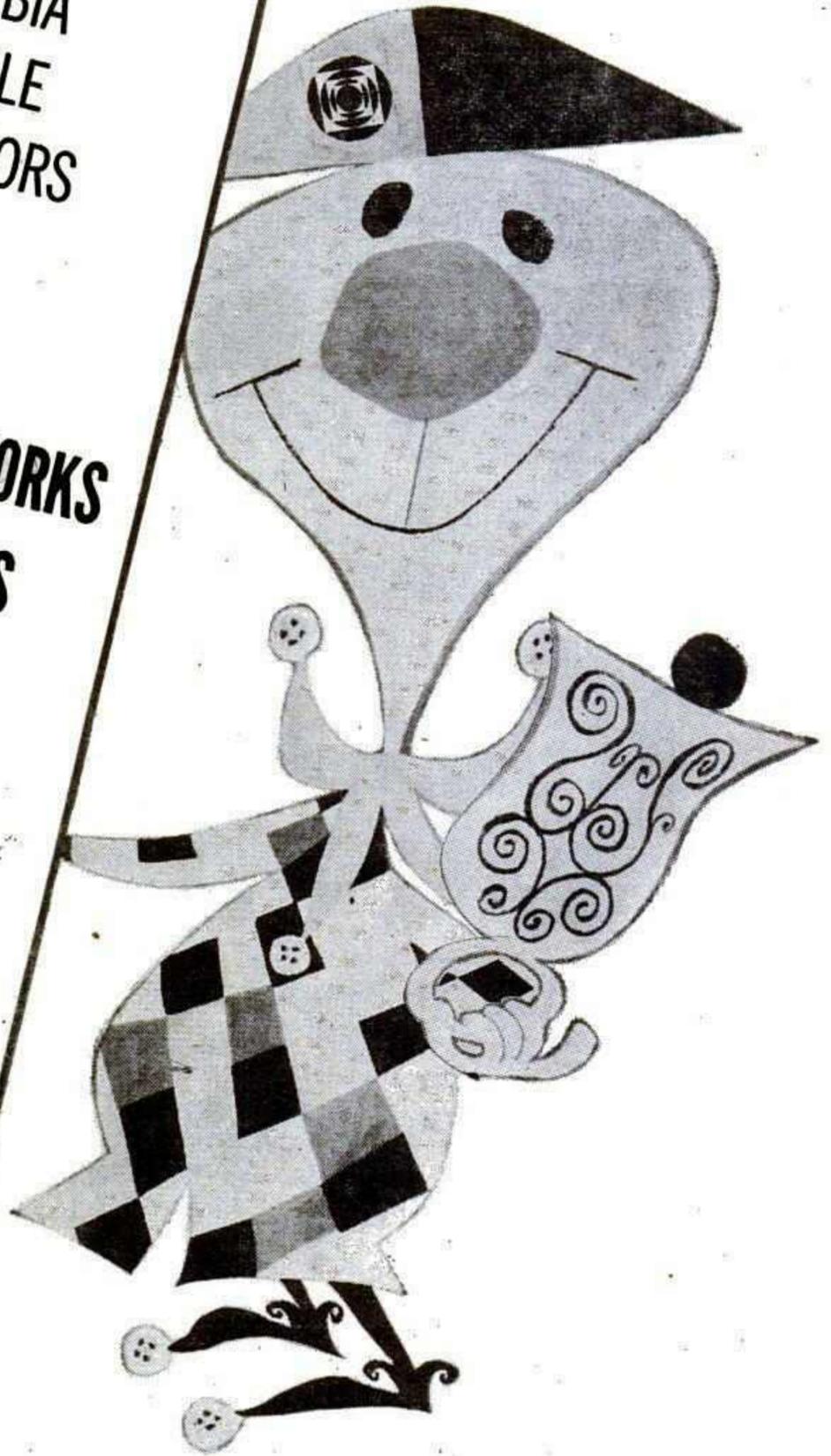
**8%** ON MASTERWORKS  
LP PURCHASES

**4%** ON POPULAR  
LP PURCHASES

This includes all new releases previewed here as well as all merchandise purchased on a stocking order during August and September. Special dating terms of October, 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 unbeatable merchandising campaigns prove once again that with Columbia Records . . .

**YOUR FUTURE IS SOUND**

© "Columbia" © "Masterworks" Record-A-View T.M.  
All prices are suggested list.



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

**Albany, New York**  
Roskin Brothers, Inc., 1827 Broadway  
**Atlanta, Georgia**  
Distributors, Inc., 1349 Spring Street, N. W.  
**Baltimore, Maryland**  
Zamoiski, Jos. M. Company, 110 S. Paca St.  
**Boston, Massachusetts**  
Allied Appliance Company, 111 Berkeley St.  
**Buffalo, New York**  
Seaway-Columbia Distributors, Inc.,  
730 Main St.  
**Charlotte, North Carolina**  
Southern Bearings & Parts Co., Inc.,  
500 North College Street  
**Cincinnati 2, Ohio**  
Home Products, Inc., Columbia Record  
Division, 901 Broadway  
**Chicago 5, Illinois**  
The Sampson Company,  
2244 South Western Ave.  
**Cleveland, Ohio**  
Seaway Distributors, Inc.,  
620 Frankfort Ave.  
**Dallas, Texas**  
Medaris Company, Inc.  
1202 Dragon Street

**Denver, Colorado**  
Sweeney, B. K., Company, 1601 23rd Street  
**Des Moines, Iowa**  
Midwest-Timmerman Co.,  
513 East Court Avenue  
**Detroit, Michigan**  
Buhl Sons Company, Foot of Adair Street  
**East Hartford, Connecticut**  
Roskin Distributors, Inc., 275 Park Avenue  
**El Paso, Texas**  
Mathias, Albert & Co., 113 South Mesa  
**Honolulu 42, T. H.**  
Honolulu Paper Company, Ltd.,  
1105 Kapiolani Blvd.  
**Indianapolis, Indiana**  
Joyce Appliances, 146 McLean Place  
**Jacksonville, Florida**  
Distributors, Inc., 555 Osceola Street  
**Kansas City 6, Missouri**  
Columbia Record Distributors Inc.,  
1305 Grand Avenue  
**Los Angeles, California**  
Thomas, Ray, Company,  
1601 South Hope Street

**Louisville, Kentucky**  
Sutcliffe Company, 609 West Main Street  
**Memphis, Tennessee**  
Woodson & Bozeman, Inc.,  
733 South Sommerville  
**Milwaukee, Wisconsin**  
Morley-Murphy Co., Inc.,  
5151 West State St.  
**Minneapolis 3, Minnesota**  
Columbia Midwest, 31 Glenwood Avenue  
**Newark 2, New Jersey**  
Times Columbia Distributors Inc.,  
350 Halsey Street  
**New Orleans, Louisiana**  
Interstate Electric Company  
1001 South Peters Street  
**New York, New York**  
Times Columbia Distributors Inc.,  
353 Fourth Ave.  
**Oklahoma City, Oklahoma**  
Miller-Jackson Company,  
111 E. California St.  
**Philadelphia, Pennsylvania**  
Columbia Record Distributors Inc.,  
919 North Broad Street

**Pittsburgh, Pennsylvania**  
Danforth Corporation,  
6500 Hamilton Avenue  
**Portland 4, Maine**  
Philco Wholesalers, Inc.,  
919 Congress Street  
**Richmond 13, Virginia**  
Crump, Benj. T. Co., Inc.,  
1310 E. Franklin St.  
**St. Louis, Missouri**  
Columbia Record Distributors Inc.,  
1611 Washington Avenue  
**Salt Lake City 10, Utah**  
Standard Supply Co., 225 East 6th South  
**San Francisco 7, California**  
Basford, H. R. Company, 235 15 Street  
**Seattle, Washington**  
Love Electric Co., 500 Westlake Avenue, N.  
**Spokane, Washington**  
Columbia Electric & Mfg. Co.,  
E. 3420 Ferry Ave.  
**Syracuse, New York**  
Onondaga Supply Co.,  
344 West Genesee Street

# memo

**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—

*Mitch*



# 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 "Your Future Is Sound." The recipients of the theme's intent are primarily the record retailers, but its well-considered optimism embraces Columbia's distributing organization and salesmen as well as Columbia itself. The future is sound, very sound. But while the future looks tailor-made, it is not to be understood that it is ready-made. The tools of business, the desire of the buyer and the volume potential will be highly in evidence, but these by themselves will not make it sound unless there is an additional factor—effort.

The dealer who best understands the structure of his business is the one who has a head start on his own future. Mark-ups vary in all business basically for one fundamental reason—the selling and promotional effort that has to be supplied to make a sale. A retailer is given a mark-up to perform a selling function. Demand goods have low mark-ups, the non-necessities, high ones. Big brother didn't assign them—the mark-ups settle at a level by the laws of business, for, in all business, mark-ups directly relate to the selling function that retailers must perform. Analyzing the mark-ups in all fields of trade, the record business is found to possess a highly liberal one. But it is to be understood why it is—a record is harder to sell than a package of cigarettes! Every record in inventory isn't a "My Fair Lady."

#### Survival of Fittest

Investing money into a business, any business, is no guarantee that a profit can be made or that the investor must be protected (from his failure) by the goods supplier. Money itself doesn't do it. Dun and Bradstreet reports 225,000 small businesses coming into being during the last seven years alone. The economy is good. Dun and Bradstreet also reports small business failures are up 36 per cent in just the past three years. The economy is still good, so it wasn't money. It is still a survival of the fittest. Protection from failure can not be bought but it can be built.

A record retailer must be convinced that a promotional and selling effort has to be his prime concern, his mark-up is granted in exchange for it—his A-1 location 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 1941. In 1949 he came to Columbia. A native of Hartford, he has had extensive sales experience.

morrow, although they will certainly be of considerable help. And a retail promotional and selling effort is best expended in conjunction with the manufacturer's programs. The average retailer is not in a position to do unlimited buying of advertising. Therefore, the promotional money and effort that is expended is best returned when supporting a national program.

No responsible manufacturer tries to promote an unsalable idea or product. Some programs will be better than others, but they are all designed to get profit. Columbia's wish is that all families own phonographs and that these families buy records regularly. Dealers wish for the same thing. By working together, this future can be accomplished. Progress towards that future will be steadier and surer when the retailer realizes that he has to wield one of the axes that will chop it out. And by availing himself of all the benefits of a factory program, the road will be shortened. Columbia's programs have continually been created to serve one purpose—to sell more records to those who buy regularly and sell records to those who do not buy records regularly. The programs are one of two kinds—consumer campaigns and dealer services. One secures a consumer sale for him, the other puts him in a better position to economically secure a sale. By supporting them,

dealers will assure themselves of selling more records to more people.

Columbia's activity to this end has been increasingly intense and will continue to be so. A review of sample programs show why dealers expand their own businesses and futures when they forcefully use the manufacturer's selling tools with energy and imagination.

#### Development of CL-500 Line

The package market was ready to come of age and CL-500 became the juggernaut in the expansion of the package goods market. It provided the greatest stimulant to the record business since LP itself for CL-500 made a package audience out of the pop buyer. It exploded so fast that Columbia never had a chance to give it a formal name. Therefore, the identity it retains is its original cataloging code. CL-500 changed the direction of the industry. Package volume with retailers is double what it was three years ago.

#### I Like Jazz

Columbia, the leading pioneer in jazz, decided to promote jazz to the general pop audience rather than the previous selective one. Among CL-500's benefits, it started a rally for jazz that was climaxed with the "I Like Jazz" campaign. The sampler created registered a jazz contact with 300,000 record buyers. Industry output in jazz today is quadruple what it was two years ago. Now all shops sell jazz!

#### New Year—Hit a Day

Nothing has been more taboo in the record industry than a launching of feature product and aggressive promotion in summer. Columbia charted its own calendar last year and proclaimed a new year beginning August 1, and released, in effect, a "Hit a Day," for two consecutive months. As part of the program, a "Meet Andre Kostelanetz" campaign resulted in a 200 per cent sales increase. Dealers reported over-all late summer and early fall sales their best ever!

#### Gift Certificate, Wrapping

Gifts. This is a field that is recognized by all but ignored by most—because of lack of tools. Columbia's plan for this problem made it practical to pursue the gift business all year round. The gift wrap material was designed to eliminate the previous "thumbs" problem. The easy, slick package-

(Continued on page 52)

## 'GIANT SAMPLERS'

# Rack Display Units Hold Buying Public

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

By MILT SELKOWITZ  
Sales Manager, Special Markets

Reviewing the history of recent years for clues to the patterns of tomorrow is a major preoccupation with businesses that know the importance of "reading the future." At Columbia, in fact, it is a major guide in formulating the policy that we attempt—not always convincingly enough—to explain and define for the dealer. Subsequently, many skeptical dealers find that the policies they were most opposed to are founded on long and careful study and earnest effort to solve the problems that lay on the horizon.

My purpose here is to take a single phase 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 recommendation to dealers.

A good example, because it is so thoroughly familiar to everyone in the business, is the continued urging that dealers go into some form of extension operation. As a coincidental suggestion, dealers have been urged to look with optimism upon any developments in the industry that serve to broaden the record-buying public. The dealer knew he should explore rack extensions of his store operation, and should he decide against such a move he still should recognize the opportunities presented by such limited-space, limited-stock outlets.

#### Specialist Speaks

As a specialist in this field, I can assure the dealer that no mere whimsy brought Columbia to this resolution. Standing in back of our belief were a number of facts, some of which will be recognized as generally known but not always applied to this important background. "MOVING IS BETTER THAN EVER . . ."

That paraphrase of the famous motion picture slogan is probably the best description of what happened and continues to happen in present day living. Who doesn't remember the days before chain-stores, when most of us shopped in a butcher shop for meats, a bakery for bread, and a notion store for notions. The appearance and growth of suburban shopping centers—where a single giant store

or cluster of stores attempt to provide a staggering variety of products—is a direct result of America's recent moving itch. A record store, once comfortably ensconced in a busy community, finds itself with a dwindling or changing neighborhood market.

Without resorting to putting the store on wheels, a dealer must find a way to hold on to these old customers. The industry must find a way to maintain them in the record-buying habit when it is no longer convenient for them to get into their favorite dealer's store. In many cases, it is no longer convenient to get into any dealer's store (there are fewer than 5,000 full-line dealers to service a population of 170 million people)! The obvious similarity of concern here would meet no argument.

#### 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 outlying community. In some cases this has been done successfully, but in many cases it is quite clear that the potential revenue from this branch would not support the expense of a full operation. The nature of the new moving spirit is really dispersement and, in a sense, there may be no single location that offers complete convenience as customers used to know it. Also, rents and longer working hours in the shopping center are apt to be prohibitive for a modest gross.

However, in surveying a marginal area shopping center, the dealer recognizes that there are many stores in this area with allied identities—a juvenile store for children's records, a gift shop or greeting card store for a select list of albums, a drugstore for current pop hits and possibly some albums, etc. These stores are not apt to want to take on records since the product is ever changing and the problems of selectivity are most important. The dealer whose prime business is the record business is, of course, in the best possible position to offer the service of merchandise selectivity and change of titles. The most logical means of displaying records which will be

(Continued on page 52)



ALBERT B. EARL, administrative vice-president of Columbia Records, joined the company in 1944. Earl is responsible for the organization and co-ordination of all company-wide activities.



IRVING TOWNSEND, executive a.G.r. assistant, has had experience in both the sales and creative divisions of the company. He joined the Columbia staff in 1951 as sales promotion manager, subsequently became advertising manager and later was assigned to special projects involving a.G.r. activity.



ALFRED B. LORBER, director of Columbia's Business Affairs Department, became a member of the company's law department in 1953. Legal affairs involving artists and copyright problems became Lorber's chief responsibility. In June of 1956 he was named director of the newly created Business Affairs Department.



DICK LINKE, Columbia Records sales manager for single records, serves as liaison with publishers, jockeys and operators in blueprinting exploitation. Prior to joining Columbia, Linke was national promotion manager for Capitol Records.



DEBBIE ISHLON, Columbia Record director of publicity, has scored an enviable record promoting the label and its artists in national magazines and newspapers. One of the youngest in the ranks of women disk executives, Miss Ishlon's career has nevertheless spanned some of the industry's most exciting years.

# 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**



Convert to Self Service for as little as \$60.00

**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.

**"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**

(Corner Sunshine Square)

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

Columbia 6090



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.



# WESTERN UNION



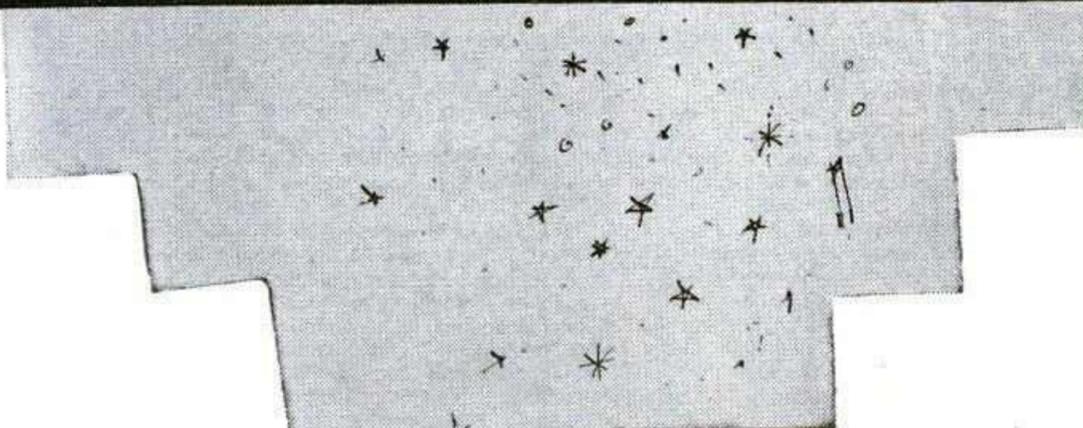
MR. GODDARD LIEBERSON, PRESIDENT  
COLUMBIA RECORDS, INC.  
NEW YORK CITY, NEW YORK

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
- Formula works in reverse, too, with disk traffic luring set customers

By JAMES SPARLING

Manager of Electronics Products

Had we the pleasure of anticipating Edison in the invention of the phonograph, it is doubtful that we at Columbia would so long have neglected the too-obvious selling kinship of records and the machines that play them. Naturally, we knew the relationship was closer than an egg's to a chicken, but only comparatively recently have we realized the opportunities lost in every record store not carrying a phonograph line and accessories. Record and music dealers stand at the threshold of unexampled growth in the next 10 years. Still, I gaze a little ruefully at the unrealized opportunities of the past.

When Columbia perfected LP, the simultaneous recognition, that an inexpensive, high fidelity phonograph that would do justice to the LP sound would promote the sale of records, was made. That was the birth of the famous 360. Not long after the many tests and experiments provided this fabulous phonograph, we made another discovery. The machine we had calculated as a boost for record sales had promptly become a major income-producer for the progressive record dealers who offered them. So big, in fact, that a relatively small number of stores sold more than our original order plan for the entire country.

Close Relationship

That situation should not have



James E. Sparling, general manager of Columbia electronic products, was formerly director of the Columbia Phonograph Division. He acceded to his present post in June of this year—his responsibilities including the development and marketing of products in addition to phonos.

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 clerks, we knew, advised and helped customers select from among the tremendous variety of records available. The clerk who led customers to a listening booth was often asked for "professional" counsel on phonograph problems. Conversation circumscribed by this situation could hardly avoid men-

tion of the quality of sound the customer got on his machine at home. Here is the perfect opening for the natural development of that chat: Mention of the newest improvements in phonographs and accessories!

One wonders, in the light of these remembrances, how it is that every record dealer was not in on the "360" bonanza. I have deliberately exaggerated the extent to which we were unconscious of the natural sales link between records and players in order to accept our proper burden of the blame. Still, the fact is that even today—especially today when quality sound is on everybody's tongue, "Hi-Fi"—not every record store sells phonographs. Today, when a meager 25 million sets are owned by Americans. Today, when electronic developments and new techniques have rendered 80 per cent of that number obsolete!

I wish that every dealer who does not carry our line would stop in a nearby phonograph store or department. After studying the faces of shoppers listening to a 1957 quality Columbia LP on a 1957 Columbia High-Fidelity Phonograph, he'll know what we know—this is the face of his future record buyers.

The future is sound and profitable, doubly so because of the phonographs that sell records . . . records that sell phonographs . . . phonographs that sell records . . . records that . . . etc.

## HOW HI IS FI?

# Don't Need Degree To Sell New Units

By HAROLD DITTENHOEFFER

Manager of Service, Phonograph Division

If it hasn't happened yet, it surely will happen some day. Some hapless dealer is going to be confronted with a sweet little lady customer who will earnestly ask whether the "Fi" on one phonograph is notably higher than the other brands! It will happen because no other catchword has gained such widespread fancy. I might add that no other fancy has so caused unnecessary fear and consternation in the minds of many dealers.

## MONTHLY MAG

# Confidential Dealer Aid

- Publication offers selling tips, promotion pointers
- Dealers urged to participate in exchange of ideas

By JACK FULLER  
Manager, Columbia Publications

In March of this year, we launched Columbia Confidential, a monthly dealer publication designed to augment the information served up by local Columbia salesmen, and tighten up the geography between better than 4,000 widely scattered record dealers.

Into Columbia Confidential have gone the what's, where's and how's of Columbia policy, product and promotion. Equally important, this new publication gives the opportunity to enlarge on the very pertinent why's.

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 time, faith, money and personnel in specific policies, products, and promotions. And he should know, too, precisely where he fits into the profit picture.

Those what's, where's and how's are important, too. Each issue of Columbia Confidential is as full as we can cram it with suggestions to the dealer for bringing his customers into closer contact with the Columbia product. Selling tips are offered on key merchandise (along with handy best-seller check lists), defined suggestive selling is emphasized over and over again, methods by which sales promotion material and advertising can be made to work most advantageously are a regular feature, as are ways and means by which dealers may streamline and modernize their operations, plus news of what other dealers are doing.

Nor is Columbia Confidential a one-way street of information. Dealers are encouraged by means of a return post card inserted into each issue to offer comments which they feel will make Columbia Confidential a more effective selling tool. Initial returns have been candid and helpful. Outstanding dealers come into special focus with each issue by way of our "Dealer of the Month" program, whereby the dealer who submits the best suggestion calculated to help all other dealers gets an attractive prize. This program has already yielded several ideas which are right now in the process of being translated into full-scale programs.

Conscientious dealers have often expressed the anxiety that perhaps they weren't competent to sell the latest models since they lacked an adequate engineering background. While encouraging dealers to know as much as possible about any products they sell, I would like to lay this particular ghost in a grave of suitably reduced proportions.

An interesting parallel in the early days of radio comes to my mind. Most of us recall that the big selling point of many popular models was the number of tubes a set contained. This reached the comic, but serious, point of unscrupulous producers stringing utterly useless tubes in their sets to enhance salability.

Speaker Size

Today we hear sophisticates ask the size of the speaker, when in fact size is but one element in the value of a speaker. Magnet weight, cone consistency and durability of construction often exceed size as pertinent factors. Or wattage may be the concern. But does this same inquirer ask how much of the potential is lost in inefficient matching? In distortion? I could go on indefinitely, point by point, the misapprehensions abound. How many know the finest amplifier can be wasted if used with an inadequate speaker system or cart-ridge?

Two very old-fashioned words name the really crucial issues for dealers: "Sound" and "appearance." Price, of course, is important, but the technical specifications provided by every reputable manufacturer in brochures will answer the questions of the occasional amateur electronic engineer and free the dealer from this anxiety.

Dealers who observe customers closely will recognize the folly of incomplete "specification selling" where neither they, nor the customers, are sufficiently educated to the pitfalls of misleading data. The customer in the store has the "final test"—comparing the sound that emerges!

The customer in the store, it can be noted, steps back to appraise the styling of the phonograph, comparing it, in his mind's eye, with the decor of the room in which he intends to use it.

Sound and style . . . the key determinants in a purchase are the keys to unlocking greater profits. Why, even auto makers—a product where technical zealots could feast upon—make their big pitch on . . . "That soft (or powerful motor purr) and . . . those long, sleek lines."



Percy Faith, Columbia's East Coast musical director, came to the label in 1950 as musical director of the pop division, headed by Mitch Miller. In addition to executive duties, Faith is internationally known as an artist thru such smashes as "Moulin Rouge," "Delicado," etc.

## SELF-SERVICE BENEFITS

# Advantages Boom Dealers' Trade

- Dealers' mass exposure in limited space
- Holley-Columbia drive via special fixtures

By BOB GARDNER  
Holley Associates

The continued growth of self-service merchandising in the record industry has unquestionably proven successful for record dealers, as well as popular with disk consumers. The advantages of self-service, foremost of which is the ability for a dealer to gain mass exposure of his product regardless of limited space, have literally skyrocketed volume for record dealers thruout the country.

Coincident with the introduction of Columbia Records' "Future Is Sound" program, Holley Associates and Columbia have joined in further promotion of the theory of self-service merchandising thru a wide variety of self-service store fixtures and accessories.

The Holley-Columbia Add-A-Rak, recently introduced to dealers, has been exclusively designed to suit the needs of any and every dealer regardless of the size of store or amount of inventory carried. The unique interchangeability features of the racks, coupled with the ability for dealers to add any number of units as they are required, is available to dealers thru Columbia salesmen exclusively.

The Holley-Columbia self-serv-

ice modernizing program begins first of all with store planning. Dealers may lay out a design of their floor space on graph paper provided by Columbia sales personnel. The dimensions of all permanent installations, i.e., walls, windows, radiators, column, etc., should be included in the store layout. Photographs or other sketches of the store are helpful but not required.

### Dealer Statistics

Dealers should also submit an estimated budget for fixtures, a tentative idea of the amount of 7, 10 and 12-inch records to be displayed, and the amount of normal inventory carried. Holley will subsequently take your information and ideas and create a layout with Add-A-Rak fixtures, taking into consideration merchandising problems from both the dealer's and customer's viewpoint.

Add-A-Rak is of all steel and wood construction and comes equipped with fluorescent light fixtures. Units available include a specially designed rack for single records with a capacity for 720 seven-inch selections, and 480 10-inch selections; browser boxes with interchangeable compartments for all three sizes or recordings; a

(Continued on page 50)



Mitch Miller, pop a.&r. chief of Columbia Records, easily ranks as one of the most colorful and highly publicized executives in the record business. In addition to his success in the pop field, Miller has won a niche as a classical recording and concert stage oboist. Despite his present emphasis on pop music, Miller is still considered by classical authorities as one of the finest oboists in the country.

As an a.&r. executive, Miller combines a classical training with a modern outlook. He continually seeks new sounds, new excitement. His adventuresome musical spirit became widely known when he started to use such innovations as a harpsichord, or a trio of French horns, on pop disks.

Miller maintains the broadest interest in all types of music. In between his chores as director of pop a.&r. for Columbia, he finds time for appearances with such groups as the Budapest String Quartet or Daniel Saidenburg's Symphony Orchestra. A TV personality, he is also a collector of art and antiques.

Prior to entering the record business, Miller studied at the Eastman School of Music and for years was a staff musician at the Columbia Broadcasting System.



with SAMMY KAYE

Plaza 3-2636  
607 Fifth Avenue New York 17, N. Y.

*to the Columbia Gang:  
here's hoping will be  
Swinging and Swaying  
together for many  
years to come.*

*Sammy Kaye*

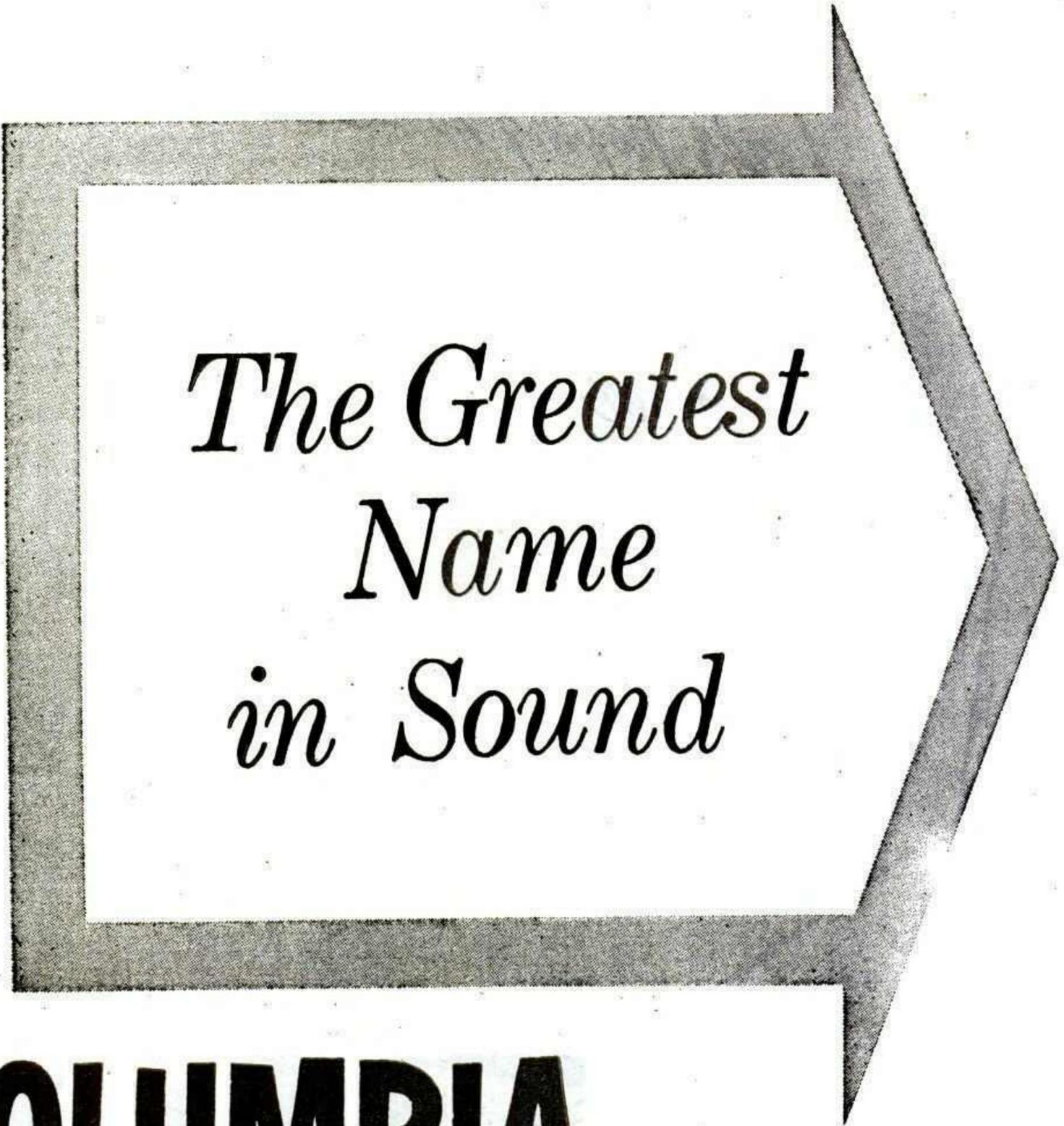
**Current Single**

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

**Current Album**

For Dancing  
Sammy Kaye Swings and Sways  
"MY FAIR LADY"  
CL 885

# COLUMBIA PHONOGRAPHS



*The Greatest  
Name  
in Sound*

# COLUMBIA PHONOGRAPHS

# SOUND TERRIFIC!

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

#512—four-speed, manual, portable

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

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

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

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

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

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

#540—45 rpm automatic, portable

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

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

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

#516—four-speed, automatic portable

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.



*Ronette*

**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**



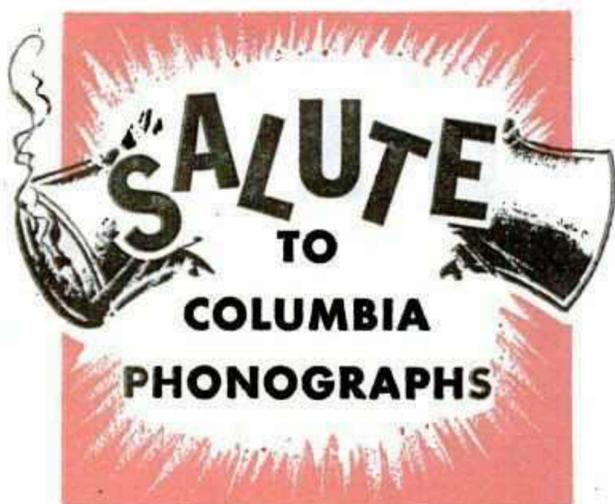
# TOPS For POPS, CLASSICS in phonographs and HI-FI units everywhere!



New Alliance Phonomotors — 3-speed Model JPT-8—33½, 45 and 78 RPM, 4-speed Model JPQ-8—16, 33½, 45 and 78 RPM.  
New single-speed model, also available with rotating spindle on both the deluxe and inexpensive models.

NEW 3-SPEED AND 4-SPEED ALLIANCE PHONOMOTORS, feature fewer moving parts, have electronic dynamically balanced rotors. A single lever shifts and indexes speeds with freer movement; has natural "free-clutch" position. Built to high precision standards . . . assures smooth, unimpaired performance at all speeds.

## 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**

HOUSE OF FLOWERS

DELICADO

CONTINENTAL MUSIC

IT'S SO PEACEFUL  
IN THE COUNTRY

SONG FROM  
MOULIN ROUGE

MUSIC FOR HER

MUSIC FOR THE ENGAGED

KISMET

MUSIC FOR BACHELORS

SATURDAY NIGHT MOOD

PASSPORT TO ROMANCE

FESTIVAL OF STRINGS

ROMANTIC MUSIC

LATE MUSIC

MUSIC FROM HOLLYWOOD

SWING LO IN HI-FI

MUSIC FOR BABY SITTERS

I'm happy and  
proud to be a  
part of this  
great  
organization

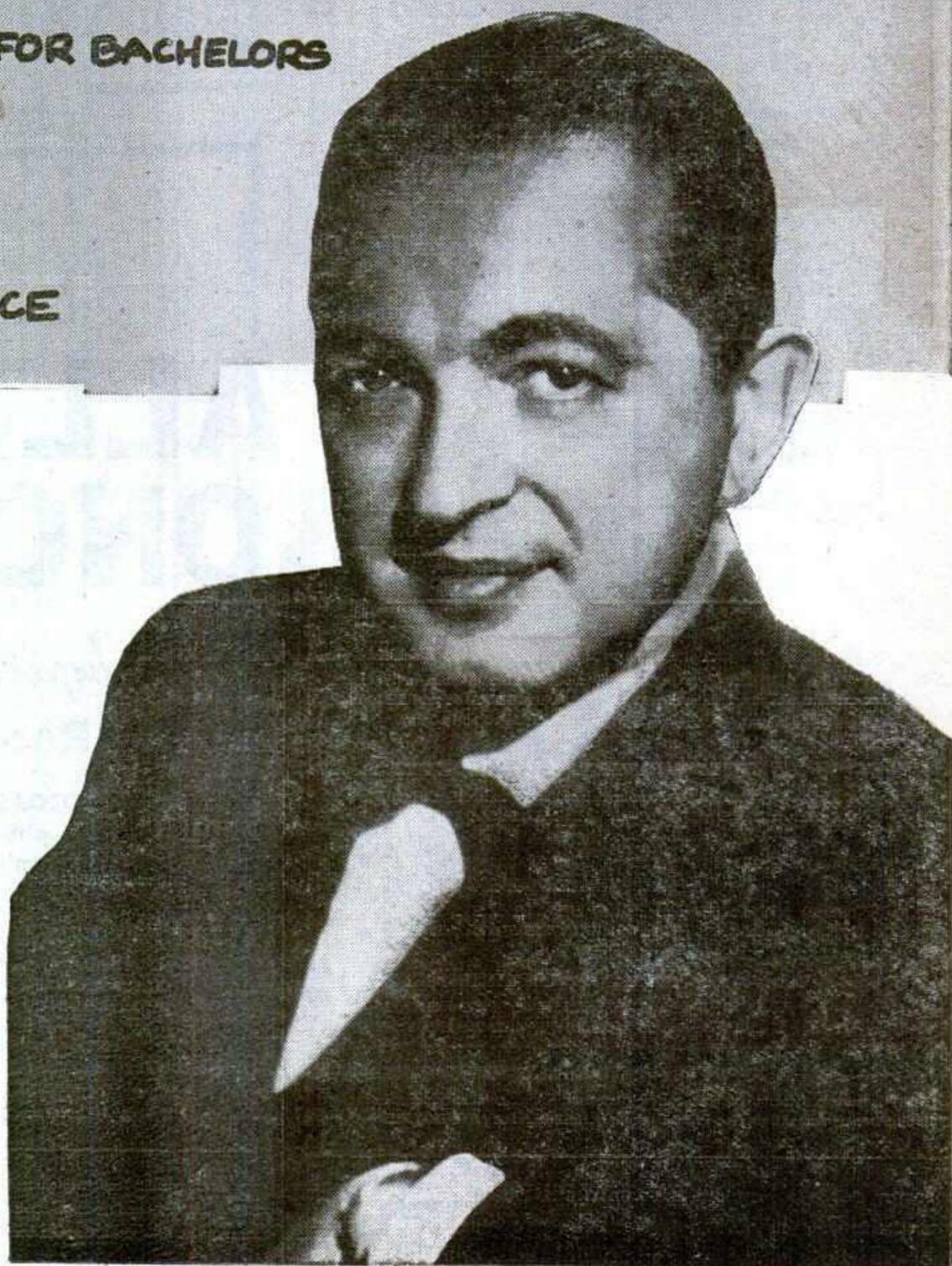
# PERCY FAITH

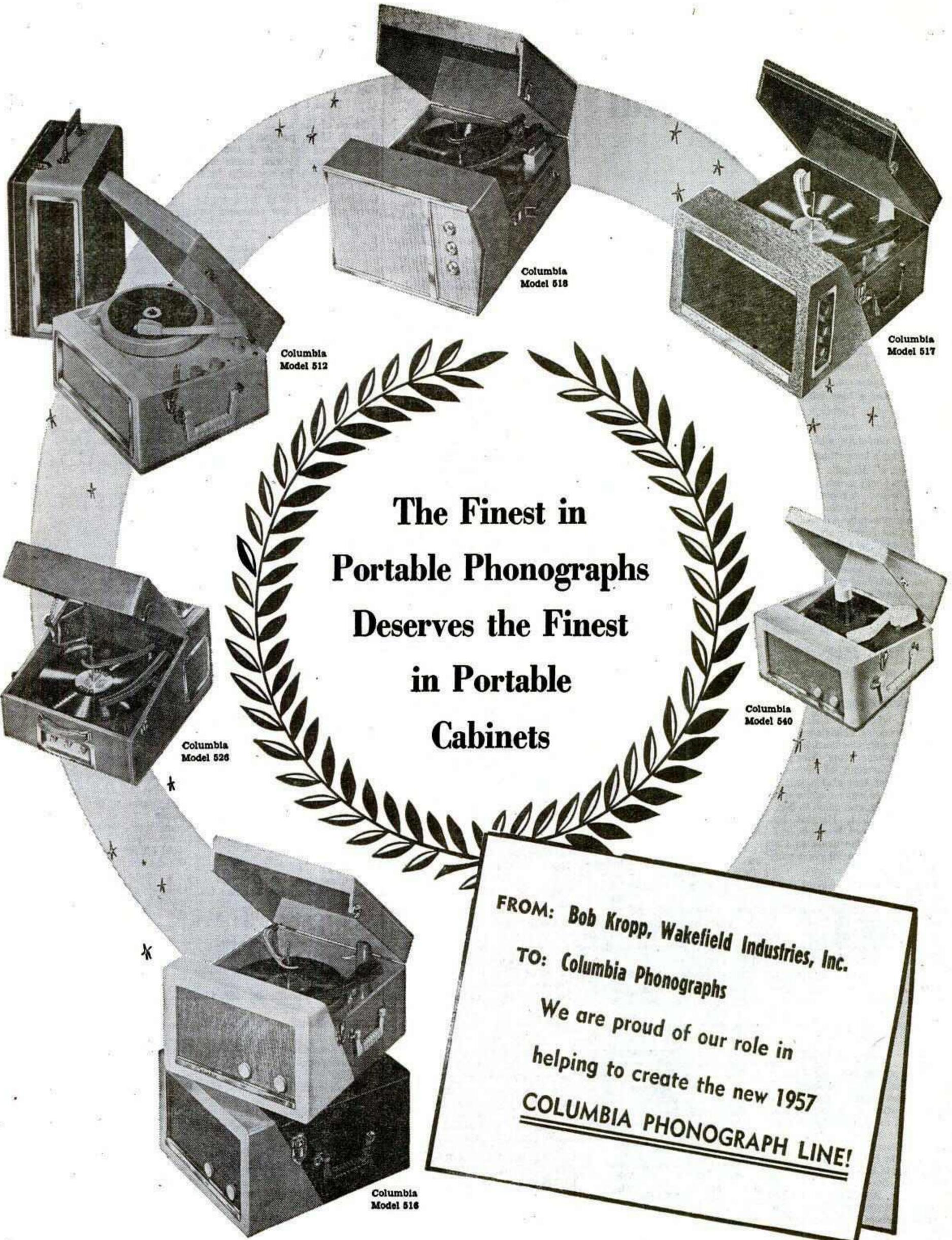
Current Hit Single:

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!



**WAKEFIELD INDUSTRIES, INC.**

Manufacturers of fine cabinets for portable phonographs

John Street  
 Lowell, Mass.

## THE GLAMOROUS YEARS

# 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 in the history of the music-record business?

To Joe Higgins, Columbia's associate director of recording, the nod must go to the vaudeville era. Higgins, regarded as the dean of a.&r. men, says the business had more romance then. Pressures were not as great, and friendships meant more. A music man went backstage to discuss a tune with Nora Bayes, or Sophie Tucker, or John Steel—and there was none of the harrying relationships which characterize today's music business.

"Of course," Higgins went on, "the business was much less complex than today. A recording man dealt with 12 or 14 publishers, and a publisher generally d'd not work on more than four or six songs in a year. Some," he continued, "felt perfectly satisfied to ride with one ballad and one novelty every six months. Today a publisher may have as many as 35 records, and he doesn't even remember half of them. In fact, he doesn't even know when some will be released.

"Songs were better too," he reminisced, and added, "What's going to happen to the modern songs in 20 years?"

### Early Background

Higgins, who to this day is a steady devotee of Lindy's and the Broadway scene, was born in Minoka, Pa., where Russ Morgan's father was foreman of a mine. Higgins' father was also a miner. "I decided there was an easier way to make a living, and came to New York." Since 1911, Higgins has been in the record business, primarily in a.&r. He came to Columbia in 1932 after 20 years with RCA Victor.

"I was a kid in the record room when Caruso recorded—and Scotti, John McCormick and Geraldine Farrar," Higgins recalled. Big pop artists in those days were Ada Jones, the Revelers, Billy Murray, Harry McClaskey and Henry Burr.

The latter two names, Higgins said, were the same artist. "You could record for different labels in those days—the only stipulation being that you could not use the same name.

### Early Hits

"It's surprising how good some of those early records sounded," Higgins continued. In the days of the acoustical recording system, you needed more horns to pick up the instruments, and you also used separate horns for the singers. A big pop hit in 1915-'16, like White-man's "Parade of the Wooden Soldiers," sold over 700,000, and in 1928 Gene Austin's "My Blue Heaven" sold over a million. But after the crash of 1929 the bottom really dropped out of the business, Higgins recalled, and radio in the early 1930's hindered rather than helped. By the middle '30's, however, the bands were coming along, "and we had a lot of famous ones on Brunswick."

The label, whose latter-day catalog was inherited by Columbia Records, had a roster of band artists including Glenn Miller (who



JOE HIGGINS, associate director of recordings, Columbia Records.

Higgins signed up in Dave's Blue Room one evening), Sammy Kaye, Harry James, Hal Kemp, Kay Kyser, Artie Shaw, Eddy Duchin, Benny Goodman and others. "We began to augment the bands by using more strings," said Higgins, who during this period of his career recorded all these greats.

### Big Band Era

For the songpluggers, Higgins recalls, the band era was a rough one. The music business had not yet reached the frantic pace of today, but there were aggravations. Song pluggers and publishers waited hours on end in order to talk to a band leader. And payola, Higgins points out, was very much a problem—as it was even in the days of vaudeville.

Columbia, Higgins remarked, came along by leaps and bounds in the pop field in the latter 1930's with such disks as Duchin's "Old Man Mose"; Orrin Tucker's "Oh, Johnny, Oh," etc.

The a.&r. function, to Higgins' way of thinking, requires not only talent but humility. It calls for understanding in the broad area of human relations. It is also a reducer of the ego, for no man can say "That's a hit!" Higgins pointed out. On the other hand, an a.&r. man's success cannot be attributed to luck, he noted.

### Looking Ahead

The disk business, Higgins prognosticates, will continue at a peak, but will likely become more diversified. A.&r., he feels, will always be the heart of the business. The search for good song material and the importance of the publisher and writer segments of the over-all music business, Higgins believes, must always be vital considerations to the record executive. "Generally, it does not make sense to plug a bad song—for the people won't accept it," he added.

Respect for song material and for publishers is very much a part of Higgins, and this is reflected in the knowing remark of a trader that "Joe can talk to a publisher like no one else can." The pioneer publishers were essentially kind and just men, Higgins states.

Joe and Sadie (Mrs. Higgins) have been married 45 years. They live in Whitestone. Nobody has asked the question—but it is understood that Mrs. Higgins has just about given up on expecting Uncle Joe to forsake his usual music business haunts. The Brill Building, the recording studio—are forever.

## BACKGROUNDS

# Bios of Col Dist. Execs

- Versatility a hallmark of 8 area managers
- Varied experience is distinct asset to them

To gain some notion of the versatility and solid backgrounding Columbia district managers bring to their jobs, let's take a look at them:

### Paul Graham Peppin Western Division

Paul came to Columbia back in 1939; or rather, Columbia came to Paul that year for Paul had served Brunswick Records since 1926 and was retained by their successor, American Records and, happily for us, by Columbia. Before that long association, Paul spent five years in the heart of the music business—the retail stores. In addition, Paul calls upon the skillful promotional hand of Gene Block in shaping the future of the important Western district. Gene, with the company but a short time, has considerable disk jockey background, having written, produced and programmed shows for several years.

### Frederick Wilmot, District 1

Fred brought a terrifically varied sales background to Columbia when he joined in 1953. Two years as sales representative for the Kendall Oil Company; two years with Continental Airlines, and a year with the purchasing and expediting department of the Sandia Corporation.

### Arnold Klein, District 2

Arnold, whose district includes New York, Newark and Philadelphia, left an important position as consultant buyer in men's apparel division of the Hecht Company to join the Zamoiski Company and indulge an old, old passion for records. Eleven years and a sales managership later, Arnold joined us to cover our New England district.

### Thomas Cade, District 7

Tom, who has been a teacher in public schools and a salesman of rare aggressiveness, brought his flexible talents to Columbia in 1946. His high regard for outdoor cooking makes his Southwestern territory an even happier wedding of man and job!

### Kenneth D. Glancy, District 4

Ken covers the important Midwest market with all the savvy and industry accumulated in his years in the retail record business before joining Columbia in 1953. Ker's hobbies are electronics and records, leaving few hours in his day away from business.

### Eugene Weiss, District 3

Gene came to our team in 1954 after serving as sales manager for WTVU-TV in Scranton, Pa. Before that he was saturated in all phases of Capitol Records, where he served eight years in sales, some of that time as national sales promotion manager, Country Division.

### Warner Nicholas Pagliara District 6

"Pug" started in the record business as a stock clerk for Decca in 1940. Starting as a salesman for Capitol after his Army hitch, he became branch manager in three successive districts. He brings sales experience in these three major areas of the country to his supervision of the southeast territory.

### James Turnbull, District 5

Jim is a rather recent member of the team, but attacks his performance on this market with the vigor and know-how his varied background supplies.

# Salesmen Help Put Ideas Into Action

By WILLIAM P. GALLAGHER  
Field Sales Manager

Much of the worth of Columbia Records ideas, product and enterprise would be lost if the man dealers know by first name were less than the sales specialist he is. The Columbia Records salesman is Columbia Records at the point toward which all our activities and energies are directed—the dealer's store. Upon this man's shoulders falls the main burden of translating our product, plans and programs into dealer action. It is his responsibility to see that dealer action realizes dealer profits.

In hundreds of stores across the country, the Columbia Records salesman is keeping an intelligent eye on inventory, introducing new merchandise and recommending replacement of items needed for an up-to-the-minute balanced stock. Tho his primary function is to help the dealer make the most of Columbia catalog, his all-round resourcefulness frequently helps solve more general problems. His training and development have shown him the link between the dealer's success and his own. His zeal for



BILL GALLAGHER, field sales manager, has been with Columbia Records five years, during which time he has held district responsibilities in four different areas. Gallagher has supervised 21 of the company's 37 distributors as district manager. He came to the New York office in April, 1955, as sales training director and six months later achieved his present post.

your future is guaranteed by his own proper ambition for growth.

Back of these salesmen and accountable for their training and information are the 37 Columbia Records distributors. At the helm of each of these organizations, a distributor executive steers a course charted for service. Here is another specialist whose fortunes are welded to those of the dealers. His success depends completely upon his ability to deliver the goods with the promptness and dependability dealers require.

Within every distributor organization the man who lends energy and direction to the task of completely servicing the dealer is the distributor sales manager. Along with his sales team, he is closest to the "crucial counter." His intimate knowledge of specific dealer problems equips him best to ignite the kind of promotion fires that warm a dealer's heart—consumer demand. He develops and administers numerous Columbia incentive projects to constantly reward his salesmen's fate to those of the dealers they call on.

As field sales manager of the Columbia Records sales corps, it is my job to co-ordinate and direct the activities of our distributors. I participate in the planning and development of product and programs thereof, but it is when the Columbia product is ready for market that my principal dealer obligation begins. From factory to distributor, distributor to dealer, dealer to consumer, I must change the words to deeds. My work is planting programs and reaping profits for everyone in this chain of product flow.

### District Managers

I have the talents and abilities of nine highly trained district managers to put "go" into this machine. Each of these seasoned veterans of the record industry personally carries the Columbia philosophy to his geographically assigned distributors. Each advises his distributors on internal procedures basic to the achievement of the most efficient dealer service. Each seeks to implement and assist the distributor sales managers in keeping salesmen informed, product-rich and generally helpful to dealers.

All of us—executive sales team, district managers, distributors and distributor sales managers—rely on the Columbia record salesman. He's the guy with a first name who keeps our name first on consumers' purchase pads.

# Col.'s Big And Happy

The Columbia distributor organization is a vast network, but despite its size a family relationship exists. This is apparent in the following listing, which mentions the length of service credited to many of the distributors. The listing is by no means the entire distributor set-up.

### Columbia Distributor Since 1938— (18 Years)

Roskin Brothers, Inc., Albany, N. Y.

Woodson & Bozeman, Inc., Memphis.

Jos. M. Zamoiski Co., Baltimore.

### Columbia Distributor Since 1939— (17 Years)

H. R. Basford Co., San Francisco.

Onondaga Supply Co., Syracuse.

Sampson Company, Chicago.

Southern Bearings & Parts Co., Inc., Charlotte, N. C.

Times - Columbia Distributors, Inc., New York.

B. K. Sweeney Co., Denver.

### Ray Thomas Co., Los Angeles.

### Columbia Distributor Since 1946— (10 Years)

Columbia Electric & Mfg. Co., Spokane, Wash.

### Columbia Distributor Since 1947— (9 Years)

Buhl Sons Company, Detroit.

Distributors, Inc., Jacksonville, Fla.

Honolulu Paper Co., Ltd., Honolulu, T. H.

Sutcliffe Co., Louisville.

### Columbia Distributor Since 1948— (8 Years)

Allied Appliance Co., Boston.

Interstate Electric Co., New Orleans.

### Columbia Distributor Since 1949— (7 Years)

Love Electric Co., Seattle, Wash.

### Columbia Distributor Since 1950— (6 Years)

Danforth Corp., Pittsburgh.

Morley-Murphy Co., Inc., Milwaukee.

Philco Wholesalers, Inc., Portland, Me.

### Columbia Distributor Since 1951— (5 Years)

Times - Columbia Distributors, Inc., Newark, N. J.

# HAIL COLUMBIA

A GEM OF A RECORD COMPANY

*Windy*



*Guy*



*Joan*



<p><b>I DON'T WANT TO KNOW</b></p> <hr/> <p><b>A STROLL IN THE PARK</b></p> <p>40728 • 4-40728</p>	<p><b>FINDERS KEEPERS LOSERS WEEPERS</b></p> <hr/> <p><b>I'D LIKE TO SAY A FEW WORDS ABOUT TEXAS</b></p> <p>40724 • 4-40724</p>	<p><b>WHAT CAN A TEEN-HEART DO</b></p> <hr/> <p><b>GOODBYE LOLLIPOPS HELLO LIPSTICK</b></p> <p>40709 • 4-40709</p>
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*Thanks for Everything*

GAC

**PREFERRED REPRESENTATIVES, INCORPORATED**  
 EDWARD JOY  
 President  
 1619 BROADWAY  
 N. Y. C., N. Y.

**COLUMBIA'S SENSATIONAL  
NEW ARTIST**



**JOHNNY HORTON**

**"THE HONKY TONK MAN"**

(Columbia 21504)

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

Featured regularly on the  
**KWKH Louisiana Hayride**

**COLUMBIA RECORDS**

Under Exclusive Management

**TILLMAN FRANKS**

c/o HORACE LOGAN

STA. KWKH

SHREVEPORT, LA.

Phone 28711

**Columbia Singles Sales**

• Continued from page 20

lagger, 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.

Miller is particularly appreciative of the opportunity this affords him to answer individual distributor queries about his recording philosophy. For example, he points out that the question he has been asked most over the past year is: "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 and Linke believe these in-person explanations tend to 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 record shouldn't be released. However, to date, no one has taken him up on the offer.

**No Pre-Judgment**

Both Miller and Linke frown on the practice of "pre-judging" a release before it has been exposed to the public. Consequently, with the exception of specific movie, legit or TV agreements, Columbia's promotional push, say the execs, is practically always evenly divided between both sides of a new release until public reaction proves otherwise. A good case in point is the Four Lads' current two-sided best 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 claims, which can make a disk a hit in one area, even if it isn't going nationally. Miller backs up this claim with some dramatic illustrations. The Peter Lind Hayes-Mary Healey disk "Remembering," he notes, chalked 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 Pitts-

**Future Sound**

• Continued from page 21

that showed a window display, in-store aids and the mailing stuffer 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-in with . . ." he seemed to be complaining.

Dealer B did all that A had done and then got into gear. Albums were featured in luggage shop, hotel, candy store, haberdashery, exclusive women's store, and department store windows. Going our suggestion of travel agency joint ventures one better, this enterprising dealer had cards inserted in a famous French restaurant reminding diners that with his album, they could order their meals properly . . . in French! 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 put our kiosks up (they were colorful and eye-catching) . . . and nothing more.

Harking back to dealer B, the outcome of the contest is clearly secondary to this man. 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 valuable stroke of goodwill. He made friends for himself and his business with the merchants with whom he worked his tie-in promotions.

Your future is sound . . . but listen carefully and look sharp!

burgh, where the local distributors had really pushed the platter.

The initial sales start made by Vic Damone's "sleeper" disk "On the Street Where You Live," was sparked by Columbia's Los Angeles distributor, who was responsible for 30,000 of the first 50,000 sales on the record and Mindy Carson's waxing of "Memories Are Made of This" pulled 60,000 sales in Philadelphia (where a big push was concentrated behind the disk) out of a national sales total of 150,000.

Miller has plenty of enthusiasm himself, according to Linke, who describes him as "One of the best salesmen we have in the record industry today. His willingness to co-ordinate is exceeded only by his vitality." Linke was especially impressed with Miller's sales appeal recently. The national cancer drive committee was given a list of top Columbia artists to choose from for a cross-country fund-raising trip, and they sent it back with Miller's name marked as first choice.

Columbia's "co-ordinated specialization" program in the pop singles field has been so successful that several other labels have adopted the idea during the past year. Meanwhile, Columbia decided to extend its concentration drive to cover country and western singles last month, and Bob Burrell was hired for the newly created post of c.&w. promotion man, reporting to Linke.

Summing up Columbia's approach to the singles sales market, Linke opines it's comparable to being in the "perishable" fruit and vegetable business. If they (pop singles) don't go today, nobody wants them tomorrow."



George Avakian, a.&c. 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 national magazines as Esquire, Pic and Mademoiselle. He has carried thru many recording projects since his first - the Hot Jazz Classics - released in 1941.

**Self-Service**

• Continued from page 38

glass topped counter and storage unit, a modular listening booth, storage units with sliding doors, and lo-boy display units for package goods.

All fixtures 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 Holley Associates to design a special "Buy of the Month" fixture enabling dealers to display 24 12-inch albums in pilfer proof acetate sheets bound in a ring binder. Unit comes equipped with its own light fixture, "Buy of the Month" signs and is available with or without legs.

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

Columbia Records'  
Brightest New C & W Star

**ROY DRUSKY**

has another winner in

**"I'LL MAKE AMENDS"**

(Billboard says: ". . . nice traditional country feeling.")

and

**"THREE BLIND MICE"**

Columbia #21537

Still going strong:

**"I JUST CAN'T HELP MY  
LOVIN' YOU"**

b/w "SO IN LOVE AGAIN"

Columbia #21516

Current engagement:

**OCEAN PARK CASINO,  
DAYTONA BEACH, FLA.**

Personal management:

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**LOOK FOR BIG THINGS**

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CURRENTLY

**WALK FAST**

**IF I FORGET YOU**

COLUMBIA 40490



Columbia  
Records

Personal Management:

**KAL ROSS**  
Ray Bloch Associates

Direction:

**G A C**

# THE **FOUR** **LADS**

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

• Continued from page 34

sold as "impulse purchases" is thru the means of a rack or similar display unit.

### Promotional Value

When the dealer reaches the conclusion to extend his operation into the "limited line" field, he must be prepared for several assumptions. The rack operation which he has moved in a shopping center, or several shopping centers, is really a promotional opportunity and it also protects his interest. The record display unit should actually be likened to a "giant sampler" to whet appetites and it also serves the purpose of protecting his own business interests in the community. It may come as a surprise to many dealers that the profit from a single rack is much lower than expected. The average rack yield is between \$50 and \$75 per week gross, and the expense for adequate servicing of this rack cuts the profit to a slimmer figure than he might have hoped for. Profit, therefore, must be a secondary motive. The promotional tonic to the store stands out as the most important and far-reaching benefit.

Tests and surveys indicate that most rack sales are "impulse purchases." That means the customer decides to buy, virtually when the product collides with him. To us that means two things: One, a number of customers will be created whose growing interest and appetite, unsatisfied by the few selections on the racks, will send him into a full-line store—even at greater inconvenience, and, two, a constant reminder to the regular customer of the vast variety of listening joys available only in his record dealer's store.

The skeptical dealer might then ask, "If the profit is so small, how does the rack jobber survive on a

record operation?" The answer to this is simple. Rack jobbing is a full-time job and is based on a large volume over an extremely large geographic area. Rack jobbing of a record product is tied to a service operation in which other products are serviced at the same time. There may be hundreds of accounts serviced across a three-State area and there is generally very little concentration, if any, in a single community. The promotional value of the rack, however, does not diminish—whether the dealer or the rack jobber services the rack. The same limitations of stock and demands on selectivity are important in either case and sales per rack still remain small with a resulting small gross per rack altho the total volume gross from many accounts is quite profitable.

In spite of the demands of time and money, Columbia encourages today's record dealer to extend his operation by means of rack displays within the limits of his ability to render rack service. However, he must be motivated by promotional effort rather than profit. A return to the facts will re-affirm our optimism that racks are "giant samplers" and provide exposure of the product which is constantly needed by the record industry to continue the industry's growth. To cope with this growth, the dealer may not be able to afford encroachments on his time and energy that are needed for the proper maintenance of the prime and most important source of records — the dealer's store.



Paul Weston, Columbia's West Coast musical director, joined the company in 1950. Among his best known packages have been "Mood Music," "Caribbean Cruise," "Sound Stage" and others. Weston married Columbia artist Jo Stafford in 1952.

## Estes Park Chatter

Al Fishman, Buhl Sons Company, Detroit, took first prize in Columbia's "Paris in the Spring" contest and won a trip to Paris. He'll be squired around abroad by advertising and sales promotion manager Art Schwartz. . . . Paul Pepin, dean of all Columbia district sales managers with 35 years of service, was awarded a Le Coulter watch 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 progress by a small distributor, while the Ray Thomas Company, Los Angeles, dittoed in the large distributor market. . . . Jimmy Fuscaldo, Love Electric Company, Portland, Ore., picked up \$50 for his winning hi-fi slogan. . . . Frank Jones, Norton Anderson, Eddie Latham and Bob Pampe, all of Addison Industries, Toronto, were on hand for the convention.

Peter Munves, Masterworks Merchandise manager, became the father of a son during the convention. Wife Annette presented him with Christy, eight pounds, at Mount Sinai Hospital, New York, Thursday (18). . . . Bob Stillman, Standard Supply Company, Salt Lake City, won the firm's Banker's Special contest. . . . Hal and Ruth Cook were gifted with a trip to Norway this winter to enjoy the winter sports there.

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, hosted the Messrs. Faggen and Golompo, 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, on hand with his mammoth staff from Times-Columbia, New York. Latter branch won top honors as the most consistent distributor.



Anchors  
Aweigh!

You're off to a career  
with a future . . . a  
Navy career! Become  
a seagoing specialist.

NAVY

## No Pushbutton Future

• Continued from page 34

ing method now provides a wrap in seconds.

### Operation Quicksilver

This was both a dealer aid and consumer program rolled into one. Three phases helped the dealer with his most acute problems: 1) Inventory devaluation because of price decreases (an adjustment plan was given to dealers to offset this). 2) Special orders and slow turnover problems (Columbia's Custom Service enabled dealers to minimize lost sales due to an out-of-stock condition on slower moving merchandise). 3) Demonstration problems (a basic demonstration library plus a new release plan was arranged to help curb the losses thru demonstration. The fourth phase was a hard-hitting campaign behind new merchandise which saw two releases from the group, Oistrakh and Goodman, become industry best sellers.

### Buy of the Month

By dealer endorsement this has been called the consumer program of this, or almost any year. "Buy of the Month" gave dealers an opportunity to have a traffic puller that would give high turnover at full mark-up. Dealers were able to offer a bargain for a limited time without the stigma of a price cut. Dealer comments and resultant sales were beyond expectation from coast to coast.

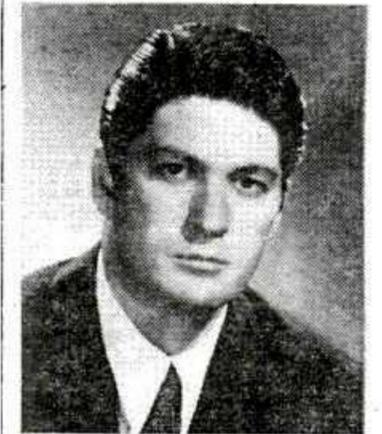
There were other additional programs that enabled dealers to get full mileage out of their promotional efforts—"Sale and a Half," "Having Wonderful Time," "Fabulous Fifty," "Paris in the Spring," "Educational Aids," all sound and equally impressive merchandising concepts planned for one result, more volume and profit. And for fall, 1956, Columbia will launch another massive promotional plan that will continue the stride to more volume and more profit.

Just as it is a manufacturer's function to provide workable tools for stimulation and exploitation of its product, it is the same respon-

sibility 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 economy, increased phonograph ownership, increased leisure time, and increased teen-age population—it is predicted that the record business will almost double in five years and triple in ten. All dealers can share in this great bonanza—that 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 was actually a prophecy for the record business.



David Oppenheim, Music Director for the Masterworks Division, came to Columbia in August, 1950, after extensive experience in recording studios as a musician under well-known conductors. A graduate of the Eastman School of Music, he has occupied the first clarinet desk in noted symphony orchestras.



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THE BILLBOARD

delivers because The Billboard is a  
member of the Audit Bureau of  
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4 Weeks a Columbia  
... Best Seller

**Lefty Frizzell**

**'THE WALTZ OF  
THE ANGELS'**

and

**Just Can't Live That Fast**

**"Any More"**

Personal Management  
**STEVE STEBBINS**

4527 Sunset Blvd., Hollywood, California

**It's Great to be  
on the Team!**

**JERRY  
VALE**

Latest Columbia Release  
Heading for the top

**"YOU DON'T  
KNOW ME"**

Col. 40710



Personal Mgt.  
**Paul Insetta**

En 2-4822

**Eden Rodgers**

**"Miracle of Love"**

# *The Columbia Records Distributing Organization*

*salutes*

# COLUMBIA RECORDS INC.

*in appreciation of*

## THE MOST VALUABLE FRANCHISE IN THE RECORD INDUSTRY

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Boston, Massachusetts  
Ted Rosenberg, Sales Mgr.

### H. R. BASFORD COMPANY

235 15th Street  
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### BUHL SONS COMPANY

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Lowell Worley, Sales Mgr.

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### COLUMBIA MIDWEST, A DIV. OF HEILICHER BROS., INC.

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Gene Patch, Sales Mgr.

### COLUMBIA RECORD DIST., INC.

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Kansas City, Mo.  
Harry Miller, Sales Mgr.

### COLUMBIA RECORD DIST., INC.

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Philadelphia 22, Pa.  
Joe Lyons, Sales Mgr.

### COLUMBIA RECORD DIST., INC.

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Bob Earl, Sales Mgr.

### BENJ. T. CRUMP CO., INC.

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Jim Winston, Sales Mgr.

### DISTRIBUTORS, INC.

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Atlanta, Ga.  
Jack Newsom, Sales Mgr.

### DISTRIBUTORS, INC.

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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

113 S. Mesa  
El Paso, Tex.  
Al Buchanan, Sales Mgr.

### MEDARIS COMPANY, INC.

1202 Dragon Street  
Dallas, Tex.  
Ben Baker, Sales Mgr.

### MIDWEST-TIMMERMAN COMPANY

513 E. Court Avenue  
Des Moines, Iowa  
Don Cooper, Sales Mgr.

### MILLER-JACKSON COMPANY

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Bill Hill, Sales Mgr.

### MORLEY-MURPHY COMPANY, INC.

5151 West State Street  
Milwaukee, Wis.  
William F. Farr, Sales Mgr.

### ONONDAGA SUPPLY COMPANY

344 West Genesee Street  
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Bill Gerber, Sales Mgr.

### PHILCO WHOLESALERS, INC.

919 Congress Street  
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### ROSKIN BROTHERS, INC.

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John Sullivan, Sales Mgr.

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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. Paca Street  
Baltimore, Md.  
Bernard Miller, Sales Mgr.

## NAMM Talks Hi-Fi Promotion

• Continued from page 17

in value to that of the unit being sold. Tying in with the record angle, Toney's final advice to dealers was to sell music, not equipment, when selling hi-fi.

### Three Basic Markets

R. H. G. Mathews, public relations director at the Magnavox Corporation, who led off the discussion, outlined the three basic hi-fi markets.

First, he said, is the hi-fi hobbyist who is never satisfied, wants to talk on the various engineering aspects of the equipment and is generally an unprofitable market for most dealers. He said this group accounts for only "about 5 per cent in dollar sales."

The second group consists of the small market for custom equipment to be built into walls and special installations, while the third is the mass market for good music reproduction. This is largely a replacement market, Mathews said, and the music record dealer is the ideal outlet for it.

J. W. "Bim" Farrow, sales manager of Stromberg-Carlson's Special Products Division, declared that music dealers should sell hi-fi because the public expects to find it in music stores; because it is obviously a growing business; because of the unusually good profit opportunities afforded thru better dealer deals, good discounts from distributors and the repeat sales from those who bought their hi-fi sets in the same store. Farrow also pointed up the importance of selecting solid lines with good price spreads and practical merchandising and promotion opportunities.

### Personnel Factor

Another speaker J. J. (Bill) Lee, divisional manager of Sherman Clay in San Francisco, averred that component selling requires specially trained personnel with advanced technical knowledge. This type of salesman comes with a high-price tag and in many cases can't pay his way because of the time involved in matching components for customers. Lee, seconding Farrow, advised dealers to select inventory carefully and to avoid spreading in too many directions. Dealers should promote and sell hard the lines they do carry, declared Lee.

Fielder Lutes, executive vice president of the Thearle Music Company, San Diego, provided a portrait of his own hi-fi sales operation. He said sales costs in the hi-fi department are only 2 per cent of sales, while the firm's net profit on equipment sales before taxes was 7.9 per cent during the past year. He said in the current operating year the firm has doubled advertising appropriations, 90 per cent of which will be expended in newspapers and 10 per cent in direct mail.

Lutes 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 Cortes Hotel. The firm does not handle component parts. Referring to price cutters, Lutes said, "a slight rocking of the boat by discounters is never a reason to jettison the cargo and go to easier lines."

### Typical Customer

Final speaker in the formal part of the session was John C. O'Rourke, radio, TV, records and piano section manager for Marshall Field's in Chicago. O'Rourke asserted that the typical customer is a woman, for whom sight and sound are both important. He said a woman's eye for the furnishing of a room must be catered to, with as wide as possible an assortment of colors and designs of hi-fi sets. "The broader the base, the higher the peak is a good rule for most retailers," he stated.

Following the formal talks, Moderator K. G. Gillespie, vice-president and general manager of

Jenkins Music Company, Kansas City, Mo., threw the session open to questions from the floor.

### Other Opinions

One dealer asked Toney if he meant that only record dealers could successfully sell hi-fi merchandise when he referred to the tie-in between records and phonos. Toney replied that this was not necessarily so but that the dealer with records to offer, he felt, had a great advantage in initiating a sale.

Another comment from the floor, made in answer to various references to the component business, indicated that for the dealer in question about 50 per cent of total volume was in component parts sales. He said he felt it was very much worth while, contrary to the original speaker's views, for dealers to handle components.

## Epic Unveils

• Continued from page 17

Teddy Reno; "Now Hear This," Band of the Royal Netherland Navy; "Dutch Treat," Pia Beck; "Trumpet With a Soul," Mel Davis; "Theater Organ in Hi-Fi," Leonard MacLain, and several other packages.

Distributors will receive an advertising allowance of 10 per cent. Program also includes dated billing for dealers, payable October, November and December.

Holtzman announced that with the package product releasing schedule all set, he will concentrate on a singles push. The singles releasing schedule will likely be doubled, he indicated.

## Dealer Aches and Pains

• Continued from page 16

cially priced disks represented only a small part of the volume.

Another subject touched on was the possibility of joint buying by a number of localized dealers direct from the manufacturer. By-passing distributors of indie labels in this way, it was stated, could bring each dealer the benefit of a quantity discount, which would enable him to compete on a more equal plane with the price-cutters.

### Price Favoritism

This led into a general discussion of the price situation, with particular reference to alleged price favoritism practiced with certain dealers by various distributors. One Boston dealer frankly stated that he knew of several instances of this in his city. He said that in at least one case, dealers instituted suits against offending distributors under the terms of the Robinson-Patman Act and that in each case settlements were reached before the cases came to court.

On the same subject, another dealer again referred to "Mr. Goody" in reference to Goody's selling to dealers at the standard distributor price of 38 per cent off list. "Record companies and distributors are both favoring Goody," was the comment.

Extra discounts and guarantees to rack jobbers also were discussed at length. Ferguson said that he had been advised by the Federal Trade Commission that the matter of unfair price discrimination on the part of distributors dealing with rack jobbers was already under investigation by the Department of Justice (see story in last week's issue of The Billboard).

### Van Duzen Plea

Indicating that the NAMM Record Panel could go on discussing the many dealer problems all night without achieving any lasting results, Van Duzen made a strong plea that NAMM take steps to make itself an effective force in dealing with all elements of the record industry. He pointed out

## Walco Bonus Plan

• Continued from page 17

for \$50 on a no-cash, credit basis. Walco credits a percentage of their needle sales as payment until units are paid off. As an alternative, dealers may purchase the microscope outright for \$25.

Walco, which expects to supply about 3,000 dealers with the units (said to sell for \$100 here) has them made up in Germany. Walco needle clinics are currently conducted by dozens of key dealers across the country, including J. L. Hudson, Detroit; Music City, Hollywood; Sherman Clay, San Francisco; Sam Goody, New York, and R. H. Macy.

### Super Bonus

Walco proxy Robert G. Walcutt contends that "accessories move in proportion to the amount of 'spiff' (e.g., bonus-incentive plans) extended by the manufacturer." In line with this, Walco is currently offering dealers a special "super bonus" book plan on all Walco products—needles; Stati-Clean, an anti-static record spray; Discovers, plastic record sleeves; a balanced sound kit; Disclean, a record brush, and Discloth.

Dealers ordinarily receive a 10-cent bonus stamp on each sale they make on a Walco product, and Walco sends them \$1 for every book they fill with 12 of the 10-cent stamps. Under the new super-bonus plan, dealers will receive an extra 25 per cent on a package-book deal. The equivalent of \$16 in separate bonus stamp books will bring them \$20 under the new super-bonus plan.

## Col. Kicks Off Fall Sales Drive

• Continued from page 17

terms. Latter fixture may be used on the counter and as a floor unit, and consists of 12 clear-view acetate sheets with a capacity of 24 12-inch LP's in a pilfer-proof three-ring binder. Allocation of the "Buy of the Month" browser has already been made to distributors.

Continuing its second annual New Year in Records, characterized by a figure tagged Johnny Bellringer, Columbia once again will have all of its August merchandise available at the time of dealer introduction. Dealers attending meetings thruout the country next week will be able to place their orders immediately from stock in the hands of distributors now.

A total of 6 classical packages, 10 pop albums, 5 "House Party" albums and three children's sets are included in the firm's August release. Classical material includes wax by David Oistrakh, Robert Casadesu with the New York Philharmonic Symphony Orchestra, Igor Stravinsky conducting the Cleveland Orchestra in the complete ballet, "The Fairy's Kiss"; Dimitri Mitropoulos, conducting Prokofiev's "Lt. Kije Suite", Eugene Ormandy conducting the Philadelphia Orchestra in "Afternoon of a Faun" and a \$17.98 set by E. Power Biggs performing organ works of Mozart in "A Mozart Organ Tour."

### August Pop Albums

Pop albums in the August release include packages by Wild Bill Davison, Frances Bergen in her first LP, Buddy Cole, Dave Brubeck, Buck Clayton, Erroll Garner, Johnny Mathias, Don Cherry, and two sets titled "Songs in French for Children" and "The Adventures of Oliver Twist and Fagin."

In addition, August "Buy of the Month" selections are "Solo Moods" by Paul Weston and "Madame Butterfly" by Andre Kostelantz.

September masterworks include material by Bruno Walter conducting the "Mozart Requiem Mass," Rudolf Serkin performing two Mozart works with the Columbia Symphony Orchestra, Zino Francescatti, Eugene Ormandy conducting the New World Symphony, Richard Tucker, and "Pleasures of Paris," the complete Gaité Parisienne by Ormandy and the Philadelphia Orchestra.

Pop album material for September includes releases by Art Van Damme, Villegas, Andre Kostelanetz, Boyd Raeburn, the Norman Luboff Choir, Sammy Kaye, Jay and Kai, "Country Spectacular" with an all-star roster of talent, and Liberace. "Buy of the Month" selections for September are by the Four Lads in "On the Sunny Side," and Isaac Stern with the Philadelphia Symphony in "Symphonie Espagnole."

Children's releases will draw heavily on material from television, latter including "The Adventures of Rin Tin Tin," and sets by Captain Kangaroo. Other releases from the firm's "Music Is Living Series" and its recently introduced audio-visual "Record a View" will be highlighted.

A 12-inch LP detailing the sound future of the record business will be given to all dealers attending meetings in their areas. Album was produced in conjunction with CBS and features the voices of Walter Cronkite, Douglas Edwards and other commentators,

helped, while still others use a variety of direct mail efforts.

Pilferage, reportedly, is one of the biggest headaches facing dealers. The problem is being dealt with by methods ranging from posting a detective in the store, to checking shopping bags, to posting reward signs for information leading to the trapping of a thief.

in addition to messages from Columbia President Goddard Lieberman and Vice-President Hal Cook. Slide films showing album covers, interspersed with excerpts from all albums, will be shown at the dealer meetings.

The growing importance of high fidelity has cued further development of Columbia's efforts, with the firm embarking on a huge advertising and promotional campaign titled "Guaranteed High Fidelity." Columbia will guarantee the quality of its recordings on an unreserved money-back guarantee.

Sales aids include window displays, counter cards, an alphabetical-numerical catalog, and continued emphasis of the exclusive Holley-Columbia Add-A-Rack self-service fixture line. An extensive advertising and promotion program will be made in communications media to kick off the firm's fall plan.

## Europe Going U.S.

• Continued from page 17

located in a busy railroad station, accepts orders from commuters in the morning, then has the package wrapped and ready when the buyer drops back during the evening rush. This same shop, like many others in the city, levies a charge for every half-hour use of its listening booths. If the customer buys something, this is applied against the purchase, however.

### Business Meets

In Italy, Marek produced the company's major opera recordings of the year. At the Rome Opera House, he taped "Traviata" with Leonard Warren, Rosanna Carteri and Cesare Valetti, and Pierre Monteaux conducting. Also "Rigoletto" with Roberta Peters, Jussi Bjoerling, Robert Merrill, Giorgio Tozzi, and Jonel Perlea conducting.

In Switzerland, Marek held confabs with Morris Rosengarten, artists and repertoire head for the Decca-London operation, and with Decca reps from Germany, to discuss future repertoire plans under the new Victor-Decca reciprocal arrangement.

It is considered likely, as a result of Marek's findings, that Victor will step up its jazz production here with an eye to the foreign market.

## Muzak Sued

• Continued from page 18

a period of more than 15 years of doing business with Muse-Art.

According to Max Ingber, president of Muse-Art, his firm's franchise with Muzak expires August 7, and even in advance of the expiration date, the radio outlet has been soliciting his locations with a view to taking them over via its indicated agreement with Muzak. Ingber said an injunction was filed against WCAU last week to force it to cease soliciting Muse-Art's accounts.

Ingber stated that in his opinion, "The Benton-Houghton plan for domination of this industry was carried out carefully by the acquisition of competition, by mergers and other practices such as life and death control of franchise holders thru intricate and exclusive contracts."

## Col. Kidisk Field

• Continued from page 18

Moore and the "Let's Take a Trip" TV cast.

Also slated for retail distribution is the "New Music for Living" series, produced by Krasno in conjunction with Silver-Burdette, educational publishers. There will be 60 disks in the series by the end of the year.

*America's Fastest Selling Records*



**the 20<sup>th</sup> IN A ROW!**



# BILL HALEY AND HIS COMETS

## TEEN-AGER'S MOTHER

(Are You Right?)

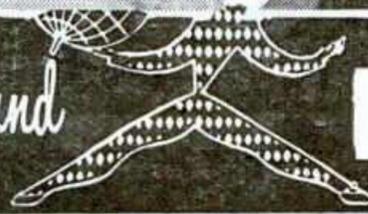
## RIP IT UP

Decca 30028  
9-30028

Scheduled appearance on NBC  
"Atlantic City Holiday" Spec-  
tacular—August 12



*A New World of Sound*



# DECCA records

# Disk Trade Steams Thru Summer Calm

All Hands on Deck; Good Quality, Many Gimmicks Signpost 1956 as Best Ever

• Continued from page 1

Fair Lady," Presley's latest release, "Hound Dog," has been out two weeks and at its current rate of sale, figures to hit 1,000,000 before this issue hits the stands. This means plenty of store traffic.

"My Fair Lady" and some of the single disks therefrom, the Presley and Harry Belafonte "Calypso" albums are all selling at a mid-winter clip.

Then July was the month that Victor shipped 250,000 copies of its Save-on-Records free bonus disk to dealers. Every SOR coupon book holder could come into a dealer's store and pick up his free LP, and, assuming that most of them did, that, too, created plenty of plus traffic.

There can be little doubt also as to the effectiveness of Mercury's 1-cent sale promotion. A glance at the Best Selling LP charts proves that this particular push during the past month has brought Mercury's line up to the sales level of some formidable competitors.

Aside from the consumer traffic builders, the upsurge in dealer effort across the country may be greatly attributed to the abundance of attractive "buys" dangled before the trade by the companies, and, in many cases, by local distributors.

Summer promotional efforts, at least on the new 1956 scale, are an innovation among the latter group. This year, however, and this was demonstrated vividly at the just-closed National Association of Music Merchants convention — every indie distrib is determined to get himself a piece of the package business, a business once the exclusive property of the major companies.

Angel Records, one package producer to institute a summer-fall plan with extra 10 per cent discount and deferred billing to dealers, reports that its rate of sale this July has been double that of last year, when it ran an almost identical push.

Dario Soria

Dario Soria, president of this predominantly classical label, notes that more than twice as many dealers took advantage of the deal this year, and that an especially good sign is the fact that every one of these dealers, in order to get in on it, had to be current in his account. Soria then points out that dealers on the whole are more solvent than ever.

Similar discount and deferred billing plans are current with Decca, London, Capitol (see separate story) and with many of the indies.

Epic also has its monthly bonus-purchase plan on selected repertoire. But where the individual companies have not come thru with special deals, many of the distributors have. It is assumed that such deals by distributors have been made possible by special deals from the companies to them, but some farsighted jobbers have worked them on their own.

Now, indications are that the traffic-building efforts are just gaining momentum. Last week at the NAMM show, a flock of new bargain "samplers" or "demonstration" disks were unveiled. With Mercury's new \$1.29 sampler and Columbia's \$1.49 disk already on the stands for about two weeks, new samplers at \$1.49 and \$1.98 have been announced by London, Montilla, Kapp, Seeco and Riverside (two), which should help keep things hopping in August and September.

RCA Victor is just getting started with its sales push on 45 r.p.m. players and is preparing to launch its annual "Best Buy" campaign in the near future.

The companies have, in effect, served notice that they are determined from here on out to eliminate not just the summer slump, but all so-called "off-season" slumps.

## Angel Skeds 50

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release date of a new version of Beethoven's Symphony No. 6 under his direction.

Other disks will mark the appearances here of Elizabeth Schwarzkopf with the San Francisco Opera Company and in a concert tour, and the American debut of Lovro von Matacic with the same opera company. Angel's operetta star, Nicolai Gedda, is due here for a concert tour early next year.

Highlights of Angel's September release will be "Callas Sings Lucia," featuring the best-selling soprano Maria Callas; a complete "La Traviata" with di Stefano and Gobbi; Beethoven's "Eroica" Symphony with the Philharmonia Orchestra under Klemperer; a new collection by the Scots Guard Band, whose first album has been the label's top seller, and two Beethoven violin sonatas played by David Oistrakh. There will be 21 sets on the September release.

Highlights in October and November will include the Orff opera, "Die Kluge," in its first recording; a complete Handel's "Solomon" — also a first, under Sir Thomas Beecham; the first releases on the label by Jose Iturbi, and a complete version of Verdi's "Falstaff" under Von Karajan and featuring such names as Schwazkopf, Gobbi, Alba and Barbieri. For the holiday trade there will be a new set by the Obernkirchen Children's Choir — another of the label's top selling acts.

According to Soria, Angel has eliminated 45 r.p.m. pressings from the line.

A visitor to Angel's New York headquarters last week was Bill Morris, head of Electric and Musical Industries in Brazil. Morris was en route to Brazil following confabs with the company's main office in England.

## \$600 Mil. Industry

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indicates that "eight out of 10 families will own phonographs in 1966, and that most of these will be new speed machines.

"Half of the nation's families will purchase records at least once a year," he continued. "Contrast this with 1956, when only five out of 10 families owned a phonograph, and only two of these families bought records at least once a year." Earl further pointed to an estimated rise in disposable income of \$383 billion compared with the present figure of \$225 billion, increased leisure time and a shorter work week for American families, and greater benefits in our daily living made possible thru scientific progress.

Referring to the Columbia Record Club, sales exec Hal Cook declared that "Columbia has paid out more than \$300,000 to dealers and distributors since the start of the club." Cook and other execs showed the audience a series of reports which explained just how the club has broadened the base of the industry and helped dealers to win new customers as well as gain additional sales from existing spasmodic purchasers.

## Audio Book

• Continued from page 17

time standards and great classics. Company will continue with the release of great literature on wax, with two immediate projects scheduled for early release. Latter are: "The Writings of Ralph Waldo Emerson," narrated by Lew Ayers, and "Dr. Jekyll and Mr. Hyde," narrated by Gene Lockhart. New children's talking books include: "A Child's Garden of Verses," "The Wizard of Oz," "Gulliver's Travels,"

## Crowell-Collier Company Buys

• Continued from page 16

include an immediate entry into the field of pre-recorded binaural tapes. This had been mapped under the old owners, and now, on schedule, 12 tapes will be released this week — an unprecedented number of binaurals. Thereafter, six new tapes will be issued each month. The first flight will include a complete "La Boheme," Beethoven's Ninth Symphony, some jazz, etc.

Actually, Crowell-Collier gets clear-cut rights to the mail operations in the States only. In Canada, the Josefowitzs will continue to run their own clubs, but will lease the masters from C-C and pay royalties. In Europe, the Josefowitz family doesn't actually run its own clubs, but owns stock in some of the principal Continental club operations — on a different basis in almost every country. These set-ups are not affected by the ownership switch here. C-C owns the masters in the U.S. and Canada only.

Samuel and David Josefowitz told The Billboard that they will continue to be connected with the Crowell disk management, headed by General Manager William H. Fowler, in an advisory capacity regarding matters of promotion and repertoire. "They are wonderful people," said Sam Josefowitz, "and we look forward to it."

It is expected that C-C, thru its major-circulation magazines, and its recently acquired chain of radio and TV stations across the country, will be in a position to exploit disks on an unprecedented scale. This reportedly will apply to the retail as well as to the mail-order end of the business. (Last week, the outfit acquired KFWB in Los Angeles.)

According to Bill Fowler, who, prior to his C-C affiliation was vice-president of Capitol Records, this deal will not put an end to other negotiations for disk material in which he and his colleagues have been engaged. Several additional disk clubs are being planned

## New DJ Plan

• Continued from page 16

to subscribe to Mercury's long-hair LP service.

Stations may sign up for one or all seven services, and the agreement may be canceled by either party on 30 days' notice, with Mercury pledged to give the broadcasters a refund on any unused portion of the subscription year.

Stations will receive a minimum of 180 pop singles a year for \$60; 50 rhythm and blues singles for \$18; 50 country and western singles for \$18; 18 Childcraft and Playcraft singles for \$6. Pop, c.&w. and r.&b. singles, issued on 45 only, will be sent forward as they are released, while LP's and kiddie disks will arrive once a month. Mercury's LP subscription prices are as follows: a minimum of 30 classical LP's, \$22 per year; 30 EmArcy jazz packages, \$22; 48 pop LP's, \$30.

## Capitol Features

• Continued from page 16

Company is offering the d.j. kit free to disk jockeys thruout the country. In addition, a wide variety of merchandising displays are being made available to dealers, including special "King and I" and "High Society" theater tie-in displays. To hypo its fall program and enable Capitol salesmen an opportunity to prepare for its new merchandise, no new single releases other than two special rush records have been issued by Capitol in its last two releases.

"Rip Van Winkle," "King of the Golden River" and "Great Stone Face."

by Fowler in addition to those purchased last week.

The Josefowitz brothers, who will now concentrate on their interests in the chemical and pharmaceutical field, denied that any part of the C-C payment was to be made in advertising space or time in the C-C media.

Concert Hall was originated in May, 1946, as the first mail-order disk club — at that time with a "limited editions" gimmick. As such, it pioneered vinylite 78 r.p.m. high quality pressing. Five years ago it went after the mass market with the lower-priced Musical Masterpieces. Subsequently the outfit launched the first jazz club and the first opera club. It also engineered the first mail-order clubs in Europe, where clubs currently account for about 25 per cent of the total disk dollar volume.

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OF THE  
HOUSE**



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THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide

## • Best Selling Pop Albums

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

1. MY FAIR LADY—Original Cast.....Columbia OL 5090
2. CALYPSO—Harry Belafonte.....RCA Victor LPM 1284
3. ELVIS PRESLEY.....RCA Victor LPM 1254
4. CAROUSEL—Sound Track.....Capitol 694
5. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
6. SONGS FOR SWINGIN' LOVERS—Frank Sinatra.Capitol W 653
7. THE KING AND I—Sound Track.....Capitol W 740
8. PICNIC—Sound Track.....Decca DL 8320
9. OKLAHOMA!—Sound Track.....Capitol SAO 595
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
12. THE PLATTERS.....Mercury MG 20146
14. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
15. BUBBLES IN THE WINE—Lawrence Welk....Coral CL 57038

## • Pop Albums Coming Up Strong

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

1. Say It With Music.....Lawrence Welk  
Coral CRL 57041
2. High Society.....Sound Track  
Capitol W 750
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 Played by Jockeys

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

1. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
2. MY FAIR LADY—Percy Faith.....Columbia CL 895
3. MY FAIR LADY—Original Cast.....Columbia OL 5090
4. COLE PORTER SONG BOOK—Ella Fitzgerald.....  
.....Verve MG-V-4001-2
5. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
6. EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
7. HIGH SOCIETY—Sound Track.....Capitol W 750
8. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
9. PASSPORT TO ROMANCE—Percy Faith.....Columbia CL 880
10. MY FAIR LADY—Sammy Kaye.....Columbia CL 885

## • Review Spotlight on...

### Classical Albums

**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 standpoints 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, and the lush Philadelphia sound glows in the Beethoven. Okay cover.

### Album Cover of the Week



**MA RAINEY: BLUES; Riverside RLP 12-108.** The general format and color of this set are being used for several issues in Riverside's Jazz Archive series, and as a group they can make an effective display for shops that push jazz. The Rainey cover, with its unforgettable photo-portrait and simple informative wordage, is a catcher by itself. Colors are olive green, orange, black and white.

## • Reviews and Ratings of New Albums

### Popular

**ROMANCE AND RHYTHM** ..... 85  
Four Great English Orchestras, Stanley Black, Frank Chacksfield, Robert Farnon, Ted Heath (1-12")  
LONDON MS 2 (Demonstration)  
This is a 12-inch sampler issued to promote sales on a total of 35 LP's which these English orks between them have in the London catalog. There are three numbers by each ork on this disk and each band of the even dozen has been lifted from a different album. It's a limited edition package and at the price of \$1.98, dealers should be successful in moving quotas easily.

**THE HARP IN HI-FI** ..... 80  
Bobby Maxwell at the Harp (1-12")  
Mercury 20138  
This disk is a top-notch dual demonstration job—first of the fascinating range of sounds of which the harp is capable, and second, of hi-fi dishing technique at its best. It's an extremely well-made record and Maxwell has the talent and virtuosity to make it live. Several of the numbers contain as many as 15 dubs in the composite which makes for a tremendous spread of sounds. Other harp LP's have been on the market for some time but this definitely rates among the best.

**THAT OLD FEELING** ..... 78  
Al Cohn Ork (1-12")  
Victor LPM 1207  
Tenor sax man Cohn hands an unusual polite-jazz treatment to 12 ballads, mostly standards, in this highly melodic mood music package. The instrumentals combine the conventional lushness of strings with the tasteful and inventive jazz solo work of Cohn and trumpeter Joe Newman. The results are both interesting and commercial and the album should pull more than its quota of jockey spins from both pop and jazz deejays. The cover, a new angle on the old boy-girl theme, is a big plus display-wise.

**TODAY'S HITS** ..... 78  
Kyle Kimbro, Reno Tondelli Ork (1-EP)  
RCA Camden CAE 333  
Latest program of top hits from the 79-cent label includes "You Don't Know Me," "Allegheny Moon," "Born to Be With You" and "Treasure of Love." The artist, who made his disk bow a few months ago on the Arnett label, gets top material for the first time and indicates that he can develop into a big star, once he lets loose a little. At any rate, this is one of the better Camden entries, and it should do business wherever bargain disks are sold.

**AND SO TO BED** ..... 77  
Michael Antoine and his Ork (1-12")  
(Continued on page 59)

### Classical

**BALLET FOR BEGINNERS (1-12)**—Regent Symphony Orchestra; Alfred Federer, Cond. Regent MG 6011 ..... 79  
Good packaging-titling idea brackets some of the most popular ballet pieces: "Dance of the Hours," Ballet Music from "Faust" and "Aida," from "Rosamunde" and four popular excerpts from the "Nutcracker Suite." The recording, made in Germany, is good, and at \$2.98 this should be a strong seller wherever it gets exposure.

**BRUCKNER: QUINTET FOR STRINGS IN F MAJOR; INTERMEZZO FOR STRING QUINTET (1-12)** — Vienna Konzerthaus Quartet. Vanguard 480 ..... 69  
Bruckner's sole chamber work is one that many non-Bruckner lovers can take with pleasure. It is more Brahmsian than Wagnerian, and the Vienna group plays it with great relish. A melodious, romantic work. Colorful, interesting cover helps, too.

### Jazz

**GUITAR MOODS BY MUNDELL LOWE** ..... 79  
Riverside RLP 208  
Lowe's second Riverside LP is an all-ballad program, and it makes for one of the freshest mood music sets in many months. On several sides he is supported by flute and bass clarinet, and on others by oboe and English horn, plus rhythm, of course. The guitarist's jazz feeling keeps it from getting overly sweet, and his sensitive, inventive chordings will please the more musical ear. May be sold to guitar and mood music buyers. Such items as "Speak Low," "Ill Wind," etc., are great for jocks.

**NEW ORLEANS JAZZ** ..... 76  
Wilbur de Paris Jazz Band; Wilbur de Paris, trombone; Sidney de Paris, trumpet; Omer Simeon, clarinet; Eddie Gibbs, banjo; Don Kirkpatrick, piano; Zutty Singleton, drums; Nat Woodley, bass (1-12")  
Heritage 1207  
All but two of the numbers here were included in an earlier 10-inch LP on A-440 label. There are seven Dixie standards in all, in de Paris' "modernized" New Orleans idiom, which enjoys steady, healthy sale in his more recent Atlantic LP's. Solos are fairly inspired, and particularly notable is the strong beat sustained by the pioneer N. O. drummer, Singleton. Listenable package, with display-worthy cover, which will aid selling.

**DAVE BRUBECK OCTET** ..... 74  
(1-12")  
Fantasy 239  
The two early Brubeck Octet 10-inchers are coupled here on a single

### Folk

**IRISH STREET SONGS** ..... 78  
Patrick Galvin (1-12")  
Riverside RLP 12-613  
The 14 numbers in this package date from the 18th century, with authors unknown, and are the real or true traditional music of Ireland. They are not "typical" commercial Irish melodies and are, in fact, quite similar to folk songs of other Western countries. Riverside adds this interesting LP to its thoroughly documented Folklore Series and it should prove to be a strong contender. Patrick Galvin does an excellent job singing and also has written the comprehensive liner notes. The market for this should be broad because of the many folk fans, and also the Irish following.

**AMERICAN STREET SONGS** ..... 75  
Rev. Gary Davis; Pink Anderson (1-12")  
Riverside RLP 611  
Two interesting and authentic examples of street singing here, with Reverend Gary Davis, a city singer of Harlem, and Pink Anderson, a country street singer of South Carolina, performing. Street singers are an important link in the development of jazz and this type of material is thus a good addition to any complete folk collection. Both singers ply their wares in a lusty, enthusiastic and basic style. In its limited field it should be a successful entry.

**BANJO SONGS OF THE SOUTHERN MOUNTAINS** ..... 72  
(1-12")  
Riverside RLP 610  
This is one of an extensive series of folk collections by Riverside, this time dealing mainly with the material of the Southern Appalachian Mountains. Seventeen ballads are included, with banjo and guitar spotlighted in the backing, and with a harmonica occasionally heard as well. The vocalists, Obray Ramsey, George Pegram, Jeanie West and (Aunt) Samantha Bumgarner, impart an authentic flavor, tho the recording quality itself is far from the best. However, fanciers of this school will find enjoyment here.

12-inch disk. The Brubeck name will sell this in fair quantities, altho it isn't the music his Quartet plays today. These are interesting arrangements cut between 1946 and 1948, with sound that shows its age. For the died-in-the-wool fans, there's good value here.

**JOHNNY DODDS** ..... 68  
(1-12")  
Riverside RLP 104  
The great pioneer New Orleans clarinetist, Johnny Dodds, cut these  
(Continued on page 59)

Reviews and Ratings of New Popular Albums

Continued from page 58

Victor 1285 The orchestra, with soft flutes, woodwinds and piano, weaves a relaxing spell that's very fit for climbing-under-the-covers listening . . . if the machine has an automatic shutoff, that is. This is definitely easy listening that requires no concentration whatever. The tunes are not standards in the strict sense but some have been around for a long time and all have a quiet appeal. The young lady on the cover who is under the covers, combined with the connotations of the title, will certainly get much attention from customers, who won't be disappointed with the music.

THE LULLABY OF BROADWAY . . . 77 Woolf Phillips and his Ork (1-12") London 1426 English trombonist-arranger Woolf Phillips plays the music of Al Dubin and Harry Warren on this excellent mood music package. Lushly and tastefully orchestrated, the LP has strong jockey appeal and evokes nostalgic memories of those wonderful Warner Brothers musicals of the 30's, with "Forty Second Street," "Shuffle Off to Buffalo," "Shadow Waltz," "You're Getting to Be a Habit With Me," etc. Only disappointing element is the cover, which purports to show a couple dining in Times Square, altho the twosome obviously belongs to the Claridge set.

THE HAPPY MINSTRELS . . . 76 Art Mooney (1-12") M-G-M 3431 The epic label's version of an old-fashioned minstrel show has already made the LP charts and M-G-M now follows up with this package titled the "Greatest Minstrel Show on Record." Undoubtedly Mooney fans will agree it's a good title, but this newest entrant is almost entirely lacking in genuine minstrel flavor. It's really Mooney's band thruout with various soloists and groups contributing the vocals on a typical bunch of old vaudeville type tunes. The cover is a real seller, but inside the material doesn't live up to the billing of minstrelsy.

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FUN WITH LAWRENCE WELK . . . 74 (1-12") Epic LN 3248 In a move to cash in on the sales bonanza on Welk LP's currently enjoyed by Coral, Epic has gathered together a group of old Welk ideas in this package, second such collection issued by the label. Tune-wise, the selection isn't very exciting (e.g., "The Man on the Ferry," "Hard-to-Get Gertie," etc.), but Welk's style hasn't changed over the years, and fans should enjoy the pleasant, danceable arrangements and attractive vocals (by various artists). This LP should grab off some attention from his loyal following.

MY HEART IS IN VIENNA . . . 73 Stradivariety Ork. Cond. Louis Marischal (1-12") Epic LN 3241 Here is a dreamy instrumental package for relaxed, warm-weather listening. The pace is leisurely, the tempo light and the stylings lush. Selections are penned in the lilting Strauss Waltz vein, altho none of the tunes are from the master. A poignant cover photo carries out the package's nostalgic theme.

OLD TIME MUSIC HALL SONGS . . . 72 Charlie Kunz (1-12") London 1342 Pianist Charlie Kunz offers 36 tunes, reminiscent of the English music hall art. Much of this goes back to the turn of the century and, of course, has a strong kinship with early vaudeville in America. Kunz works with rhythm accompaniment on this brace of oldsters and the renditions would make good accompaniment for group singing. The cover shows an old timer of the music hall set doing his get-off routine, which adds to plus display values. Over-all, however, a vocal offering of tunes like this, sung in a traditional style, would have considerably more appeal.

SPECIAL DELIVERY . . . 70 Janet Brace; Don Elliott Quartet (1-12") ABC-Paramount ABC 116 Altho she's backed by Don Elliott's jazz group, Miss Brace is a pop singer, and a good one . . . but not a jazz singer. In this collection of standard tunes, she impresses as a lustier version of Teddi King, at her best in ballads, like "Time After Time" and "That's All." Gal's potential is apparent here as in her earlier Decca singles, but this particular layout isn't likely to send her soaring. Several individual selections will provide jocks with a fresh turn.

LOVE AND THE WEATHER . . . 70 Herbie Mann and Ork (1-12") Bethlehem BCP 63 The jazz flutist, Herbie Mann, tries for a straight pop mood music seller here, and the results are disappointing. Ralph Burns and Frank Hunter clefied tasteful, but not extraordinary string backgrounds, and Mann plays his alto flute straight, without much flair. Tune choice may induce limited deejay play: the title tune (by Irving Berlin), "I'm Glad There Is You," etc.

CRY MY LOVE . . . 61 Serena Shaw (1-12") Rama 5001 Since this is the label's first piece of packaging, there's no real reason for despair, since improvement can come with subsequent issues. Tho a good bit of effort obviously went into the production of this LP and its moody cover, the results of the singer's efforts on a series of heady and haunting love tunes are not the happiest. Gal just doesn't have the style to project the kind of material, and dealers would be well advised to move cautiously.

A COUPLE OF KIDS IN LOVE . . . 60 Art and Dotty Todd (1-12") Diamond D 9 Sales potential of this package is doubtful since the package just doesn't jell. The material fails to come across—the backing is weak, and the artists don't pick it up with their chirping.

Jazz for Paramount and Gennett labels between 1926 and 1928 in Chicago. Reissued on LP for the first time, with Riverside's usual classy "Archive" cover format, this is valuable stuff for collectors and historians. It's an item strictly for the specialty

The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

Classical Albums (Over-all)

- 1. TCHAIKOVSKY: 1812 Overture; Capriccio Italien—Minneapolis Symphony (Dorati) . . . . . Mercury MG 50054
2. RACHMANINOFF: Piano Concerto No. 2—Istomin, Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5103
3. MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—Oistrakh, Philadelphia Orchestra . . . . . Columbia ML 5085
4. OFFENBACH: Gaite Parisienne; MEYERBEER: Les Patineurs—Boston Pops Orchestra . . . . . RCA Victor LM 1817
5. TCHAIKOVSKY: Piano Concerto No. 1—Gilels, Chicago Symphony (Reiner) . . . . . RCA Victor LM 1969
6. GROFE: Grand Canyon Suite; COPLAND: El Salon Mexico—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1928
7. BEETHOVEN: Symphony No. 5; MOZART: Symphony No. 40—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5098
8. RIMSKY-KORSAKOFF: Scheherazade—Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8305
9. BOSTON POPS PICNIC—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1985
10. CONCERT PIANO ENCORES—Leonard Pennario . . . . . Capitol P 8338
11. BERLIOZ: Harold in Italy—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1951
12. OPERATIC RECITAL NO. 3—Renata Tebaldi . . . . . London LL 1354
13. GIGLI IN CARNEGIE HALL . . . . . RCA Victor LM 1972
14. RIMSKY-KORSAKOFF: Scheherazade—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
15. DANZA—Hollywood Bowl Orchestra (Dragon) . . . . . Capitol P 8314
16. RAVEL: Bolero; RIMSKY-KORSAKOFF: Capriccio Espagnol—Detroit Symphony (Faray) . . . . . Mercury MG 50020
17. SIBELIUS: Violin Concerto—Oistrakh, Stockholm Festival Orchestra (Ehrling) . . . . . Angel 35315
18. BEETHOVEN: Symphonies Nos. 1 and 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
19. BEETHOVEN: Symphony No. 3—Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8334
20. IBERT: Escales; RAVEL: Bolero; La Valse; Pavane; CHABRIER: Espana; DEBUSSY: Clair De Lune—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4983

Instrumental (Light and Semi-Classical)

- 1. BOSTON POPS PICNIC; Fiedler . . . . . RCA Victor LM 1985
2. LA DANZA: Dragon . . . . . Capitol P 8314
3. GREAT OPERATIC ARIAS; Mantovani London LL 1331
4. CONCERTOS UNDER THE STARS; Dragon . . . . . Capitol P 8326
5. FIESTA: Dragon . . . . . Capitol P 8335
6. STARLIGHT CONCERT; Dragon . . . . . Capitol P 8276
7. MUSIC FOR A SUMMER NIGHT; Fiedler . . . . . RCA Victor LM 1910
8. VIENNESE ORCHESTRAL DELIGHTS . . . . . Epic 3248
9. SUMMERTIME; Gould . . . . . RCA Victor LM 2006
10. STARLIGHT ENCORES; Barnett . . . . . Capitol P 8296

Instrumental (Popular)

- 1. BUBBLES IN THE WINE—Lawrence Welk . . . . . Coral CRL 57038
2. NIGHT WINDS—Jackie Gleason . . . . . Capitol W 717
3. WALTZES OF IRVING BERLIN—Mantovani Orchestra . . . . . London LL 1452
4. CASTLES IN SPAIN—Michel Legrand . . . . . Columbia CL 888
5. PASSPORT TO ROMANCE—Percy Faith . . . . . Columbia CL 880
6. MY FAIR LADY—Percy Faith . . . . . Columbia CL 895
7. DREAM DANCING—Ray Anthony . . . . . Capitol T 723
8. SAY IT WITH MUSIC—Lawrence Welk . . . . . Coral CRL 57041
9. MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . . . Capitol W 475
10. MIDNIGHT RHAPSODY—Joe Bushkin . . . . . Capitol T 711

Jazz

- 1. ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK . . . . . Verve MGV 4001, 2
2. STAN KENTON IN HI-FI . . . . . Capitol W 724
3. AMBASSADOR SATCH—Louis Armstrong . . . . . Columbia CL 840
4. KRUPA AND RICH—Gene Krupa and Buddy Rich . . . . . Cleff MCC 684
5. JAZZ: RED HOT AND COOL—Dave Brubeck . . . . . Columbia CL 699
6. COAST CONCERT—Bobby Hackett . . . . . Capitol T 692
7. THE BENNY GOODMAN STORY, Vols. 1 and 2—Sound Track Decca DL 8252, 8253
8. FONTESSA—Modern Jazz Quartet . . . . . Atlantic 1231
9. CHRIS CONNOR . . . . . Atlantic 1228
10. JAZZ GOES TO COLLEGE—Dave Brubeck . . . . . Columbia CL 566

shops, however. The origins of "Chicago style" jazz are obvious here, particularly in the pieces with Baby Dodds on drums. Historical jazz shows will find good material here. MA RAINEY . . . . . 68 (1-12") Riverside RLP 108 Collectors' issue, featuring the first of the great blues singers, who was also Bessie Smith's mentor, is for the jazz specialty shops and mail-order ven-

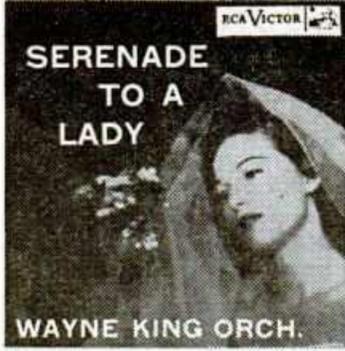
dors. Mme. Rainey is backed in these reissues (new to LP) by such historical names as Tommy Ladnier, Fletcher Henderson, Joe Smith and Tampa Red. Sides were cut for Paramount between 1923 and 1928, and have great value to jazz students. "Stack o' Lee Blues" and "Hear Me Talking to You" are samples. Smart, standard cover design used for entire "Archive" series. JAZZ OF THE ROARING TWENTIES . . 67 The California Ramblers (1-12") Riverside RLP 801

A collectors' set, a curio containing some of the top tunes of the voodoo-o-do era, played by the California Ramblers who, at various times, included Red Nichols, Tommy and Jimmy Dorsey, Adrian Rollini, etc. Historians and library builders will find a spot for this, but commercial sale will be small. Sides were cut originally between 1924 and 1927. Tunes include "Charleston," "Five Foot Two," "Crazy Words," "College," etc. Many jocks can find use for this on memory segs.

Jazz Continued from page 58



12 Selections. Long Play (LPM-1215) \$3.98; 45 EP versions: 2-record (EPB-1215) \$2.98, 1-record (EPA-778) \$1.49



12 Selections. Long Play (LPM-1216) \$3.98; 45 EP versions: 2-record (EPB-1216) \$2.98, 1-record (EPA-779) \$1.49



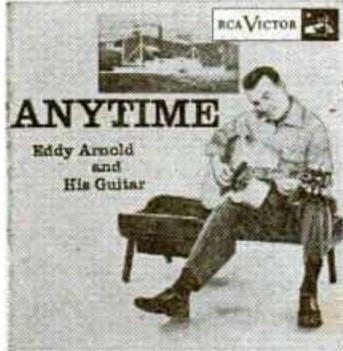
12 Selections. Long Play (LPM-1217) \$3.98; 45 EP versions: 2-record (EPB-1217) \$2.98, 1-record (EPA-780) \$1.49



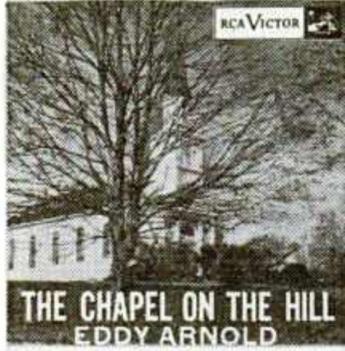
11 Selections. Long Play (LPM-1218) \$3.98; 45 EP versions: 2-record (EPB-1218) \$2.98, 1-record (EPA-781) \$1.49



12 Selections. Long Play (LPM-1219) \$3.98; 45 EP versions: 2-record (EPB-1219) \$2.98, 1-record (EPA-782) \$1.49



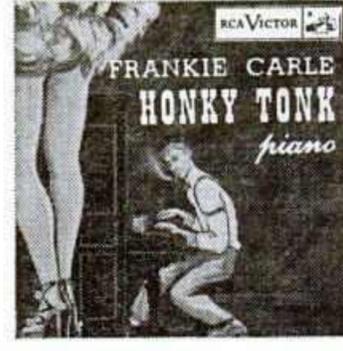
12 Selections. Long Play (LPM-1224) \$3.98; 45 EP versions: 2-record (EPB-1224) \$2.98, 1-record (EPA-787) \$1.49



12 Selections. Long Play (LPM-1225) \$3.98; 45 EP versions: 2-record (EPB-1225) \$2.98, 1-record (EPA-788) \$1.49



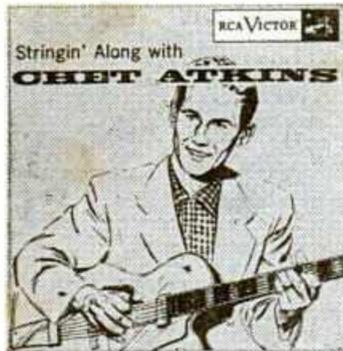
Selections from this and four other great motion pictures. Long Play (LPM-1287) \$3.98



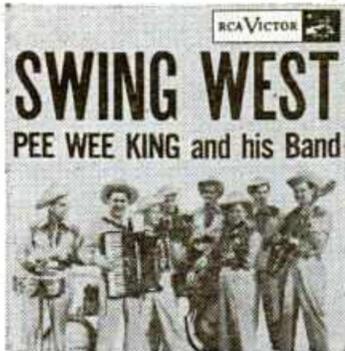
12 Selections. Long Play (LPM-1188) \$3.98; 45 EP versions: 2-record (EPB-1188) \$2.98, 1-record (EPA-867) \$1.49



12 Selections. Long Play (LPM-1227) \$3.98; 45 EP versions: 2-record (EPB-1227) \$2.98, 1-record (EPA-789) \$1.49



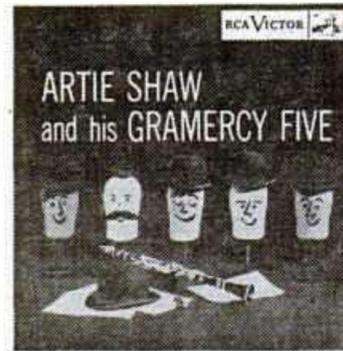
12 Selections. Long Play (LPM-1236) \$3.98; 45 EP versions: 2-record (EPB-1236) \$2.98, 1-record (EPA-796) \$1.49



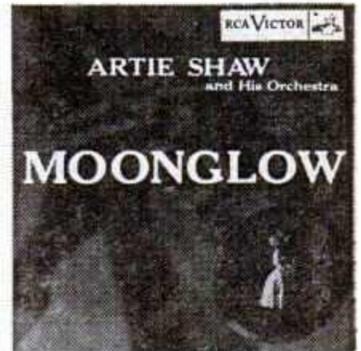
12 Selections. Long Play (LPM-1237) \$3.98. 45 EP versions: 2-record (EPB-1237) \$2.98, 1-record (EPA-797) \$1.49



13 Selections. Long Play (LPM-1238) \$3.98; 45 EP versions: 2-record (EPB-1238) \$2.98, 1-record (EPA-798) \$1.49



12 Selections. Long Play (LPM-1241) \$3.98; 45 EP versions: 2-record (EPB-1241) \$2.98, 1-record (EPA-799) \$1.49



11 Selections. Long Play (LPM-1244) \$3.98; 45 EP versions: 2-record (EPB-1244) \$2.98, 1-record (EPA-800) \$1.49

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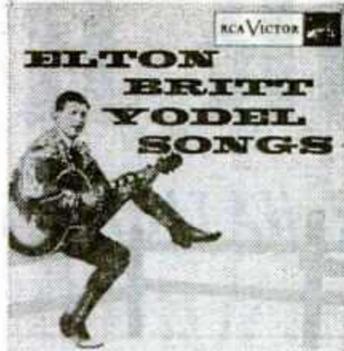
12 Selections. Long Play (LPM-1220) \$3.98; 45 EP versions: 2-record (EPB-1220) \$2.98, 1-record (EPA-783) \$1.49



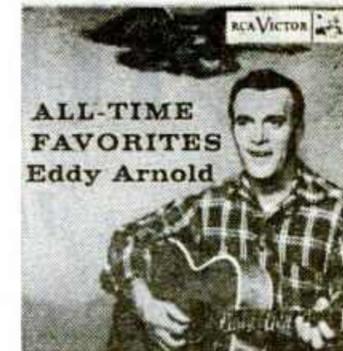
20 Selections. Long Play (LPM-1221) \$3.98; 45 EP versions: 2-record (EPB-1221) \$2.98, 1-record (EPA-784) \$1.49



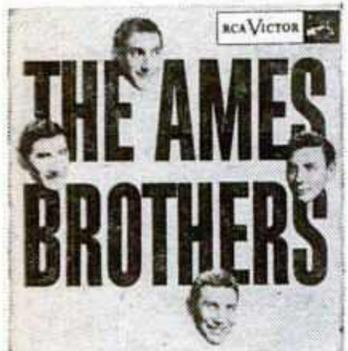
12 Selections. Long Play (LPM-1222) \$3.98; 45 EP versions: 2-record (EPB-1222) \$2.98, 1-record (EPA-785) \$1.49



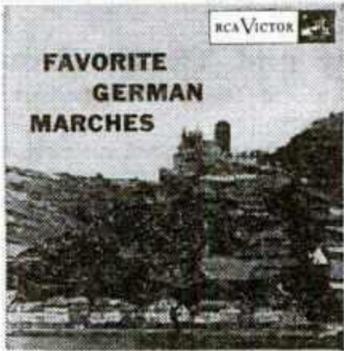
12 Selections. Long Play (LPM-1288) \$3.98; 45 EP versions: 2-record (EPB-1288) \$2.98, 1-record (EPA-817) \$1.49



12 Selections. Long Play (LPM-1223) \$3.98; 45 EP versions: 2-record (EPB-1223) \$2.98, 1-record (EPA-786) \$1.49



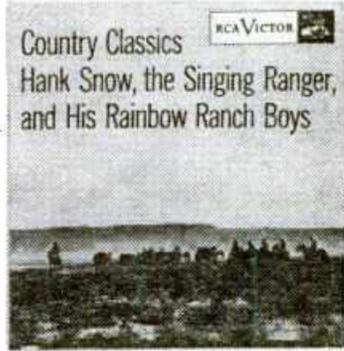
12 Selections. Long Play (LPM-1228) \$3.98; 45 EP versions: 2-record (EPB-1228) \$2.98, 1-record (EPA-790) \$1.49



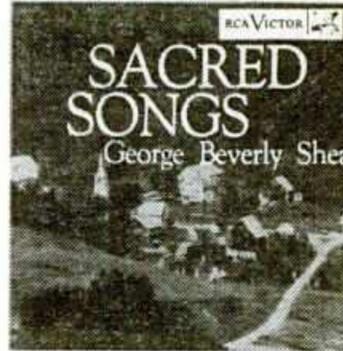
12 Selections. Old world marching music played by a famous German Brass Band. Long Play (LPM-1231) \$3.98



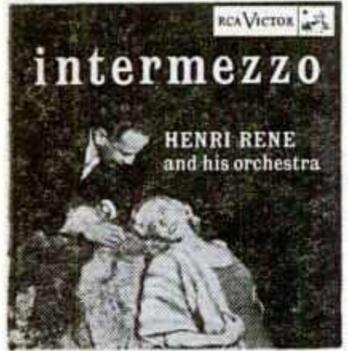
12 Selections. Long Play (LPM-1232) \$3.98; 45 EP versions: 2-record (EPB-1232) \$2.98, 1-record (EPA-793) \$1.49



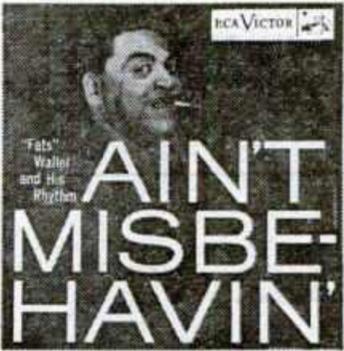
11 Selections. Long Play (LPM-1233) \$3.98; 45 EP versions: 2-record (EPB-1233) \$2.98, 1-record (EPA-794) \$1.49



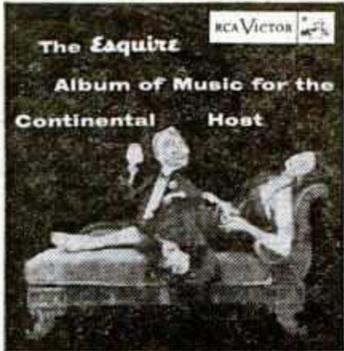
12 Selections. Long Play (LPM-1235) \$3.98; 45 EP versions: 2-record (EPB-1235) \$2.98, 1-record (EPA-795) \$1.49



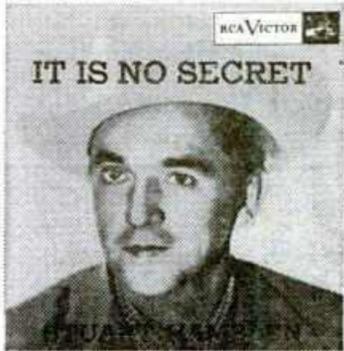
12 Selections. Long Play (LPM-1245) \$3.98; 45 EP versions: 2-record (EPB-1245) \$2.98, 1-record (EPA-801) \$1.49



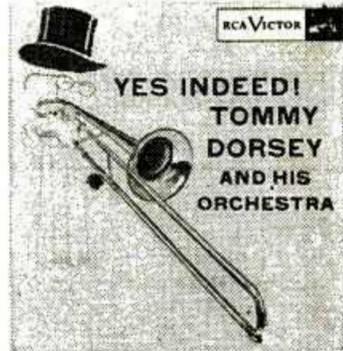
12 Selections. Long Play (LPM-1246) \$3.98; 45 EP versions: 2-record (EPB-1246) \$2.98, 1-record (EPA-802) \$1.49



16 Selections. Long Play (LPM-1252) \$3.98; 45 EP versions: 2-record (EPB-1252) \$2.98, 1-record (EPA-803) \$1.49



11 Selections. Long Play (LPM-1253) \$3.98; 45 EP versions: 2-record (EPB-1253) \$2.98, 1-record (EPA-804) \$1.49



12 Selections. Long Play (LPM-1229) \$3.98; 45 EP versions: 2-record (EPB-1229) \$2.98, 1-record (EPA-805) \$1.49

the big ones even

# GEER!

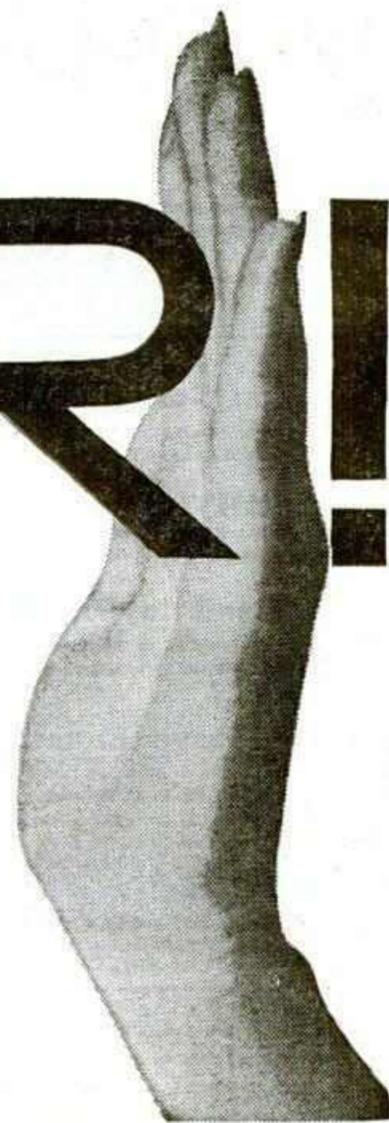
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selections to offer your customers. So convert your sales into bigger profits with these all-time sales leaders. Call or write your RCA Victor Record distributor and place your order now!



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# HONOR ROLL OF HITS

## THE NATION'S TOP TUNES

TRADE MARK REG.  
For survey week ending July 25

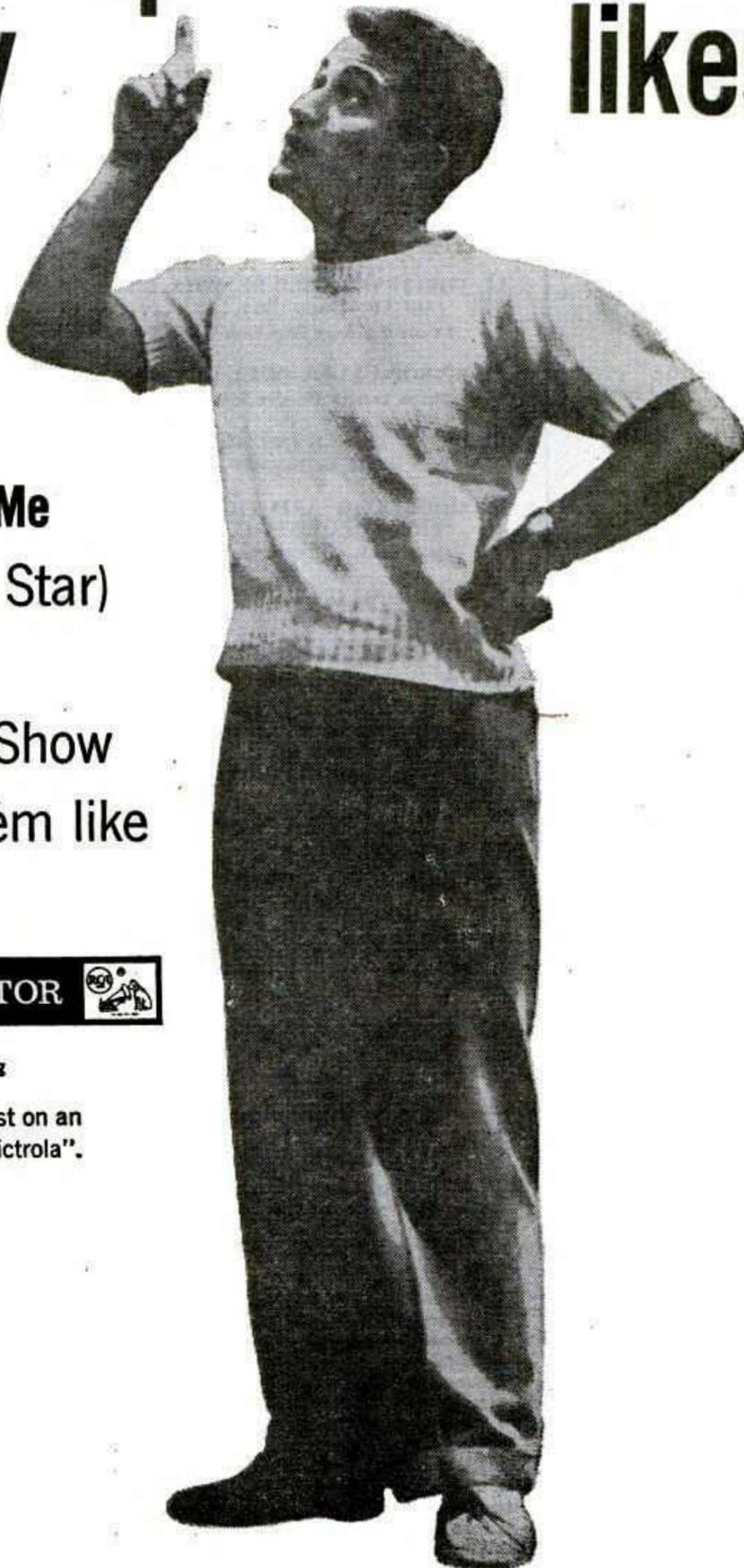
This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Wayward Wind</b>		<b>1 14</b>	<b>6. Whatever Will Be Will Be (Que Sera Sera)</b>		<b>8 5</b>
By Stan Lebusk-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.			By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.		
<b>2. I Almost Lost My Mind</b>		<b>2 9</b>	<b>7. Moonglow and Theme From Picnic</b>		<b>4 17</b>
By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.			By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618.		
<b>3. Allegheny Moon</b>		<b>5 6</b>	<b>8. On the Street Where You Live</b>		<b>6 13</b>
By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORD AVAILABLE: B. Regis, Vic 20-6551.			By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: A. Fiedler, Vic 20-6569; E. Fisher, Vic 20-6529; L. Weik, Coral 61644; F. Wayne, Epic 9153.		
<b>4. I Want You, I Need You, I Love You</b>		<b>3 9</b>	<b>9. Born to Be With You</b>		<b>9 8</b>
By Maurice Mysels & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.			By Don Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291. RECORD AVAILABLE: L. Dee, Mercury 70870.		
<b>5. My Prayer</b>		<b>7 4</b>	<b>10. Sweet Old-Fashioned Girl</b>		<b>12 7</b>
By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 29991.			By Bob Merrill—Published by Valor (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61636.		
<b>Second Ten</b>					
<b>11. More</b>		<b>11 7</b>	<b>16. Glendora</b>		<b>17 7</b>
By Tom Glader & Alex Alstone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.			By Ray Stanley—Published by American (BMI) BEST SELLING RECORD: P. Como, Vic 20-6554.		
<b>12. Be-Bop-a-Lula</b>		<b>15 6</b>	<b>16. Stranded in the Jungle</b>		<b>17 4</b>
By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.			By Johnson & Smith—Published by Peer Int'l-Flash (BMI) BEST SELLING RECORD: Cadets, Modern 994. RECORDS AVAILABLE: Gadabouts, Mercury 70898; Jayhawks, Flash 109.		
<b>13. Ivory Tower</b>		<b>10 18</b>	<b>18. Picnic</b>		<b>16 13</b>
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: C. Carr, Fraternity 734. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310; G. Storm, Dot 15458; O. Williams, DeLuxe 6093.			By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 61627. RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marterie, Mercury 70836.		
<b>14. I'm in Love Again</b>		<b>13 13</b>	<b>19. It Only Hurts for a Little While</b>		<b>20 10</b>
By Domino & Bartholomew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.			By Mack David & Red Spielman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.		
<b>15. Standing on the Corner</b>		<b>14 14</b>	<b>20. Hound Dog</b>		<b>- 1</b>
By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: P. Beltran, Vic 20-6579; N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.			By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.		
<b>Third Ten</b>					
<b>21. Canadian Sunset</b>		<b>25 3</b>	<b>26. Heartbreak Hotel</b>		<b>21 22</b>
By Eddie Heywood—Published by Meridian (BMI) RECORD AVAILABLE: H. Winterhalter-E. Heywood, Vic 20-6537.			By Axton, Durdan & Presley—Published by Tree (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Four Jokers, Diamond 3004; S. Freberg, Cap 3480; E. Presley, Vic 20-6420.		
<b>22. That's All There Is to That</b>		<b>26 2</b>	<b>26. Portuguese Washerwoman</b>		<b>26 5</b>
By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 2456.			By Popp-Lucchesi—Published by Remick (ASCAP) RECORDS AVAILABLE: J. Vale, Col 40710; C. McRae, Dec 29949. Sherman, Kapp 149.		
<b>22. Walk Hand in Hand</b>		<b>19 14</b>	<b>26. You Don't Know Me</b>		<b>30 2</b>
By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughn, Kapp 143; A. Williams, Cadence 1288.			By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: J. Vale, Col 40710; G. McRae, Dec 29949.		
<b>24. I Could Have Danced All Night</b>		<b>26 11</b>	<b>26. Soft Summer Breeze</b>		<b>- 1</b>
By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; F. Carle, Vic 20-6460; R. Clooney, Col 40676; S. Kaye, Col 40707; A. Len-L. Welk, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.			By Eddie Heywood—Published by Regent (BMI) RECORD AVAILABLE: E. Heywood, Mercury 70863.		
<b>24. Transfusion</b>		<b>22 8</b>	<b>30. Treasure of Love</b>		<b>29 5</b>
By Jimmy Drake—Published by Paul Barrett (BMI) RECORDS AVAILABLE: Four Jokers, Diamond 3004; N. Norvus, Dot 15470.			By Lou Stallman & Joe Shapiro—Published by Monument-Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61647; C. McPhatter, Atlantic 1092.		

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

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**

the dealer's choice

RCA VICTOR



20/47-6590 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

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record Title
1.	4	4	<b>MY PRAYER (ASCAP)—Platters</b> . . . . .
			<b>HEAVEN ON EARTH (ASCAP)—Mercury 70893</b>
2.	1	10	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b> . . . . .
			<b>MY BABY LEFT ME (BMI)—Vic 20-6540</b>
3.	3	8	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b> . . . . .
			<b>I'm in Love With You (BMI)—Dot 15472</b>
4.	2	14	<b>WAYWARD WIND (BMI)—G. Grant</b> . . . . .
			<b>No More Than Forever (ASCAP)—Era 1013</b>
5.	6	5	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b> . . . . .
			<b>I Gotta Sing Away These Blues (BMI)—Col 40704</b>
6.	9	5	<b>ALLEGHENY MOON (ASCAP)—P. Page</b> . . . . .
			<b>Strangest Romance (ASCAP)—Mercury 70878</b>
7.	7	7	<b>BE-BOP-A-LULA (BMI)—G. Vincent</b> . . . . .
			<b>Woman Love (BMI)—Cap 3450</b>
8.	5	8	<b>MORE (ASCAP)—P. Como</b> . . . . .
			<b>GLENDORA (BMI)—Vic 20-6554</b>
9.	—	1	<b>HOUND DOG (BMI)—E. Presley</b> . . . . .
			<b>Don't Be Cruel (BMI)—Vic 6604</b>
10.	11	16	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b> . . . . .
			<b>Theme From "Picnic" (ASCAP)—Dec 29888</b>
11.	10	7	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes</b> . . . . .
			<b>Love Never Changes (ASCAP)—Cadence 1291</b>
12.	8	14	<b>I'M IN LOVE AGAIN (BMI)—F. Domino</b> . . . . .
			<b>MY BLUE HEAVEN (ASCAP)—Imperial 5386</b>
13.	12	9	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b> . . . . .
			<b>We All Need Love (ASCAP)—Col 40654</b>
14.	13	7	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b> . . . . .
			<b>Goodbye, John (BMI)—Coral 61636</b>
15.	16	3	<b>STRANDED IN THE JUNGLE (BMI)—Cadets</b> . . . . .
			<b>I Want You (BMI)—Modern 994</b>
16.	19	2	<b>CANADIAN SUNSET (BMI)—H. Winterhalter &amp; E. Heywood</b> . . . . .
			<b>This Is Real (ASCAP)—Vic 20-6537</b>
17.	20	3	<b>RIP IT UP (BMI)—Little Richard</b> . . . . .
			<b>READY TEDDY (BMI)—Specialty 579</b>
18.	15	9	<b>TRANSFUSION (BMI)—Nervous Norvus</b> . . . . .
			<b>Dig (BMI)—Dot 15470</b>
18.	17	10	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b> . . . . .
			<b>If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481</b>
20.	14	15	<b>STANDING ON THE CORNER (ASCAP)—Four Lads</b> . . . . .
			<b>My Little Angel (BMI)—Col 40574</b>
21.	23	3	<b>SOFT SUMMER BREEZE (BMI)—E. Heywood</b> . . . . .
			<b>Heywood's Bounce (BMI)—Mercury 70863</b>
22.	—	1	<b>YOU DON'T KNOW ME (BMI)—J. Vale</b> . . . . .
			<b>Dream Along With Me (ASCAP)—Col 40710</b>
23.	21	16	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates</b> . . . . .
			<b>Rio Batucada (ASCAP)—Coral 61618</b>
24.	18	2	<b>STRANDED IN THE JUNGLE (BMI)—Jayhawks</b> . . . . .
			<b>My Only Darling (BMI)—Flash 109</b>
25.	24	3	<b>THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole</b> . . . . .
			<b>My Dream Sonata (ASCAP)—Cap 3456</b>

### • Most Played in Juke Boxes

For survey week ending July 25

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record Title
1.	1	8	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b> . . . . .
			<b>I'm in Love With You (BMI)—Dot 15472</b>
2.	2	10	<b>WAYWARD WIND (BMI)—G. Grant</b> . . . . .
			<b>No More Than Forever (ASCAP)—Era 1013</b>
3.	3	9	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b> . . . . .
			<b>MY BABY LEFT ME (BMI)—Vic 20-6540</b>
4.	8	5	<b>ALLEGHENY MOON (ASCAP)—P. Page</b> . . . . .
			<b>Strangest Romance (ASCAP)—Mercury 70878</b>
5.	6	6	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes</b> . . . . .
			<b>Love Never Changes (ASCAP)—Cadence 1291</b>
6.	7	5	<b>MORE (ASCAP)—P. Como</b> . . . . .
			<b>GLENDORA (BMI)—Vic 20-6554</b>
7.	4	12	<b>I'M IN LOVE AGAIN (BMI)—F. Domino</b> . . . . .
			<b>MY BLUE HEAVEN (ASCAP)—Imperial 5386</b>
8.	9	4	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b> . . . . .
			<b>Goodbye, John (BMI)—Coral 61636</b>
9.	13	3	<b>MY PRAYER (ASCAP)—Platters</b> . . . . .
			<b>Heaven on Earth (ASCAP)—Mercury 70893</b>
10.	5	12	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b> . . . . .
			<b>Theme From "Picnic" (ASCAP)—Dec 29888</b>
11.	15	2	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b> . . . . .
			<b>I Gotta Sing Away These Blues (BMI)—Col 40704</b>
12.	20	4	<b>BE-BOP-A-LULA (BMI)—G. Vincent</b> . . . . .
			<b>Woman Love (BMI)—Cap 3450</b>
13.	10	14	<b>IVORY TOWER (ASCAP)—C. Carr</b> . . . . .
			<b>Please Believe Me (ASCAP)—Fraternity 734</b>
14.	12	13	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates</b> . . . . .
			<b>Rio Batucada (ASCAP)—Coral 61618</b>
15.	11	11	<b>STANDING ON THE CORNER (ASCAP)—Four Lads</b> . . . . .
			<b>My Little Angel (BMI)—Col 40674</b>
16.	18	5	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b> . . . . .
			<b>We All Need Love (ASCAP)—Col 40654</b>
17.	16	7	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b> . . . . .
			<b>If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481</b>
18.	—	3	<b>PICNIC (ASCAP)—McGuire Sisters</b> . . . . .
			<b>Delilah Jones (ASCAP)—Coral 61627</b>
19.	19	3	<b>TRANSFUSION (BMI)—Nervous Norvus</b> . . . . .
			<b>Dig (BMI)—Dot 15470</b>
20.	—	1	<b>TREASURE OF LOVE (BMI)—C. McPhatter</b> . . . . .
			<b>When You're Sincere (BMI)—Atlantic 1092</b>

### • Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart	Record Title
1.	1	10	<b>Wayward Wind (Warman)</b> . . . . .
2.	2	6	<b>Allegheny Moon (Oxford)</b> . . . . .
3.	3	4	<b>Whatever Will Be, Will Be (Che Sera, Sera Artists)</b> . . . . .
4.	4	13	<b>On the Street Where You Live (Chappell)</b> . . . . .
5.	5	3	<b>Sweet Old-Fashioned Girl (Valor)</b> . . . . .
6.	6	15	<b>Ivory Tower (E. H. Morris)</b> . . . . .
7.	7	12	<b>Moonglow (Mills-Columbia Pictures)</b> . . . . .
8.	8	13	<b>Picnic (Shapiro-Bernstein)</b> . . . . .
9.	9	3	<b>My Prayer (Shapiro-Bernstein)</b> . . . . .
10.	10	8	<b>Ivory Tower (E. H. Morris)</b> . . . . .
11.	11	6	<b>I Almost Lost My Mind (Hill &amp; Range)</b> . . . . .
12.	12	13	<b>Walk Hand in Hand (Republic)</b> . . . . .
13.	13	3	<b>I Want You, I Need You, I Love You (Presley)</b> . . . . .
14.	14	3	<b>Born to Be With You (E. H. Morris)</b> . . . . .
15.	15	12	<b>Standing On the Corner (Frank)</b> . . . . .

### • Most Played by Jockeys

For survey week ending July 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record Title
1.	1	13	<b>WAYWARD WIND (BMI)—G. Grant</b> . . . . .
			<b>No More Than Forever (ASCAP)—Era 1013</b>
2.	2	8	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b> . . . . .
			<b>I'm in Love With You (BMI)—Dot 15472</b>
3.	4	6	<b>ALLEGHENY MOON (ASCAP)—P. Page</b> . . . . .
			<b>Strangest Romance (ASCAP)—Mercury 70878</b>
4.	5	10	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b> . . . . .
			<b>We All Need Love (ASCAP)—Col 40654</b>
5.	3	16	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b> . . . . .
			<b>Theme From "Picnic" (ASCAP)—Dec 29888</b>
6.	7	9	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes</b> . . . . .
			<b>Love Never Changes (ASCAP)—Cadence 1291</b>
7.	10	5	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b> . . . . .
			<b>I Gotta Sing Away These Blues (BMI)—Col 40704</b>
8.	6	8	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b> . . . . .
			<b>My Baby Left Me (BMI)—Vic 20-6540</b>
9.	8	6	<b>MORE (ASCAP)—P. Como</b> . . . . .
			<b>Glendora (BMI)—Vic 20-6554</b>
10.	9	4	<b>MY PRAYER (ASCAP)—Platters</b> . . . . .
			<b>Heaven on Earth (ASCAP)—Mercury 70893</b>
11.	11	6	<b>BE-BOP-A-LULA (BMI)—G. Vincent</b> . . . . .
			<b>Woman Love (BMI)—Cap 3450</b>
12.	15	7	<b>GLENDORA (BMI)—P. Como</b> . . . . .
			<b>More (ASCAP)—Vic 20-6554</b>
13.	14	5	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b> . . . . .
			<b>Goodbye, John (BMI)—Coral 61636</b>
14.	12	14	<b>STANDING ON THE CORNER (ASCAP)—Four Lads</b> . . . . .
			<b>My Little Angel (BMI)—Col 40674</b>
15.	17	2	<b>CANADIAN SUNSET (BMI)—H. Winterhalter</b> . . . . .
			<b>This Is Real (ASCAP)—Vic 20-6537</b>
16.	20	2	<b>STRANDED IN THE JUNGLE (BMI) Cadets</b> . . . . .
			<b>I Want You (BMI)—Modern 994</b>
17.	22	8	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b> . . . . .
			<b>If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481</b>
18.	13	11	<b>I'M IN LOVE AGAIN (BMI)—F. Domino</b> . . . . .
			<b>My Blue Heaven (ASCAP)—Imperial 5386</b>
19.	18	2	<b>THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole</b> . . . . .
			<b>My Dream Sonata (ASCAP)—Cap 3456</b>
20.	16	16	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates</b> . . . . .
			<b>Rio Batucada (ASCAP)—Coral 61618</b>
21.	—	1	<b>YOU DON'T KNOW ME (BMI)—J. Vale</b> . . . . .
			<b>Enchanted (ASCAP)—Columbia 40710</b>
22.	—	1	<b>I ONLY KNOW I LOVE YOU (ASCAP)—Four Aces</b> . . . . .
			<b>Dreamer (ASCAP)—Dec 29989</b>
23.	19	5	<b>PORTUGUESE WASHERWOMAN (ASCAP)—J. (Fingers) Carr</b> . . . . .
			<b>Lucky Pierre—Cap 3418</b>
24.	23	13	<b>IVORY TOWER (ASCAP)—G. Storm</b> . . . . .
			<b>I Ain't Gonna Worry (BMI)—Dot 15458</b>
25.	—	1	<b>HOUND DOG (BMI)—E. Presley</b> . . . . .
			<b>Don't Be Cruel (BMI)—Vic 20-6604</b>

# 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 MARTERIE 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



# MGM RECORDS HOT SUMMER SELLERS

**Joni James**

## GIVE US THIS DAY

Billboard Cashbox Variety pick  
Billboard Best Buy  
Hitting the Charts

**HOW LUCKY YOU ARE**

MGM 12288  
K12288

Music from the Sound Track of the Sheldon Reynolds Motion Picture, "Foreign Intrigue."

## INTRIGUE

and  
**FOREIGN INTRIGUE CONCERTO**

MGM 12281 • K12281

**Roger Coleman**

A FAVORITE TOP TRADE REVIEW

## ONLY THE ONE

and  
**HALF WAY TO HEAVEN**

MGM 12298 • K12298

SURE SHOT SUMMER SELLER

**Art Mooney and his orch.**

MGM 12277  
K12277

## DAYDREAMS

SOMEBODY STOLE MY MUCHACHA

TRIPLE TRADE PICK

**Danny Knight**

NEW HIT!

## BEACHCOMBER

and  
**MY HEART ISN'T IN IT**

MGM 12300 • K12300

**Leroy Holmes**

Theme From  
"THE PROUD ONES"

WOULDN'T IT BE LOVERLY

MGM 12275 • K12275

**BETTY MADIGAN**

## CRYING

'CAUSE I LOVE YOU  
and  
A PERFECT UNDERSTANDING

MGM 12273 • K12273

**DAVID ROSE**  
and his orch.

## COOL TANGO

and  
"THE CATERED AFFAIR" THEME

MGM 12270 • K12270

**MARGEE ROBINSON**

## HURT ME

and  
**BECAUSE I'M HERE WITH YOU**

MGM 12291 • K12291

**KING'S IV**

## YOU'RE SENSATIONAL

and  
**MY BONNIE LIES OVER THE OCEAN**

MGM 12287 • K12287

**IVORY JOE HUNTER**

## I ALMOST LOST MY MIND

MGM 10578 • K10578

**THE CROSSROADS QUARTET**

## SOMEBODY UP THERE LIKES ME

I RAISED MY BOY TO BE A SOLDIER

MGM 12303 • K12303

### Territorial Best Sellers

For survey week ending July 25

Listings are based on late reports secured from top dealers in each of the markets listed.

#### Atlanta

- Wayward Wind, G. Grant, Era
- Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- I Want You, I Need You, I Love You E. Presley, Vic.
- I Almost Lost My Mind, P. Boone, Dot
- Whatever Will Be, Will Be Doris Day, Col.
- Ghost Town, D. Cherry, Col.
- More, P. Como, Vic.

#### Baltimore

- My Prayer, Platters, Mer.
- Allegheny Moon, P. Page, Mer.
- I Almost Lost My Mind, P. Boone, Dot
- More, P. Como, Vic.
- Fever, L. W. John, Kng.
- Whatever Will Be, Will Be Doris Day, Col.
- On the Street Where You Live V. Damone, Col.
- You Don't Know Me, J. Vale, Col.
- Canadian Sunset H. Winterhalter & E. Heywood, Vic.
- Hound Dog, E. Presley, Vic.

#### Boston

- More, P. Como, Vic.
- My Prayer, Platters, Mer.
- Whatever Will Be, Will Be Doris Day, Col.
- I Almost Lost My Mind, P. Boone, Dot
- Wayward Wind, G. Grant, Era
- On the Street Where You Live V. Damone, Col.
- Be-Bop-a-Lula, G. Vincent, Cap.
- You Don't Know Me, J. Vale, Col.
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- Allegheny Moon, P. Page, Mer.

#### Buffalo

- I Almost Lost My Mind, P. Boone, Dot
- Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- Allegheny Moon, P. Page, Mer.
- My Prayer, Platters, Mer.
- Standing on the Corner, Four Lads, Col.
- Wayward Wind, G. Grant, Era
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- Fool, S. Clark, Dot
- More, P. Como, Vic.
- On the Street Where You Live V. Damone, Col.

#### Chicago

- I Almost Lost My Mind, P. Boone, Dot
- Whatever Will Be, Will Be Doris Day, Col.
- I Want You, I Need You, I Love You E. Presley, Vic.
- I'm in Love Again, F. Domino, Imp.
- My Prayer, Platters, Mer.
- Stranded in the Jungle, Jayhawks, Fsh.
- Allegheny Moon, P. Page, Mer.
- On the Street Where You Live V. Damone, Col.
- More, P. Como, Vic.
- Be-Bop-a-Lula, G. Vincent, Cap.

#### Cincinnati

- Allegheny Moon, P. Page, Mer.
- Whatever Will Be, Will Be Doris Day, Col.
- My Prayer, Platters, Mer.
- I Want You, I Need You, I Love You E. Presley, Vic.
- Wayward Wind, G. Grant, Era
- More, P. Como, Vic.
- I Almost Lost My Mind, P. Boone, Dot
- Stranded in the Jungle, Cadets, Mod.
- It Only Hurts for a Little While Ames Brothers, Vic.
- Hound Dog, E. Presley, Vic.

#### Cleveland

- My Prayer, Platters, Mer.
- Whatever Will Be, Will Be Doris Day, Col.
- Sweet Old-Fashioned Girl T. Brewer, Cor.
- Flying Saucer Buchanan & Goodman, Unv.
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- Soft Summer Breeze, E. Heywood, Mer.
- I Almost Lost My Mind, P. Boone, Dot
- On the Street Where You Live V. Damone, Col.
- Rip It Up, Little Richard, Spe.
- I Promise to Remember Teen-Agers, Gee

#### Dallas-Fort Worth

- Born to Be With You, Chordettes, Cdc.
- Be-Bop-a-Lula, G. Vincent, Cap.
- Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- Wayward Wind, G. Grant, Era
- I Almost Lost My Mind, P. Boone, Dot
- It Only Hurts for a Little While Ames Brothers, Vic.
- That's All There Is to That N. (King) Cole, Cap.
- More, P. Como, Vic.
- My Prayer, Platters, Mer.
- Allegheny Moon, P. Page, Mer.

#### Denver

- My Prayer, Platters, Mer.
- Stranded in the Jungle, Cadets, Mod.
- Whatever Will Be, Will Be Doris Day, Col.
- Born to Be With You, Chordettes, Cdc.
- Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- It Only Hurts for a Little While Ames Brothers, Vic.
- Theme From the Proud Ones N. Riddle, Cap.
- More, P. Como, Vic.
- Picnic, McGuire Sisters, Cor.
- Allegheny Moon, P. Como, Vic.

#### Detroit

- Soft Summer Breeze, E. Heywood, Mer.
- My Prayer, Platters, Mer.

- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- Be-Bop-a-Lula, G. Vincent, Cap.
- Whatever Will Be, Will Be Doris Day, Col.
- Allegheny Moon, P. Page, Mer.
- Stranded in the Jungle, Cadets, Mod.
- I Almost Lost My Mind, P. Boone, Dot
- You Don't Know Me, J. Vale, Col.
- I Want You, I Need You, I Love You E. Presley, Vic.

#### Kansas City

- My Prayer, Platters, Mer.
- Whatever Will Be, Will Be Doris Day, Col.
- I Almost Lost My Mind, P. Boone, Dot
- Sweet Old-Fashioned Girl T. Brewer, Cor.
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- Born to Be With You, Chordettes, Cdc.
- Hound Dog, E. Presley, Vic.
- Be-Bop-a-Lula, G. Vincent, Cap.

#### Los Angeles

- Wayward Wind, G. Grant, Era
- Moonglow and Theme From "Picnic" G. Cates, Cor.
- Whatever Will Be, Will Be Doris Day, Col.
- Allegheny Moon, P. Page, Mer.
- Born to Be With You, Chordettes, Cdc.
- I Want You, I Need You, I Love You E. Presley, Vic.
- Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- I'm in Love Again, F. Domino, Imp.
- I Almost Lost My Mind, P. Boone, Dot
- My Prayer, Platters, Mer.

#### Milwaukee

- My Prayer, Platters, Mer.
- I Want You, I Need You, I Love You E. Presley, Vic.
- I Almost Lost My Mind, P. Boone, Dot
- Be-Bop-a-Lula, G. Vincent, Cap.
- Allegheny Moon, P. Page, Mer.
- Sweet Old-Fashioned Girl T. Brewer, Cor.
- Whatever Will Be, Will Be Doris Day, Col.
- Theme From the Proud Ones N. Riddle, Cap.
- Ghost Town, D. Cherry, Col.
- That's All There Is to That N. (King) Cole, Cap.

#### Minneapolis-St. Paul

- My Prayer, Platters, Mer.
- Hound Dog, E. Presley, Vic.
- I Want You, I Need You, I Love You E. Presley, Vic.
- I Almost Lost My Mind, P. Boone, Dot
- Whatever Will Be, Will Be Doris Day, Col.
- Be-Bop-a-Lula, G. Vincent, Cap.
- Born to Be With You, Chordettes, Cdc.
- More, P. Como, Vic.
- Sweet Old-Fashioned Girl T. Brewer, Cor.
- Stranded in the Jungle, Jayhawks, Fsh.

#### New Orleans

- I Want You, I Need You, I Love You E. Presley, Vic.
- Wayward Wind, G. Grant, Era
- My Prayer, Platters, Mer.
- Whatever Will Be, Will Be Doris Day, Col.
- I Almost Lost My Mind, P. Boone, Dot
- Be-Bop-a-Lula, G. Vincent, Cap.
- That's All There Is to That N. (King) Cole, Cap.
- Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- Born to Be With You, Chordettes, Cdc.
- Hound Dog, E. Presley, Vic.

#### New York

- I Want You, I Need You, I Love You E. Presley, Vic.
- My Prayer, Platters, Mer.
- On the Street Where You Live V. Damone, Col.
- Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- Wayward Wind, G. Grant, Era
- Whatever Will Be, Will Be Doris Day, Col.
- I'm in Love Again, F. Domino, Imp.
- Standing on the Corner, Four Lads, Col.
- I Almost Lost My Mind, P. Boone, Dot

#### Philadelphia

- I Want You, I Need You, I Love You E. Presley, Vic.
- Wayward Wind, G. Grant, Era
- Moonglow and Theme From "Picnic" M. Stoloff, Dec.
- Whatever Will Be, Will Be Doris Day, Col.
- I Almost Lost My Mind, P. Boone, Dot
- My Prayer, Platters, Mer.
- More, P. Como, Vic.
- Flying Saucer Buchanan & Goodman, Unv.
- On the Street Where You Live V. Damone, Col.
- Born to Be With You, Chordettes, Cdc.

#### Pittsburgh

- My Prayer, Platters, Mer.
- I Want You, I Need You, I Love You E. Presley, Vic.
- Whatever Will Be, Will Be Doris Day, Col.
- Hound Dog, E. Presley, Vic.
- More, P. Como, Vic.
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- Flying Saucer Buchanan & Goodman, Unv.
- Allegheny Moon, P. Page, Mer.
- Song for a Summer Night M. Miller, Col.
- On the Street Where You Live V. Damone, Col.

(Continued on page 75)

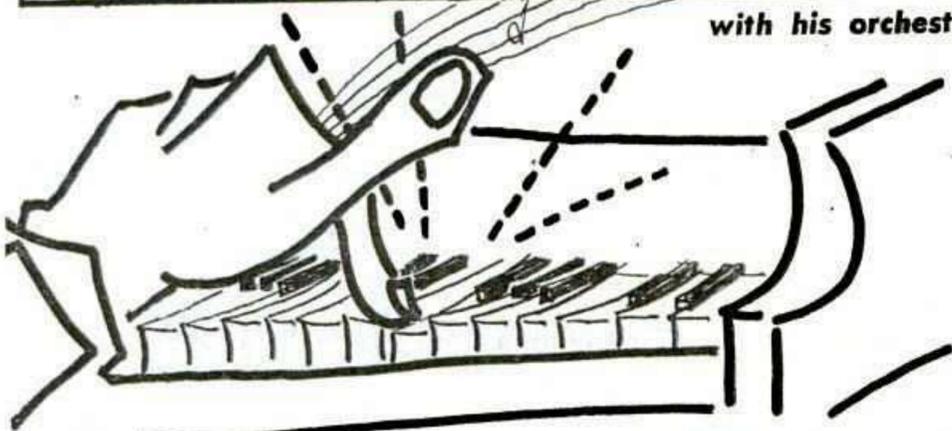
*Sweeping the Country*

# 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

**MGM** Records

**WANT MORE PROFITS?**  
 For as little as 25c a week  
 Billboard's new

**SALES BOOSTER KITS**  
 will help you . . .

- SELL MORE SINGLES
- SELL MORE ALBUMS
- SELL MORE PHONOGRAPHS
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Please send me the next 10 SALES BOOSTER KITS as a trial. I enclose \$6 in full payment.

Please send me a sample kit 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 5396
2. Song for a Summer Night . . . . . *Mitch Miller*  
 (ASCAP) Columbia 40730
3. The Fool . . . . . *Sanford Clark*  
 (BMI) Dot 15481
4. Somebody Up There Likes Me . . . *Perry Como*  
 (ASCAP) RCA Victor 6590
5. Love, Love, Love . . . . . *The Clovers*  
 (BMI) Atlantic 1094
6. Fever . . . . . *Little Willie John*  
 (BMI) King 4935
7. Theme From "The Proud Ones" . . . . . *Nelson Riddle*  
 (BMI) Capitol 3472
8. Ghost Town . . . . . *Don Cherry*  
 (ASCAP) Columbia 40705
9. Love, Love, Love . . . . . *The Diamonds*  
 (BMI) Mercury 70889
10. Ape Call . . . . . *Nervous Norvus*  
 (ASCAP) Dot 15485

**• THIS WEEK'S BEST BUYS**

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

**FLYING SAUCER**—Luniverse 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 29982—A previous Billboard "Spotlight" pick, this single from Hibbler's latest album is ringing up plenty of sales. Jockeys are on it heavily and this has paid out with excellent reports from Pittsburgh, Buffalo, Baltimore, Durham and Milwaukee, with other favorable indications from Philadelphia, Boston and Atlanta. The flip, "I Was Telling Her About You" (Planetary, ASCAP), another commercial side, makes a strong salesworthy coupling.

*The Fabulous*

**FATS**

**DOMINO**



*ONLY 3 WEEKS OLD  
and 25th on the Pop Chart\**

**'SO LONG'**

*and*

**'WHEN MY DREAM BOAT  
COMES HOME'**

# 5396

\*The Billboard  
July 28, 1956

**Imperial Records**

6425 Hollywood Blvd.

Hollywood 28, Calif.

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  
18,500

OAKLAND  
22,500

JACKSONVILLE  
14,500

CLEVELAND  
36,000

BUFFALO  
16,800

MINNEAPOLIS-  
ST. PAUL  
15,000

LOS ANGELES  
31,000

NASHVILLE  
8,000

MEMPHIS  
12,000

NEW YORK  
35,000

PITTSBURGH  
15,000

DETROIT  
30,000

CINCINNATI  
12,000

INDIANAPOLIS  
9,500

BALTO-WASHINGTON  
28,000

PHILADELPHIA  
28,500

# BIG BANDS BACK!

## Dizzy Gillespie's

### NEW BIG BAND



**BIG BAND WITH VOCALS**

**"SEEMS LIKE YOU JUST DON'T CARE"**

HERB LANCE SINGS

B/W

**"PLAY ME THE BLUES"**

TONI HARPER SINGS

Single Record 151 151X45

**BIG BAND INSTRUMENTALS**

**"I CAN'T GET STARTED"**

B/W

**"GROOVIN' FOR NAT"**

Single Record 152 152X45



451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

# THE TOP 100

For survey week ending July 25

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

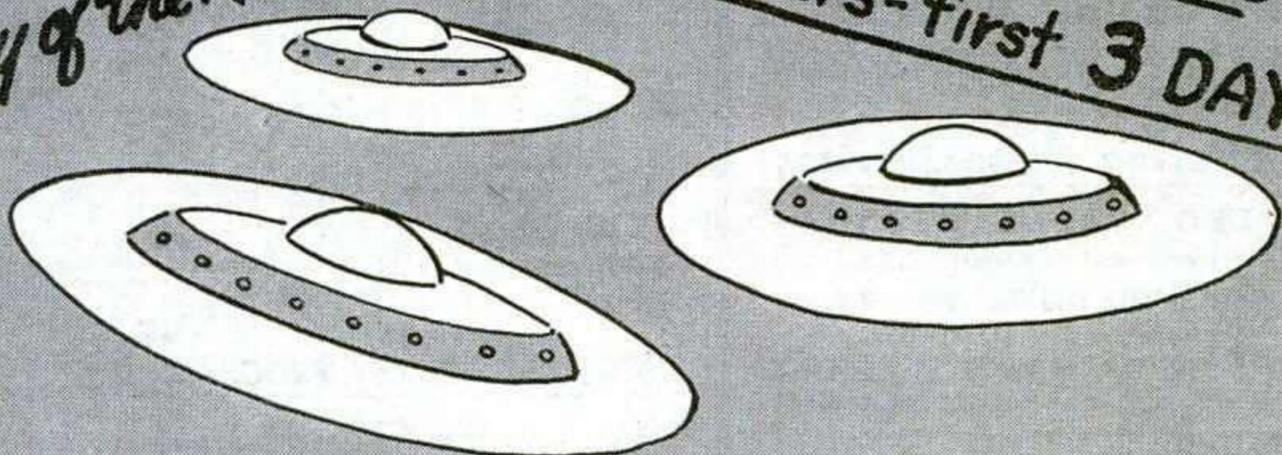
Pos.	Song	Artist	Label	Last Week
1.	I ALMOST LOST MY MIND	P. Boone	Dot	2
2.	WAYWARD WIND	G. Grant	Era	1
3.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	3
4.	ALLEGHENY MOON	P. Page	Mercury	4
5.	BORN TO BE WITH YOU	Chordettes	Cadence	6
5.	MY PRAYER	Platters	Mercury	7
7.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	9
8.	MOONGLOW AND THEME FROM "PICNIC"	M. Stoloff	Decca	4
9.	BE-BOP-A-LULA	G. Vincent	Capitol	14
10.	MORE	P. Como	Victor	10
11.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	12
11.	SWEET OLD FASHIONED GIRL	T. Brewer	Coral	11
13.	I'M IN LOVE AGAIN	F. Domino	Imperial	8
14.	GLENDORA	P. Como	Victor	16
15.	STANDING ON THE CORNER	Four Lads	Columbia	13
16.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	17
17.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	15
18.	THAT'S ALL THERE IS TO THAT	Nat (King) Cole	Capitol	20
19.	STRANDED IN THE JUNGLE	Cadets	Modern	18
20.	SOFT SUMMER BREEZE	E. Heywood	Mercury	40
21.	TRANSFUSION	N. Norvus	Dot	20
22.	IVORY TOWER	G. Storm	Dot	18
23.	TREASURE OF LOVE	C. McPhatter	Atlantic	26
24.	HOUND DOG	E. Presley	Victor	—
25.	IVORY TOWER	C. Carr	Fraternity	22
26.	PORTUGUESE WASHERWOMAN	J. Fingers Carr	Capitol	27
27.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	36
27.	FEVER	L. W. John	King	29
29.	CANADIAN SUNSET	H. Winterhalter-E. Heywood	Victor	37
30.	PICNIC	McGuire Sisters	Coral	24
31.	WALK HAND IN HAND	T. Martin	Victor	25
32.	LOVE, LOVE, LOVE	Clovers	Atlantic	30
33.	YOU DON'T KNOW ME	J. Vale	Columbia	32
34.	HAPPY WHISTLER	D. Robertson	Capitol	23
35.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	33
36.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	39
37.	I ONLY KNOW I LOVE YOU	Four Aces	Decca	63
38.	HEARTBREAK HOTEL	E. Presley	Victor	28
39.	STRANDED IN THE JUNGLE	Gadabouts	Mercury	46
39.	THEME FROM "THE PROUD ONE"	N. Riddle	Capitol	46
41.	FOOL	S. Clark	Dot	58
41.	MY BLUE HEAVEN	F. Domino	Imperial	52
41.	STRANDED IN THE JUNGLE	Jayhawks	Flash	44
44.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	41
45.	LOVE, LOVE, LOVE	Diamonds	Mercury	30
46.	APE CALL	N. Norvus	Dot	80
47.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	57
47.	STANDING ON THE CORNER	D. Martin	Capitol	43
49.	FABULOUS CHARACTER	S. Vaughan	Mercury	42
49.	RIP IT UP	Little Richard	Specialty	35
51.	VOICES	Fontane Sisters	Dot	49
52.	READY TEDDY	Little Richard	Specialty	52
53.	SONG FOR A SUMMER NIGHT	M. Miller	Columbia	—
54.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	37
55.	HOT DIGGITY	P. Como	Victor	56
56.	GHOST TOWN	D. Cherry	Columbia	54
57.	I PROMISE TO REMEMBER	Teen-Agers	Gee	94
58.	WEARY BLUES	McGuire Sisters	Coral	68
59.	MY BABY LEFT ME	E. Presley	Victor	50
60.	GIVE US THIS DAY	J. James	M-G-M	70
61.	CHURCH BELLS MAY RING	Diamonds	Mercury	44
61.	SOMEBODY UP THERE LIKES ME	P. Como	Victor	75
63.	WAYWARD WIND	T. Ritter	Capitol	65
64.	IVORY TOWER	O. Williams	De Luxe	45
65.	MY DREAM SONATA	Nat (King) Cole	Capitol	59
66.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	55
67.	LONG, TALL SALLY	Little Richard	Specialty	59
68.	TONIGHT YOU BELONG TO ME	Patience & Prudence	Lbt	—
69.	YOU'RE SENSATIONAL	F. Sinatra	Capitol	65
70.	MY LITTLE ANGEL	Four Lads	Columbia	48
71.	FIVE	S. Davis Jr.	Decca	92
72.	THEME FROM "THE PROUD ONE"	L. Newman	Columbia	—
73.	SWEET HEARTACHES	E. Fisher	Victor	93
74.	OBY DOOBY	R. Orbison	Sun	—
75.	AFTER THE LIGHTS ARE DOWN LOW	A. Hibbler	Decca	—
76.	HEART HIDEAWAY	C. Carr	Fraternity	67
77.	BEAUTIFUL FRIENDSHIP	E. Fitzgerald	Decca	89
77.	WHEN MY DREAMBOAT COMES HOME	F. Domino	Imperial	95
79.	MAGIC TOUCH	Platters	Mercury	51
79.	GRADUATION DAY	Four Freshmen	Capitol	79
81.	FREE	T. Leonetti	Capitol	78
82.	WITH A LITTLE BIT OF LUCK	P. Faith	Columbia	99
83.	SECOND FIDDLE	K. Starr	Victor	73
84.	FLYING SAUCER	Buchanan & Goodman	Universe	—
85.	DREAM ALONG WITH ME	P. Como	Victor	98
86.	DREAMER	Four Aces	Decca	—
86.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	72
86.	OTHER WOMAN	S. Vaughan	Mercury	—
86.	WITH A LITTLE BIT OF LUCK	J. Stafford	Columbia	—
90.	JOHNNY CONCHO THEME	F. Sinatra	Capitol	75
90.	LOLA'S THEME	M. Matheison	Columbia	—
92.	TO LOVE AGAIN	Four Aces	Decca	81
93.	SO-LONG	F. Domino	Imperial	96
94.	GET ME TO THE CHURCH ON TIME	J. La Rosa	Victor	—
95.	MARIMBA CHARLESTON	M. Chiapas	Capitol	90
95.	MAMA TEACH ME TO DANCE	E. Gorme	ABC-Paramount	84
97.	HOW LUCKY YOU ARE	J. James	M-G-M	70
98.	IN THE ALPS	McGuire Sisters-L. Welk	Coral	—
99.	STANDING ON THE CORNER	Mills Brothers	Decca	—
99.	WALK HAND IN HAND	D. Vaughan	Kapp	—

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

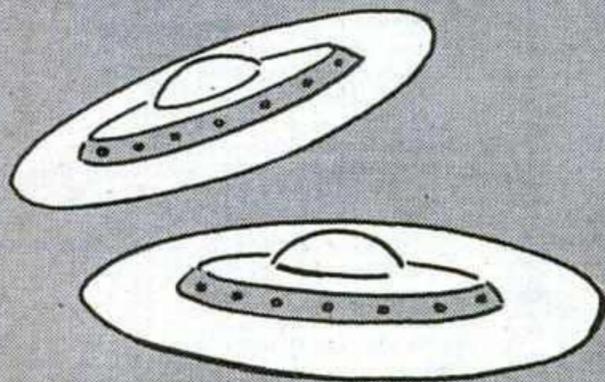
The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.

*Fastest Selling Record  
in the History of the Record Business!*

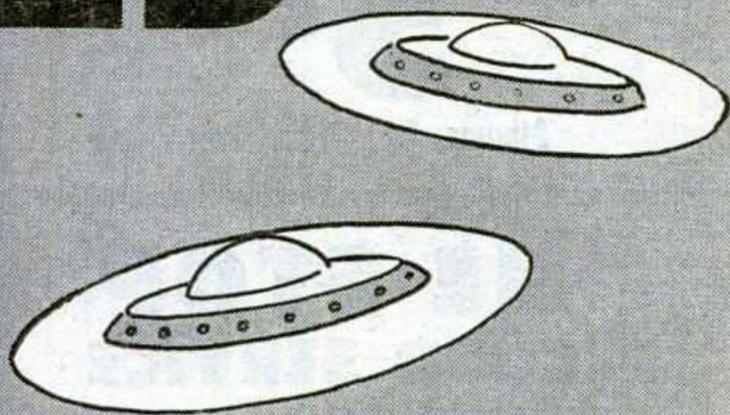
*OVER 500,000  
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# 'OUT OF THIS WORLD'



**rpm 469**



*Narrated by  
DAVE BARRY and SARA BERNER*

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



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**Review Spotlight on . . .**

**RECORDS**

ROVER BOYS . . . ABC-Paramount 9732 . . . . . YOUNG LOVE  
(Sheldon, BMI)

FROM A SCHOOL RING TO A WEDDING RING. (Rush, BMI)  
The Rover Boys stirred up considerable action with their last disk, "Graduation Day," and this should grab off equal attention. Both sides are keyed to today's youth market, and the boys warble with style and expressive tenderness. "Young Love" is a poignant ballad with a standout performance by the group's lead singer. The flip is an appealing ballad with sure-fire sentimental lyrics.

RUSTY DRAPER . . . Mercury 70921 . . . . . IN THE MIDDLE OF THE HOUSE  
(Shapiro-Bernstein, ASCAP)

Draper sells a folk-type novelty with solid showmanship and tongue-in-cheek humor. The tune is a funny take-off on the old gag about the house with a railroad track running thru it. Milton Berle has cut the tune on Coral and Vaughn Monroe for Victor, but this platter is the one to beat. The flip is a cover of a bouncy c.&w. rhythm item, "Pink Cadillac" (4 Star Sales, BMI).

**DISK JOCKEY PROGRAMMING**

LOLA DEE-RUSTY DRAPER . . . Mercury 70923 . . . . . SCRATCH MY BACK  
(Second, ASCAP)

A sock reading of a lazy, sensuous novelty from the legit click, "New Faces." Both Miss Dee and Draper contribute standout performances on clever special material-type lyrics. Theme (gal wants to get out and go, while guy is in no hurry) provides effective chatter angle for daytime jocks. Flip is a happy, bouncy novelty, "Behind Those Swingin' Doors" (American, ASCAP).

MICHEL LEGRAND . . . Columbia 40732 . . . LOVE THEME FROM "LA STRADA"  
(Leeds, ASCAP)

PAUL WESTON-NORMAN LUBOFF CHOIR. Columbia 40737  
The moving theme from the highly praised Italian movie, "La Strada," has been cut twice by Columbia—a strikingly effective instrumental version by Michel Legrand, and an equally effective and poignant vocal version by Weston and the Luboff Choir. Both sides should provide jocks with unusual programming material, and the film is a natural for lead in chatter. Flip on the Legrand disk is a lively instrumental theme, "Paris Canaille." Flip on the Weston-Luboff platter is the appealing film theme ballad, "The Kentuckian Song" (Frank, ASCAP).

**Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

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

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

**PATTY ANDREWS**

Too Old to Rock 'n' Roll . . . . . 79

CAPITOL 3495—Brisk polka novelty is reminiscent of the Andrews Sisters' big "Pennsylvania Polka" smash of another era. Merits big spinner support and should do business. (Jungnickel, ASCAP)

Broken . . . . . 68

This is the more desperate variety of rock and roll balladry. Flipside should account for most of the activity. (Quintet, BMI)

**CREWCUTS**

Thirteen Going on Fourteen . . . . . 78

MERCURY 70922—A cute lyric for the teen-agers. Song has a catchy arrangement and will likely get good exposure. (Roncom, ASCAP)

Bei Mir Bist Du Schoen . . . . . 75

The oldie, belted out with verve. Side has a lot of beat and sharp instrumentation. (Harms, ASCAP)

**GEORGE SIRAVO ORK**

Bumps-a-Daisy . . . . . 78

DECCA 30012 — Here's a swingy and definitely catchy piece of wax with an old-fashioned soft-shoe type rhythm. It's a smart arrangement thruout and could catch plenty of action. (Henderson, BMI)

In Old Madrid . . . . . 72

A lush, Latin-flavored production job. It's all instrumental and pleasant listening, but the flip rates the primary attention. (Cherio, BMI)

**LARRY STARR**

Don't Ringa Da Bell . . . . . 77

KAPP 154—A lively Italian clambake in

which Starr and the Happy Harts spread good cheer. The bright arrangement and the vigorous vocal styling will help this disk in the competition shaping up on the tune. (Regent, BMI)

I Only Want a Buddy—

Not a Sweetheart . . . . . 73

The light tenor voice of Larry Starr is mighty pretty in this oldie. The airy pacing of the singer and deftly etched orchestra backing make it seem fresh and new. (Cole, BMI)

**BARBARA LYONS**

Puppy Love . . . . . 76

CAPITOL 3497 — Teen love theme is projected tenderly by the British thrush, who is the daughter of Bebe Daniels and Ben Lyons. Good jockey conversation piece, tho commercial chances are limited. (City and Country, BMI)

Don't Ring-a Da Bell . . . . . 72

Ronnie Harris joins the thrush in this Italian-dialect novelty. Some smiles here. (Regent, BMI)

**BUDDY HACKETT AND ALAN DALE**

Pardners . . . . . 76

CORAL 61677 — Comedian Hackett teams up with warbler Dale for a bouncy rendition of a novelty ditty from the forthcoming Martin and Lewis movie of the same title. A personable pairing, which should pull jockey play. (Paramount, ASCAP)

Be My Guest . . . . . 74

Another showmanly duo-performance by Coral's new "team" on an amusing piece of special material. (Famous, ASCAP)

(Continued on page 74)

*America's Fastest Selling Records*



**DECCA**  
RECORDS

*Another Great  
Decca  
Discovery*



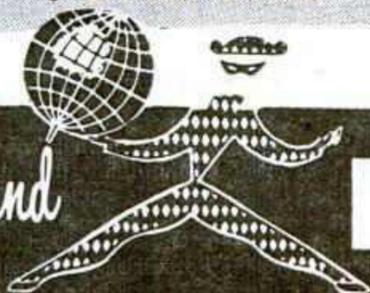
**K.C. JONES**

**ROCKETING TOWARD A HIT**

**WAIT LITTLE  
DARLING**

**B/w A GYPSY FORTUNE TELLER DECCA 30020 9-30020**

*A New World of Sound*



**DECCA records**

Be Sure to Hear . . .

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

**HOT WEATHER HIT—  
COOL, COOL, BABY**  
b/w  
EVERY NIGHT  
ABOUT THIS TIME  
**THE SOPHOMORES**  
Dawn #216  
**DAWN RECORDS**  
39 W. 60 St. N.Y.C.

ABC-PARAMOUNT  
LATEST RELEASE  
**Mama, Teach Me To Dance**  
EYDIE GORME  
9722

ANOTHER SMASH!  
"CANADIAN SUNSET"  
★  
"HIGH UPON A MOUNTAIN"  
**ANDY WILLIAMS**  
Cadence 1297  
**cadence RECORDS**

### Reviews of New Pop Records

Continued from page 72

**EDDIE THOMAS**  
**Four Bare Walls** . . . . . 76  
BEECH 711—Impressive debut disk-  
ing for the new label. Thomas and  
male group are effective with a folk-  
type verse-and-refrain novelty. Good  
spin fare. (Monument, BMI)  
**Hot Tears** . . . . . 70  
Thomas' styling, as well as the mate-  
rial on this side is synthetic c.&w.,  
and will have trouble finding its  
market. (Hawthorne, ASCAP)

**EDMUNDO ROS ORK**  
**Mister Cuckoo (Sing Your Song)** . . . . . 75  
LONDON 1678—From England an-  
other reading of this tune with much  
of the charm of "The Happy Wander-  
er." The alternating choruses by Ros  
and soprano group keep things mov-  
ing briskly. A tasty dish for deejays.  
(Maurice, ASCAP)  
**Don't Ringa Da Bell** . . . . . 75  
The theme here is the celebration in  
an Italian family of the birth of the  
first baby. This makes for all-around  
gaiety. A happy, infectious novelty.  
(Regent, BMI)

**CONNIE BOSWELL**  
**This Can't Be Love** . . . . . 75  
DECCA 29944 — The thrush swings  
out with a mighty smart arrangement  
on the fine Rodgers and Hart tune.  
This one rates plenty of jockey atten-  
tion. (Chappell, ASCAP)  
**Star Dust** . . . . . 74  
The gal rates bows on performance  
here. Miss Boswell gives the great  
standard a mellow reading. Jockeys  
will like. (Mills, ASCAP)

**FOUR KNIGHTS**  
**Don't Depend on Me** . . . . . 75  
CAPITOL 3494—The foursome har-  
monize this ballad in restrained rock  
and roll fashion and achieves an  
effect that will be appreciated by  
both pop and r.&b. customers.  
(Roosevelt, BMI)  
**You're a Honey** . . . . . 73  
In a complete change of pace, the  
Knights turn here to material with a  
zippy old-fashioned tang. A smart  
novelty for fans of the group. (John-  
stone-Montel, BMI)

**WILD BILL DAVIS**  
**I Let a Song** . . . . . 74  
IMPERIAL 5399—A tasteful, leisurely  
paced instrumental version of the  
Duke Ellington oldie highlighted by  
listenable organ and guitar solo stints.  
Good juke wax. (Mills, ASCAP)  
**Autumn Leaves** . . . . . 72  
An instrumental treatment of the  
standard in interesting Latin-Ameri-  
can tempo. Same comment on per-  
formance. (Ardmore, ASCAP)

**JOHNNY BURNETTE TRIO**  
**Oh Baby Babe** . . . . . 74  
CORAL 61675 — Burnette gives a  
spirited tune the old Presley approach  
with a frantic delivery and a strong  
beat. (Mitchell, ASCAP)

**Midnight Train** . . . . . 71  
A moody vocal treatment of a haunt-  
ing blues about a jail bird. (Olman,  
ASCAP)

**BEALE STREET BUSKERS**  
**Dusty** . . . . . 73  
BALBOA 0002—Instrumental with an  
extremely pleasant Dixieland flavor,  
arrangement by Larry Fotine is re-  
laxed and the musicians play with  
plenty of heart. (Circle, ASCAP)  
**Freddy Cat** . . . . . 73  
This side is in the same groove—  
relaxed and nostalgic—makes a good  
deejay disk with the flip. (True Blue,  
ASCAP)

**BERNIE WAYNE**  
**Shallmar** . . . . . 73  
ABC-PARAMOUNT 9727 — The  
Wayne ork and chorus come up with  
an attractive bit of listening, to the  
rhythm of the tango. A pretty and  
lush production. (Sheldon, BMI)  
**South of Saigon** . . . . . 70  
This one has an Oriental feel de-  
veloped with Far-East type stringed  
instruments. It's attractive enough  
and the coupling rates jockey expo-  
sure. (Peer, BMI)

**LEW DOUGLAS**  
**High Society** . . . . . 72  
BALLY 1014—Douglas and ork offer  
an exciting instrumental, full of big  
brassy sounds. Has a polka air about  
it, which means that in certain circles  
at least, there's juke box potential.  
Tune bears no connection to pic of  
the same name or to the standard  
tune of the same title. (Valleydale,  
BMI)  
**Bombolero** . . . . . 71  
Another exciting instrumental, this  
time with a colorful bolero beat.  
(Mellin, BMI)

**MARI JONES**  
**Riba Daba Doo** . . . . . 72  
TAMPA 117 — A rollicking blues  
rhythm with fine backing makes for  
a good side by Mari Jones. She puts  
life into a fair tune and makes it  
move. A talent to watch. (Webster,  
BMI)  
**Don't Cry** . . . . . 71  
A slow blues with pop appeal. Singer  
does another fine job with plenty of  
heart thrown in. Real smart side.  
(Advance, ASCAP)

**BROOK BENTON**  
**Love Made Me Your Fool** . . . . . 72  
EPIC 9177—Styled in Benton's highly  
embroidered fashion, this material  
comes off neatly. The singer's off-  
beat accent establishes a wonderful,  
comfortable rhythm pattern. Good  
material for both pop and r.&b.  
jockeys. (Shallmar, BMI)  
**Give Me a Song** . . . . . 70  
A fancily created ballad, in which  
Benton shows off his usual range.  
Sometimes his curlicues come near  
being excessive, but his is a talent  
to be reckoned with. (Silhouette,  
ASCAP)

**BUDDY GRECO**  
**Love, Don't Be a Stranger** . . . . . 72  
KAPP 155—A relaxed ballad taken  
in stride by Greco. He has warmth  
and a polished style, that, with more  
appropriate material, is bound to  
click one day. (Dorsey, ASCAP)  
**In Time to Come** . . . . . 69  
The material here is on the pre-  
tentive side, and fine a singer as  
Greco is, he has a tough time giving  
any distinctive appeal to it. (E. H.  
Morris, ASCAP)

**EDDIE BLUE**  
**You Are My First Love** . . . . . 71  
DECCA 29985—A ballad with a lyric  
full of cliches, rendered with a big  
sound by Eddie Blue. The chanter is  
backed with lush instrumentation and  
a chorus. (Amber, ASCAP)  
**This Is Only the Beginning** . . . . . 71  
Another ballad, done by Eddie Blue  
with the same good sound, backed  
by very solid instrumentation. (Ver-  
onique, ASCAP)

**PEPPER AND SPOOKY**  
**The Poor People of Paris, Texas** . . . . . 71  
CORAL 61680—Deliberate corn vocal-  
izing by the duo on a fairly funny  
take-off on the click French ditty.  
Title gimmick should pay off with  
some jockey play. (Connelly, ASCAP)  
**How I Wish You'd Fall in Love** . . . . . 70  
A boy and girl vocal team blend  
attractively on a pleasing rhythm tune  
with a melody line based on "Old  
MacDonald Had a Farm." (Lantern,  
ASCAP)

**THE MULCAYS**  
**Lili Marlene** . . . . . 71  
TRANS-WORLD 719 — War-time  
fave is rendered in jaunty march-  
shuffle time by the harmonica act  
and vocal chorus. Okay standard  
box fare. (Chappell, ASCAP)  
**I Got the Blues** . . . . . 67  
The Harmonica duo walls thru an  
ordinary blues-derived original with  
rhythm backing. (Mulcaey, ASCAP)

**LEN CARRIE**  
**Diddily Diddily Babe** . . . . . 71  
DECCA 30006—Carrie and a male

### Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Television	Radio
A Sweet Old Fashioned Girl (R)—Valor—ASCAP	A Beautiful Friendship (R)—Kahn—ASCAP
Allegheeny Moon (R)—Oxford—ASCAP	A Sweet Old Fashioned Girl (R)—Valor—ASCAP
Believe in Love (R)—Robbins—ASCAP	Allegheeny Moon (R)—Oxford—ASCAP
Big D (R) (M)—Frank—ASCAP	Canadian Sunset (R)—Meridian—BMI
Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI	Cool Tango (R)—Ardmore—ASCAP
Drugstore Cowboy (R)—Shawnee—ASCAP	Glendora (R)—American—BMI
Get Me to the Church on Time (R) (M)—Chappell—ASCAP	Happiness Street (R)—Planetary—ASCAP
Give Us This Day (R)—Valando—ASCAP	How Little We Know (R)—E. H. Morris—ASCAP
Happiness Street (R)—Planetary—ASCAP	I Almost Lost My Mind (R)—St. Louis—BMI
Happy Whistler (R)—Birchwood—ASCAP	I Could Have Danced All Night (R) (M)—Chappell—ASCAP
How Little We Know (R)—E. H. Morris—ASCAP	I Only Know I Love You—Leeds—ASCAP
I Almost Lost My Mind (R)—St. Louis—BMI	It Only Hurts for a Little While (R)—Advanced—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP	I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
I Want You to Be My Girl (R)—Kahl—BMI	Make Me a Child Again (R)—Remick—ASCAP
In the Alps (R)—Leeds—ASCAP	Me 'n' You 'n' the Moon (R) (F)—Paramount—ASCAP
It Only Hurts for a Little While (R)—Advanced—ASCAP	Moonglow (R) (F)—Mills—ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP	Mr. Wonderful (R) (M)—Laurel—ASCAP
Ivory Tower (R)—E. H. Morris—ASCAP	No One Home (R)—Southern—ASCAP
Love, Love, Love (R)—Progressive—BMI	On the Street Where You Live (R) (M)—Chappell—ASCAP
Make It Do (R)—Holleybrook—ASCAP	Portuguese Washerwoman (R)—Remick—ASCAP
Moonglow (R) (F)—Mills—ASCAP	Proud Ones (R) (F)—Weiss & Barry—BMI
Moonglow-Picnic Theme (R) (F)—Mills—ASCAP	Sierra Madre (R)—Melody Lane—BMI
Ninety-Eight Cents (R)—Summit—ASCAP	Somebody Up There Likes Me (R) (F)—Feist—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP	Standing on the Corner (R) (M)—Frank—ASCAP
Sleep, Sleep, Daughter (R)—Planetary—ASCAP	Stranded in the Jungle (R)—Peer—BMI
Solid Gold Cadillac (R) (F)—Columbia Pic—ASCAP	True Love (R) (F)—Buxton Hill—ASCAP
Standing on the Corner (R) (M)—Frank—ASCAP	Wayward Wind (R)—Warman—BMI
Walk Hand in Hand (R)—Republic—BMI	Whatever Will Be Will Be (R) (F)—Artists—ASCAP
Wayward Wind (R)—Warman—BMI	You Bring Out the Love in Me (R)—E. H. Morris—ASCAP
Whatever Will Be Will Be (R) (F)—Artists—ASCAP	
You're Sensational (R) (F)—Buxton Hill—ASCAP	

### Best Selling Sheet Music in Britain

(For Week Ending July 14)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Walk Hand in Hand—Duchess (Republic)	You Can't Be True to Two—Dash (Joy)
Who Are We?—Bourne (Thunderbird)	The Birds and the Bees—Maddox (Famous)
Hot Diggity—Peter Maurice (Roncom)	Mister Cuckoo—Macmelodies (Peter Maurice)
My September Love—Bron	Ivory Tower—E. H. Morris (E. H. Morris)
Out of Town—Kassner (Kassner)	A Tear Fell—Robbins (Progressive)
The Wayward Wind—Lafleur (Artists)	It's Almost Tomorrow—Macmelodies (Northern)
Whatever Will Be, Will Be—Melcher-Toff (Warman)	The Poor People of Paris—Berry (Connelly)
No Other Love—Chappell (Williams)	Rock and Roll Waltz—Maddox (Sheldon)
To Young to Go Steady—Robbins (Robbins)	Serenade—Blossom (Harms)
I'll Be Home—Box & Cox (Arc)	
Why Do Fools Fall in Love?—Chappell (Patricia)	

### Best Selling Pop Records in Britain

(For Week Ending July 14)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)	1
2. I'LL BE HOME—Pat Boone (London)	2
3. WHATEVER WILL BE, WILL BE—Doris Day (Philips)	12
4. HEARTBREAK HOTEL—Elvis Presley (HMV)	4
5. ALL STAR HIT PARADE—Winifred Atwell, Dickie Valentine, David Whitfield, Joan Regan, Dave King, Lita Roza (Decca)	3
6. WALK HAND IN HAND—Tony Martin (HMV)	10
8. HOT DIGGITY—Perry Como (HMV)	5
8. I'M WALKING BACKWARDS FOR CHRISTMAS/BLUEBOTTLE BLUES—The Goons (Decca)	6
9. WAYWARD WIND—Tex Ritter (Capitol)	8
10. WHO ARE WE?—Ronnie Hilton (HMV)	8
11. EXPERIMENTS WITH MICE—Johnny Dankworth Orchestra (Parlophone)	7
12. WAYWARD WIND—Gogi Grant (London)	11
13. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	18
14. MOONGLOW AND THEME FROM "PICNIC"—Morris Stolfo (Brunswick)	15
15. SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)	13
16. LOST JOHN—Lonnie Donegan (Pye-Nixa)	17
17. BAD PENNY BLUES—Humphrey Lyttelton Band (Parlophone)	20
18. TOO YOUNG TO GO STEADY—Nat (King) Cole (Capitol)	17
19. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	17
20. MY SEPTEMBER LOVE—David Whitfield (Decca)	14
20. LEFT BANK—Winifred Atwell (Decca)	14

vocal group warble exuberantly on a rock and roll-styled rhythm-novelty with a strong, insistent beat and a nonsense-type lyric. (Springfield, BMI)  
**Music Drives Me Crazy** . . . . . 70  
Personable vocalizing on another rock and roll rhythm-novelty side. (Jungnickel, ASCAP)

**THE COMMANDERS**  
**Just You, Just Me** . . . . . 70  
DECCA 29993—Eddie Grady leads the ork thru a swinging instrumental version of the oldie. Great for the boxes or for the jockey dancing parties. Made to order for terping. (Robbins, ASCAP)  
**By Heck** . . . . . 68  
Another oldie that dates way back is dressed up in modern danceable style by the Commanders. (E. B. Marks, BMI)

**BOB SPENCER**  
**Rock and Roll Lullaby** . . . . . 70  
EPIC 9176 — Spencer handles this strongly rhythmic material with a knowing touch. Right in the groove for the teen-age market. (Philadel-  
phia, BMI)  
**The One I'm Waiting for** . . . . . 66  
A restrained rock and roll ballad read with taste by Spencer. Material does not generate much excitement, but is listenable. (Republic, BMI)

**ROBERT BANKS TRIO**  
**Sentimental Journey** . . . . . 70  
REGENT 7501—Banks on the organ, plus Phil Urso on tenor sax, sets a soft, relaxed mood on the Lex Brown oldie. Good jockey fare for late-hour jazz-toned segs. (E. H. Morris, ASCAP)  
**Moonlight Serenade** . . . . . 65  
The boys don't do as well with the old Miller theme. (Robbins, ASCAP)

**THE THREE DONS AND DEENA**  
**Pardonnez Moi** . . . . . 69  
CORAL 61678 — Smooth, pleasant group vocalizing on an attractive tune with an easy rhythmic beat. Okay solo work by Russ De Marco. (Sheri-  
ton, ASCAP)  
**That's When I'll Say Goodbye to You** . . . . . 68  
Same comment. (Sheri-ton, ASCAP)

**JUMPING JACKS**  
**Toki-Roll Toki-Rock** . . . . . 69  
CAPITOL 3496 — A pseudo-Oriental styling of some mildly swinging rock and roll material. Jack Marshall and Frank Carlson not only handle the vocal, but, via multiple track dubbing, are responsible for the entire backing (working in about 10 instruments). (Jari, BMI)  
**Valencia** . . . . . 68  
Marshall stutters into a Presley-type

(Continued on page 80)

**YOU'RE  
A HONEY**  
**FOUR KNIGHTS**  
with FRANKIE CARLSON'S BAND  
**DON'T DEPEND ON ME**  
record no. 3494  
**Capitol RECORDS**



**LITTLE WILLIE JOHN**  
**FEVER**  
King 4935

**BILL DOGGETT**  
**HONKY TONK**  
King 4950

**JAMES BROWN**  
**WITH THE FAMOUS FLAMES**  
**PLEASE, PLEASE, PLEASE**  
Federal 12258

**EARL BOSTIC**  
**ROSES OF PICARDY**  
b/w  
**WHERE OR WHEN**  
King 4943

**THE MIDNIGHTERS**  
**TORE UP OVER YOU**  
b/w  
**EARLY ONE MORNING**  
Federal 12270

**JERRY DORN**  
**WISHING WELL**  
4932

**OTIS WILLIAMS AND HIS**  
**CHARMS**  
**ONE NIGHT ONLY**  
b/w  
**IT'S ALL OVER**  
De Luxe 6095

**BONNIE LOU**  
**NO ROCK'N ROLL TONIGHT**  
b/w  
**ONE TRACK LOVE**  
King 4948

**JACK DUPREE**  
**MAIL ORDER WOMAN**  
**BIG LEG EMMA'S**  
King 4938

**MAC CURTIS**  
**HALF HEARTED LOVE**  
**GRANDDADDY'S ROCKIN'**  
King 4949

**BILLY GAYLES**  
**I'M TORE UP**  
Federal 12265

**KING RECORDS**

**VOX JOX**

By JUNE BUNDEY

**GUEST COUP:** Manhattan indie WNEW scored a guest-coup last month, when Dean Martin and Jerry Lewis (the soon to be separated twosome) made separate appearances on Jerry Marshall's show. Following Martin's guest stint on Jerry Marshall's "Make Believe Ballroom" show July 18, Lewis showed up the next day and demanded equal time. When told that Martin was on for a half hour, Lewis said, "Good, 'Ill do 35 minutes." He stayed on for over an hour.

**THIS 'N' THAT:** Leigh Kamman, former jazz jock at WOV, New York, has joined WLOL, Minneapolis, and the station is sending out elaborate promotional brochures on his packing. . . . Mike Heuer, KMA, Shenandoah, Ia. writes, "Your album survey is terrific. I play about 60 per cent of my shows from albums. All the good music is there!" . . . Small fry spinner Candy Lee, WDOK, Cleveland, closes her show with the following advice to listeners—"If you want a good friend you have to be a good friend."

**CHANGE OF THEME:** Bob Wells, who recently moved from KLMS, Lincoln, Neb., to KLIN, same city, spent his honeymoon in Chicago last month. He and his bride guested on Don McNeill's ABC "Breakfast Club" show . . . Dick Doty, WHAM, Rochester, N. Y., has added another half hour to his afternoon show, which now runs from 3:30 to 6 p.m., and—combined with his early morning program—gives him more than five hours a day of air time.

Bob Bassett, formerly with WPEP, Taunton, Mass., is now spinning his jazz platters over WHIM, Providence, R. I. Al Roberson has replaced him at WPEP. . . . Bob Jones, WFAB, Omaha, has started another new program, "Jones' Journal," from 4 to 5 p.m., thereby setting the jock up with 22 hours of air time each week. . . . Jim Bunch has re-

placed Bob Litten as program director-librarian of KEED (new name of KRGA), Springfield, Ore.

**YESTERYEAR'S TOPS—**  
The nation's top tunes on records as reported in The Billboard

- AUGUST 3, 1946**
1. The Gypsy
  2. Doin' What Comes Natur'lly
  3. They Say It's Wonderful
  4. To Each His Own
  5. Surrender
  6. Prisoner of Love
  7. I Don't Know Enough About You
  8. I Got the Sun in the Morning
  9. In Love in Vain
  10. I Don't Know Why (I Just Do)
  11. All Through the Day
  12. Sioux City Sue
  13. Who Told You That Lie?
  14. Do You Love Me?
  15. Come Rain or Come Shine
- AUGUST 4, 1951**
1. Too Young
  2. Come On-a My House
  3. My Truly, Truly Fair
  4. Sweet Violets
  5. Loveliest Night of the Year
  6. Jezebel
  7. Because of You
  8. On Top of Old Smoky
  9. Mister and Mississippi
  10. How High the Moon

Program director Robert Askey, KFOR, Lincoln, Neb., has completed his deejay roster with the addition of Ralph Johnson, Wayne Smith and Dale Holt. . . . George Klein, who graduated from high school with Elvis Presley, appropriately enough has started a rock and roll show over KWEM, Memphis, Tenn. Presley has promised to guest on the program. Klein needs r.&c. and r.&b. disks for the two-and-a-half-hour daily show.

**Territorial Best Sellers**

Continued from page 66

**St. Louis**

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be Doris Day, Col.
3. On the Street Where You Live V. Damone, Col.
4. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. I Almost Lost My Mind, P. Boone, Dot
7. More, P. Como, Vic.
8. Wayward Wind, G. Grant, Era
9. Sweet Old-Fashioned Girl T. Brewer, Cor.
10. Glendora, P. Como, Vic.

**San Francisco**

1. Wayward Wind, G. Grant, Era
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. I Almost Lost My Mind, P. Boone, Dot
5. I'm in Love Again, F. Domino, Imp.
6. Standing on the Corner, Four Lads, Col.
7. Ivory Tower, C. Carr, Fty.
8. Whatever Will Be, Will Be Doris Day, Col.
9. On the Street Where You Live V. Damone, Col.
10. Ivory Tower, G. Storm, Dot

**Seattle**

1. Wayward Wind, G. Grant, Era
2. My Prayer, Platters, Mer.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. Treasure of Love, C. McPhatter, Atl.
6. Born to Be With You, Chordettes, Cdc.
7. Allegheny Moon, P. Page, Mer.
8. I'm in Love Again, F. Domino, Imp.
9. Whatever Will Be, Will Be Doris Day, Col.
10. Standing on the Corner, Four Lads, Col.

**Toronto**

1. Wayward Wind, G. Grant, Era
2. I'm in Love Again, F. Domino, Imp.
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. On the Street Where You Live V. Damone, Col.
6. I Almost Lost My Mind, P. Boone, Dot
7. My Blue Heaven, F. Domino, Imp.
8. Glendora, P. Como, Vic.

**AUG 4<sup>th</sup>**  
**to SEP 5<sup>th</sup>**

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**• This Week's C&W Best Buys**

NO SELECTIONS THIS WEEK.

**• Review Spotlight on . . . TALENT**

**LOUISE DUNCAN**

**Gossip** (Bafield, BMI)  
**Wherever You Are** (Bafield, BMI)—Bakersfield 503  
 The canary has a strong, expressive thrashing style, somewhat reminiscent of Goldie Hill. She sells "Gossip" (a touching country ballad featuring a recitation by Forrest Kyle) with sincerity and sock emotional impact. The flip, another country ballad, is a less effective showcase for her talents.

**• Reviews of New C&W Records**

**BOBBY LORD**

**Without Your Love** . . . . .87  
 COLUMBIA 21539 — A solid one. Song is a weeper, and it's done in the traditional style. Side has been multi-tracked, giving it a full sound. Watch it. (Cedarwood, BMI)  
**Everybody's Rockin' But Me** . . . . .78  
 The ditty gently spoofs rock and roll. Lord has a fine feeling for the back-shack style of delivery. (Acuff-Rose, BMI)

**ARLIE DUFF**

**Angler Come Across** . . . . .83  
 DECCA 29987—Duff serves up a slyly humorous rhythm side about a guy who likes a gal who goes for rock and roll. Should get plenty of play from both anti and pro rock-a-billy jocks in view of its fence-straddling approach. (Old Charter, BMI)  
**So Close and Yet So Far** . . . . .76  
 Plaintive reading on a moving weeper with effective lyrics. (Hudson-Dart, BMI)

**GLENN DOUGLAS**

**I Don't Believe** . . . . .83  
 DECCA 30000—Douglas sings a wistful weeper with dignity and appealing sincerity. (Copar, BMI)  
**What'cha Don't Do to Me** . . . . .71  
 An attractive vocal performance on a melodic weeper with up-tempo pacing. (Trail End, BMI)

**TOM GLAZER**

**The 4th "R" Religion** . . . . .80  
 CORAL 61676 — Here's a spirited rendition of a new idea with a close kinship to "That Old Time Religion." Plenty of hand-clapping excitement in a good box and deejay possibility. (Shapiro-Bernstein, ASCAP)  
**Country and Western (That's for Me)** . . . . .76  
 Glazer extols the happy virtues of country and western music. References to "Grand Ole Opry," Webb Pierce, Red Foley, Hank Snow, etc., spark it up. Nice performance with a good c.&w. backing. Should be a solid box item. (Skidmore, ASCAP)

**JOHNNY "T" TALLEY**

**Lonesome Train** . . . . .80  
 MERCURY 70902 — Talley has the advantage of fine material on this slow, pulsing blues job. The singing, arrangement and "down" guitar work are on the plus side. A highly commercial disk. (Nash, BMI)  
**I've Changed My Wild Mind** . . . . .75  
 Here's a rhythmic piece of romantic expression and Talley gives it a happy, upbeat reading. Flipside, however, gets the nod on appeal. (Snow, BMI)

**JIMMIE SKINNER**

**Muddy Water Blues** . . . . .78  
 MERCURY 70894—Skinner delivers a

good, slow-rhythm blues job. Guitars help get over that sad, sad feeling. Voice itself has a lusty bass quality which sells well. Good commercial entry. (Acuff-Rose, BMI)

**Will You Be Satisfied That Way?** . . . . .75  
 Here's a heartbreaking tale of the broken home. "Will you be satisfied that way?" he asks as the gal goes out the door. Fine deep-down vocalizing with a solid guitar backing. (Tubb, BMI)

**EARL PETERSON**

**World of Make-Believe** . . . . .77  
 COLUMBIA 21540—A weeper, with a lot of power. Lyric is well-done, and Peterson's vocal extracts every bit of sadness and warmth. (Driftwood, BMI)  
**You Gotta Be My Baby** . . . . .75  
 Peterson chants one in the traditional country style. Plenty of beat here; a good one for the boxes. (Golden West, BMI)

**SONNY BURNS**

**Think Again** . . . . .76  
 STARDAY 254—When her cheatin' thru, his arms won't be open for her. "Think again," he admonishes her. This side sneaks up on the listener, getting stronger as it goes along. (Starrite, BMI)  
**If You See My Baby** . . . . .74  
 Daddy says tell her it's time to come home. Another in the traditional country style. A good song, competently done. (Starrite, BMI)

**ROY DRUSKY**

**Three Blind Mice** . . . . .74  
 COLUMBIA 21537—Drusky does a cute take-off on the nursery tune. The lyrics and jazzy beat are highly effective. Drusky should gain a lot of new fans—among deejays and customers—with this novelty. (Lowery, BMI)  
**I'll Make Amends** . . . . .69  
 Drusky has a smooth, cultivated style that is attractive even when the material, as here, is only average. The tune's message is in the title. (Lowery, BMI)

**BILL WIMBERLY**

**At the Old Town Hall** . . . . .73  
 MERCURY 70900 — Lightning fast fiddlin' in a square dance rhythm type entry. A bright, happy swinging job that has juke box potential, tho the tune has been around in the pop field. (Barton, BMI)  
**You Can't Lean on Me** . . . . .71  
 Pace slows on this side with a tune that has some weepy connotations. Wimberly has a nice, virile style here and the fiddles get in with some fancy licks. (Starrite, BMI)

**LINK DAVIS**

**Don't Big Shot Me** . . . . .73  
 STARDAY 255—Country blues. Lyric has considerable novelty value. Instrumentation rocks right along with horns used in addition to the usual strings. (Starrite, BMI)  
**Trucker From Tennessee** . . . . .71  
 Country blues, with a bouncing beat. Instrumentation includes horns. (Starrite, BMI)

**THOMAS BROTHERS**

**Way High, Way Low** . . . . .72  
 MAR-VEL 355—The Thomas Brothers do a real traditional country side with a nicely arranged tune. Features good picking, is lively and moves right along. (Cedarwood, BMI)  
**Heart, Heart Broken** . . . . .71  
 Here they team up for good authentic country harmonizing. Has strong backing and gets its point across. (BMI)

**TOMMY SPURLIN**

**Hang Loose** . . . . .71  
 PERFECT 109 — Spurlin essays a semi-Presley style here (without echo chamber, however), and brings off this rhythm material very well. Those who have been following Spurlin's releases will find this of the strongest commercially to date. (Artrec, BMI)  
**One-Eyed Sam** . . . . .68  
 This is country blues, too, but the material doesn't quite match that of the flip. Another good job by Spurlin. (Artrec, BMI)

**EDDY DUGOSH**

**Don't You Realize** . . . . .70  
 SARG 135—A slow relaxed blues with a rock and roll beat in the back-

**• C&W Territorial Best Sellers**

For survey week ending July 25

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

**Birmingham**

1. Hound Dog, E. Presley, Vic.
2. My Lips Are Sealed, J. Reeves, Vic.
3. Crazy Arms, R. Price, Col.
4. I Want You, I Need You, I Love You, E. Presley, Vic.
5. Searching, K. Wells, Dec.
6. Little Rosa, R. Sovine-W. Pierce, Dec.

**Charlotte**

1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Searching, K. Wells, Dec.
5. I Take the Chance, J. E. & M. Brown, Vic.
6. Hound Dog, E. Presley, Vic.
7. On My Mind, L. Flatt & E. Scruggs, Col.
8. My Baby Left Me, E. Presley, Vic.

**Dallas-Fort Worth**

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Twenty Feet of Muddy Water, S. James, Cap.
4. Honky Tonk Man, J. Horton, Col.
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. My Baby Left Me, E. Presley, Vic.
7. Sweet Dreams, F. Young, Cap.

**Houston**

1. You Gotta Be My Baby, G. Jones, Sdy.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. I Walk the Line, J. Cash, Sun
4. Crazy Arms, R. Price, Col.
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. Take a Look at Yourself, G. Morgan, Col.
7. Heartbreak Hotel, E. Presley, Vic.
8. Hound Dog, E. Presley, Vic.
9. You Are the One, C. Smith, Col.

**Memphis**

1. Crazy Arms, R. Price, Col.
2. Boppin' the Blues, C. Perkins, Sun
3. I Take the Chance, J. E. & M. Brown, Vic.
4. You Gotta Be My Baby, G. Jones, Sdy.
5. Conscience, I'm GUILTY, H. Snow, Vic.
6. Ooby Dooby, R. Orbison, Sun
7. Searching, K. Wells, Dec.
8. I Walk the Line, J. Cash, Sun

**Nashville**

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. I Take the Chance, J. E. & M. Brown, Vic.
4. My Lips Are Sealed, J. Reeves, Vic.
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. Be-Bop-a-Lula, G. Vincent, Cap.
7. I'm So in Love With You, Wilburn Brothers, Dec.
8. Searching, K. Wells, Dec.

**New Orleans**

1. Searching, K. Wells, Dec.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. Crazy Arms, R. Price, Col.
4. Conscience, I'm GUILTY, H. Snow, Vic.
5. Wayward Wind, T. Ritter, Cap.

**Richmond, Va.**

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. I Want You, I Need You, I Love You, E. Presley, Vic.
4. Heartbreak Hotel, E. Presley, Vic.
5. Boppin' the Blues, C. Perkins, Sun
6. I Take the Chance, J. E. & M. Brown, Vic.
7. Sweet Dreams, F. Young, Cap.

**St. Louis**

1. Boppin' the Blues, C. Perkins, Sun
2. I Walk the Line, J. Cash, Sun
3. Come Back to Me, J. Newman, Dot
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Hound Dog, E. Presley, Vic.
6. I Want You, I Need You, I Love You, E. Presley, Vic.

ground. Dugosh does well for a nice side. (CHS, BMI)

**Strange Kinda Feeling** . . . . .69  
 A country blues that rocks. A good piano solo is thrown in and the artist does a commendable job on this fair side. (Flair, BMI)

**RAY LUNSFORD**

**Under the Double Eagle** . . . . .68  
 EXCELLENT 310 — This traditional favorite gets a brisk, folksy reading here. An instrumental that has a lot of programming possibilities.  
**Blue Grass Blues** . . . . .66  
 Another bouncy instrumental featuring Lunsford's electric mandolin. Makes a good dance, and can be recommended to juke box operators. (Acuff-Rose, BMI)

**CHUCK RAY**

**What Love Is Made of** . . . . .65  
 INTRASTATE 36—Ray recites the various ingredients that make up love. Idea has merit but the rendition fails to catch fire. (Homestead, BMI)  
**On Your Old Banjo** . . . . .64  
 Banjo naturally gets spotlight here but the material and the arrangement are strictly routine. (Kessler, BMI)

**JOY WHITAKER**

**Trying to Forget** . . . . .64  
 ESTA 279—A waltz, weeper style, which fails to impress altho singer

**FOLK TALENT & TUNES**

By BILL SACHS

**Around the Horn**

Smokey Warren has sold his interest in Verona Lake Ranch, Verona, Ky., five miles west of Walton, Ky., to his partner, Thurston Moore, due to other commitments in the East. Verona Lake Ranch continues its policy of spotting top c.&w. names on Sundays. According to Moore, business has been good when the weather permitted. The park sports four rides, a number of games, refreshment stands and a large picnic area. Dancing on Saturday nights and outdoor roller skating is skedded to start soon.

August bookings for the Wilburn Brothers are as follows: Mount Sterling, Ill., August 1; Monroe, Wis., 2; McClonsburg, Ill., 3; Austin, Minn., 9; Warsaw, Ind., 10; Marshall, Ill., 11; Milledgeville, Ill., 12; Corunna, Mich., 13; Carmi, Ill., 14; Maryville, Mo., 17; Bridgeport, Ill., 20; Albert Lea, Minn., 21; Sedalia, Mo., 28; Indianapolis, 30, and Mazon, Ill., 31. . . . Tommy Lloyd, of the Pioneer Club, Toledo, is slated to cut a session soon for John Stephenson, of Stephenson Music Publications, Avery, Tex. One of the tunes to be cut, "No, Baby, No," was penned by Stephenson.

Smiley Burnette ushers in his fair season at Olney, Ill., August 1, and August 5 shows his wares at Hillbilly Park, Newark, O. He follows with a rodeo engagement at Pampa, Tex., August 8-11. Remainder of his fair dates for the month are Culberson, Neb., August 19; West Union, Ia., 21; Albion, Neb., 23; Monticello, Ia., 24; McCollensburg, Pa., 24, and Bloomfield, Neb., 28. He's also set for fair dates at Kankakee, Ill., September 8-9, and Petersburg, Va., October 5-6.

Hank Thompson and His Brazos Valley Boys, under the personal management of Jim Halsey, are set thru August as follows: Tinker Air Force Base, Okla., August 3; Tulsa, Okla., 4; Davenport, Ia., 9; Cedar Rapids, Ia., 10; Oelwein, Ia., 11; Dubuque, Ia., 12; Clear Lake, Ia., 14; Perry, Ia., 15; Rochester, Minn., 16, and Oklahoma City, 18. From August 24 thru September 2, Thompson and his combo are set at Holiday House, Pittsburgh.

Gene Vincent, who with his Blue Caps is currently riding high on the Capitol label with "Be-Bop-a-Lula," has just signed with General Artists Corporation, New York. His first big shot under the GAC banner will be a guest appearance on the "Perry Como Show" over the NBC-TV network July 28. Written by Sheriff Tex Davis, c.&w. deejay at WCMS, Norfolk, Va., "Be-Bop-a-Lula" is published by Bill Lowery's Lowery Publications, Atlanta.

Bill Burrell, Columbia's c.&w. promotion expert, spent the fore part of last week at Columbia Records' annual meeting at Estes Park, Colo., where he occupied a spot at the speakers' table. From Colorado, Bob hopped to the West Coast on business and for a visit with his parents before returning to the Georgia metropolis. . . . Riverbank Clubhouse, popular Northern California c.&w. dance spot, closed July 21 after 11 years of operation

has a nice voice. It falls into the category of "another country waltz." **Don't Look Too Closely** . . . . .64  
 More of the same.

under John McDonald, owner. Bill Carter and the Hometown Boys, who held forth at Riverbank, are currently on tour of Northern California to promote Bill's new Republic release, "By the Sweat of My Brow" and "You Ain't Got My Address." On Wednesday of this week (25), Carter and Ralph Keith make a guest appearance with Bob and Wanda Kennedy over TV channel 12, Fresno, Calif.

Lefty Frizzell, after a two-month swing thru the East and Midwest, rejoins "Town Hall Party," Los Angeles, Friday (27). He is slated to return East in the fall. . . . On August 10, Mac Wiseman (Dot) begins a tour for Americana Corporation, Hollywood, in Tucson, Ariz. Trek will take him thru California, Washington and Oregon. . . . The Frontiersmen (Sage and Sand) have been booked by Americana Corporation for an indefinite engagement at Desert Inn, El Monte, Calif.

Ernest Tubb has been set by his personal manager, Gabe Tucker, for a week of drive-in dates, opening July 29 at Gassaway, W. Va., and following with Richwood, W. Va., 30; Chapmanville, W. Va., and Madison, W. Va., 31; Martinsburg, W. Va., August 1; Logan, W. Va., 2; Man, W. Va., 3, and Frederick, Md., 4. On August 5, Tubb stops off at Sunset Park, West Grove, Pa., and August 6 returns to Nashville to begin work on a TV film series. On August 11 he will be featured on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network. Following an engagement at Bean Blossom, Ind., August 12, Tubb returns to Nashville for TV film work.

Jean Shepard and Hawkshaw Hawkins are set for another tour of the West and Northwest, opening Thursday (26) at Afton, Wyo., and following with Ontario, Ore., 27; Potlatch, Idaho, 28; Lewiston, Idaho, 29; Kettle Falls, Wash., 30; Redmond, Ore., August 1; Portland, Ore., August 2; Myrtle Creek, Ore., 3, and winding up at Klamath Falls, Ore., August 4. Tour is being promoted by their new manager, Tom Kelly, son of John Kelly, manager of Lonzo and Oscar. Following the tour, Hawk and Jean are skedded for a TV filming session for Flamingo Films.

Uncle Jim Christie, country deejay of note, is now teaching the rudiments of broadcasting at one of the Chicago colleges, with part of his teaching devoted to the pros and cons of country music. Uncle Jim, now on the mend after battling a pesky ulcer for months, now resides at 1428 Jefferson Street, Des Plaines, Ill. He says he could use hymns and gospel tunes for a new daily hour-long morning program he conducts. . . . The Wilburn Brothers, Teddy and Doyle, phoned the desk while spending a few hours in Cincinnati Monday of last week (23).

C.&w. promoter A. V. Bamford and Ray Odom, country deejay of Phoenix, Ariz., have obtained a construction permit for a new radio station in Phoenix, which they say will be the only radio works in the State featuring country music on a full-time basis. Construction is under way and they plan to be in operation by September 1. . . . George Jones

(Continued on page 80)

A GREAT COUNTRY DUET  
**Wilma Lee & Stony Cooper**  
**"CHEATED TOO"**  
 HICKORY-1051

**HANK SNOW**  
**CONSCIENCE, I'M GUILTY**  
 VIC 6578  
 CENTRAL SONGS, INC.  
 6308 Sunset Blvd., Hollywood 28, Calif.

### • C&W Best Sellers in Stores

For survey week ending July 25

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price	1	9
<i>You Done Me Wrong (BMI)—Col 21510</i>		
2. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	2	10
<i>MY BABY LEFT ME (BMI)—Vic 20-6540</i>		
3. I WALK THE LINE (BMI)—J. Cash	3	9
<i>Get Rhythm (BMI)—Sun 241</i>		
4. SEARCHING (BMI)—K. Wells	5	5
<i>I'd Rather Stay Home (BMI)—Dec 29956</i>		
5. HEARTBREAK HOTEL (BMI)—E. Presley	4	23
<i>I Was the One (BMI)—Vic 20-6420</i>		
6. BE-BOP-A-LULA (BMI)—G. Vincent	6	5
<i>Woman Love (BMI)—Cap 3450</i>		
7. I TAKE THE CHANCE (BMI)—J. E. & M. Brown	7	9
<i>Go, Go, Dada (BMI)—Vic 20-6480</i>		
8. SWEET DREAMS (BMI)—F. Young	10	7
<i>Until I Met You (BMI)—Cap 3443</i>		
9. YOU AND ME (BMI)—R. Foley & K. Wells	8	28
<i>No One But You (BMI)—Dec 29740</i>		
10. BOPPIN' THE BLUES (BMI)—C. Perkins	9	3
<i>All Mama's Children (BMI)—Sun 243</i>		
11. BLACKBOARD OF MY HEART (BMI)—H. Thompson	13	18
<i>I'm Not Mad, Just Hurt (BMI)—Cap 3347</i>		
12. YOU ARE THE ONE (BMI)—C. Smith	—	2
<i>DOORSTEP TO HEAVEN (BMI)—Col 21522</i>		
13. CONSCIENCE, I'M GUILTY (BMI)—H. Snow	—	1
<i>HULA ROCK (BMI)—Vic 20-6578</i>		
14. HOUND DOG (BMI)—E. Presley	—	1
<i>Don't Be So Cruel (BMI)—Vic 20-6604</i>		
15. LITTLE ROSA (BMI)—R. Soutine & W. Pierce	15	14
<i>Hold Everything (BMI)—Dec 25876</i>		

### • 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 throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. I WALK THE LINE—J. Cash	2	6
<i>GET RHYTHM (BMI)—Sun 241</i>		
2. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	3	10
<i>MY BABY LEFT ME (BMI)—Vic 20-6540</i>		
3. CRAZY ARMS (BMI)—R. Price	1	6
<i>You Done Me Wrong (BMI)—Col 21510</i>		
4. SEARCHING (BMI)—K. Wells	5	4
<i>I'D RATHER STAY HOME (BMI)—Dec 29956</i>		
5. HEARTBREAK HOTEL (BMI)—E. Presley	4	21
<i>I Was the One (ASCAP)—Vic 20-6420</i>		
6. YOU ARE THE ONE (BMI)—C. Smith	8	5
<i>Doorstep to Heaven (BMI)—Col 21522</i>		
7. BLACKBOARD OF MY HEART (BMI)—H. Thompson	6	14
<i>I'm Not Mad, Just Hurt (BMI)—Cap 3347</i>		
8. BE-BOP-A-LULA (BMI)—G. Vincent	—	1
<i>Woman Love (BMI)—Cap 3450</i>		
9. SWEET DREAMS (BMI)—F. Young	10	3
<i>Until I Met You (BMI)—Cap 3443</i>		
10. ANY OLD TIME (BMI)—W. Pierce	—	1
<i>WE'LL FIND A WAY (BMI)—Dec 29974</i>		

### • Most Played C&W by Jockeys

For survey week ending July 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price	1	11
<i>Col 21510</i>		
2. I WALK THE LINE—J. Cash	3	9
<i>Sun 241—BMI</i>		
3. SWEET DREAMS—F. Young	2	6
<i>Cap 3443—BMI</i>		
4. YOU ARE THE ONE—C. Smith	7	5
<i>Col 21522—BMI</i>		
5. I TAKE THE CHANCE—J. E. & M. Brown	4	15
<i>Vic 20-6480</i>		
6. SEARCHING—K. Wells	6	4
<i>Dec 29956—BMI</i>		
7. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	5	7
<i>Vic 20-6540</i>		
8. MY LIPS ARE SEALED—J. Reeves	8	4
<i>Vic 20-6517—BMI</i>		
9. YOU AND ME—R. Foley & K. Wells	—	23
<i>Dec 29740—BMI</i>		
10. BE-BOP-A-LULA—G. Vincent	14	3
<i>Cap 3450—BMI</i>		
11. TWENTY FEET OF MUDDY WATER—S. James	11	3
<i>Cap 3441—BMI</i>		
12. ANY OLD TIME—W. Pierce	15	3
<i>Dec 29974—BMI</i>		
13. HONKY TONK MAN—J. Horton	13	12
<i>Col 21504—BMI</i>		
14. COME BACK TO ME—J. Newman	—	1
<i>Dot 1283—BMI</i>		
15. BLACKBOARD OF MY HEART—H. Thompson	—	8
<i>Cap 3347—BMI</i>		



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

The Billboard  
This Week's C&W Best Buy

THAT'S THE WAY LOVE IS (Central, BMI)  
NO LOVE HAVE I (Central, BMI)  
Tommy Collins

—Capitol 3466—

Collins is turning in the dependable sales performance that dealers have come to expect of him. Not only are key Southern markets doing well with this record, but returns from key dealers and one-stops in the Middle West and New England are also good.

THE CASH BOX  
BULLSEYE OF THE WEEK  
NO LOVE HAVE I (2:40) [Central BMI—T. Collins]  
THAT'S THE WAY LOVE IS (2:17) [Central BMI—T. Collins]  
Tommy Collins hits the country wax market this week with a potent new ballad that should put his name high up on the popularity charts once again. The chanter sings his heart out on a moderate paced, romantic weeper tagged "No Love Have I." The penetrating lyrics are projected with utmost sincerity and the end result is a deck loaded with money-making potential. On the flip, Collins continually gets "put down" by his gal but he still wants her cause "That's The Way Love Goes." Two first quality etchings with the edge going to the top half.

they love it, too!!!

# TOMMY COLLINS

## THAT'S THE WAY LOVE IS NO LOVE HAVE I



record No. 3466



both sides published by  
Central Songs, Inc.

**IT'S A HIT**  
**"CONGO MOMBO" (Inst.)**  
 b/w  
**"LIFE PROBLEM" (Vocal)**  
 By Guitar Gable  
 Excello 2082

**"HEAR MY PLEA! BABY"**  
 b/w  
**"LOVE HAS GOT ME"**  
 By Arthur Gunter  
 Excello 2084

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**A Red Hot Smash!**  
**SHIRLEY and LEE**  
**"LET THE GOOD TIMES ROLL"**  
 #3325

**Aladdin RECORDS**  
 Beverly Hills, Calif.

**4 BIG NEW HOT PLATTERS FROM ATLANTIC'S OVEN!**

**Ruth Brown**  
**MON OH MON**  
**I WANT TO BE LOVED**  
 Atlantic 1104

**Joe Turner**  
**LIPSTICK, POWDER AND PAINT**  
**ROCK-A-WHILE**  
 Atlantic 1102

**The Drifters**  
**SOLDIER OF FORTUNE**  
**I GOTTA GET MYSELF A WOMAN**  
 Atlantic 1101

**The Cardinals**  
**THE END OF THE STORY**  
**I WON'T MAKE YOU CRY**  
 Atlantic 1103

**ATLANTIC RECORDING CORP.**  
 157 WEST 57th St. NEW YORK 19, N. Y.

**• Reviews of New R&B Records**

**RUTH BROWN**  
**Mom, Oh Mom**.....84  
 ATLANTIC 1102—Watch this one. The fine chanteuse has a waltz-time melody here that really stays with you. This material, coupled with the excitement Miss Brown gives any good song, makes this a standout. Side is likely to have a good pop sale too. (Progressive, BMI)

**I Want to Be Loved**...78  
 A change of pace from the flip is this fast side with an intricate rhythm pattern. Miss Brown gives a virtuoso performance of the old Savannah Churchill vehicle. (Melrose, ASCAP)

**THE CARDINALS**  
**I Won't Make You Cry, Anymore**.....83  
 ATLANTIC 1103—A very strong ballad side. The lead singer does an outstanding vocal here, backed by an instrumental arrangement which gives the side a satisfying, almost sacred quality. (Progressive, BMI)

**The End of the Story**...79  
 Another ballad side, more pop in flavor than the flip, but done with the same emotional touch. (Progressive, BMI)

**THE DUKES**  
**Teardrop Eyes**.....82  
 IMPERIAL 5401—A highly effective side, sparked by the unusually distinctive vocal work of the lead singer on a moving theme. (Reeve, BMI)

**Shimmies and the Shakes**...74  
 Enthusiastic warbling on a fast-moving rhythm item about a guy going on his first date. (Reeve, BMI)

**THE SOLITAIRES**  
**You've Sinned**.....80  
 OLD TOWN 1026 — Good group serves up a strong ballad, well-produced. Should do big business wherever it gets proper plugging. (Maureen, BMI)

**The Angels Sing**...79  
 This ballad side features full group harmony with an almost Western flavor. Another strong possibility here. (Bonita, BMI)

**THE CLIQUES**  
**I'm in Love With a Girl**.....79  
 MODERN 995—A rhythm side with a rollicking beat and relaxed instrumentation. Moves right along. Should do well. (Modern, BMI)

**My Desire**...74  
 This side is a ballad, tender in concept, nicely done. (Modern, BMI)

**"MR. GOGGLE EYES" AUGUST**  
**Oh Ho Doodle Lu**.....78  
 DUKE 156—A great swinging blues job by August. The band rocks right along with some especially fancy-schmancy piano on display. Lots happening here. (Lion, BMI)

**Lead Us On**...72  
 August pleads and wails with help of femme partner in a spiritual opus.

Pair exhibits intensity but the flip looks like the side. (Lion, BMI)

**THE SUPREMES**  
**Tonight**.....77  
 OLD TOWN 1024—The group wraps up an exotic theme with a fascinating off-beat delivery and a sock performance by the falsetto lead. (Maureen, BMI)

**She Don't Want Me No More**...75  
 The boys sell a catchy rhythm ditty with verve and plenty of bounce to the beat. (Maureen, BMI)

**ROY "MR. GUITAR" GAINES**  
**All My Life**.....77  
 GROOVE 0161—Gaines clefted this poignant piece of material, and he shouts it with great feeling. Dirty tenor sax helps. (Monument, BMI)

**Worried 'Bout You Baby**...75  
 On this side there's a sample of Gaines' powerful guitar along with a strong warbling job. (Smithe, BMI)

**JIMMY BEASLEY**  
**Don't Feel Sorry for Me**.....77  
 MODERN 996—A strong one, reminiscent of Fats Domino's "Don't Blame It on Me." Vocal is backed by a big-sounding instrumental arrangement. (Modern, BMI)

**Little Coquette**...74  
 The fine standard in an unusual arrangement. Beasley's vocal is backed by nice instrumentation, notably a horn solo.

**CLAYTON LOVE ORK**  
**Mary Lou**.....77  
 GROOVE 0162—Gal is Love's answer to "Long, Tall Sally." Good tangy side, shouted and orked with spirit. Can do some business if it gets hefty plugging. (Jay Tee, BMI)

**Bye, Bye, Baby**...74  
 Love shouts with power, and boogie orking is likewise effective, but the material offers an overworked theme. (Jay Tee, BMI)

**THE FOUR FELLOWS**  
**I Sit in My Window**.....76  
 GLORY 244 — The Fellows do a rhythm side with plenty of style. Lead singer is showcased by bright instrumentation and an appealing figure in the bass. (Starling, BMI)

**Please Play My Song**...75  
 This side is a soulful reading of the slow ballad which exhorts the deejay. A good job. (Bryden, BMI)

**PLAS JOHNSON ORK**  
**Blue Jean Shuffle**.....75  
 TAMPA 116—Great instrumental side for the rock and roll dance crowd. Tenor sax leads most of the way in a polished styling. Fine deejay fare. (Webster, BMI)

**Plasma**...74  
 This face offers a lazy, rocking blues instrumental. More good dance and deejay stuff. (Webster, BMI)

**GATEMOUTH BROWN ORK**  
**Ain't That Dandy**.....74  
 PEACOCK 1662 — Brown and ork take off in a medium-paced instrumental job that would be great for a slow jitterbug routine. Effective tenor and guitar solos spark the effort. (Lion, BMI)

**September Song**...71  
 Here's a very slow but nonetheless insistent reading of the memorable standard. Guitar and tenor again much in spotlight, with organ backing added this time. Publisher is listed incorrectly on the label. (Chappell, ASCAP)

**THE RAVENS**  
**Kneel and Pray**.....72  
 ARGO 5255—The Ravens make an elaborate production of this inspirational material, and it is highly effective. The high-ranging lead, in particular, turns in an impressive performance. (Arc, BMI)

**I Can't Believe**...69  
 The bass takes over the lead spot on this side, and he gives a pleasant swing to this relaxed rhythm material. (Arc, BMI)

**THE BEY SISTERS**  
**Dedicated to You**.....69  
 DECCA 29960 — The deep-voiced thrushes sing with feeling on an appealing r.&b. ballad with a solid beat. (Conley, BMI)

**Pretty Baby, Do**...69  
 Same comment. (Kahl, BMI)

**LESTER WILLIAMS**  
**Daddy Loves You**.....69  
 IMPERIAL 5402—Williams sings with sincerity and warm simplicity on a sentimental ballad. (Reeve, BMI)

**McDonald's Daughter**...67  
 Pleasant reading by the warbler on a swingy rhythm item. (Reeve, BMI)

**GENE BARGE BAND**  
**Way Down Home**.....68  
 CHECKER 839—The appeal of this instrumental will be limited pretty much to hinterland buyers. The sound is on the primitive side, but its "talking" tenor sax and slow, even dance beat hits the mark for many back-country folks. (Arc, BMI)

**Country**...66  
 Another "down home" instrumental in similar style. (Arc, BMI)

**• R&B Best Sellers in Stores**

For survey week ending July 25

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. RIP IT UP (BMI)—Little Richard</b> .....	2	6
Ready Teddy (BMI)—Specialty 579		
<b>2. FEVER (BMI)—Little Willie John</b> .....	1	12
Letter From My Darling (BMI)—King 4935		
<b>3. MY PRAYER (ASCAP)—Platters</b> .....	5	4
Heaven on Earth (ASCAP)—Mercury 70893		
<b>4. STRANDED IN THE JUNGLE (BMI)—Cadets</b> .....	4	3
I Want You (BMI)—Modern 994		
<b>5. I'M IN LOVE AGAIN (BMI)—F. Domino</b> .....	3	16
<b>MY BLUE HEAVEN (ASCAP)—Imperial 5386</b>		
<b>6. IT'S TOO LATE (BMI)—C. Willis</b> .....	7	5
Kansas City Woman (BMI)—Atlantic 1098		
<b>7. TREASURE OF LOVE (BMI)—C. McPhatter</b> .....	6	11
When You're Sincere (BMI)—Atlantic 1092		
<b>8. SO-LONG (BMI)—F. Domino</b> .....	—	1
<b>8. WHEN MY DREAMBOAT COMES HOME (ASCAP)—Imperial 5396</b>		
<b>9. CASUAL LOOK (BMI)—Six Teens</b> .....	8	7
Teen-Age Promise (BMI)—Flip 315		
<b>10. LET THE GOOD TIMES ROLL (BMI)—Shirley &amp; Lee</b> .....	—	1
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
<b>11. HALLELUJAH, I LOVE HER SO (BMI)—R. Charles</b> .....	12	8
What Would I Do Without You? (BMI)—Atlantic 1096		
<b>12. LOVE, LOVE, LOVE (BMI)—Clovers</b> .....	13	6
Your Tender Lips (BMI)—Atlantic 1094		
<b>13. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b> .....	14	6
My Baby Left Me (BMI)—Vic 20-6540		
<b>14. UP ON THE MOUNTAIN (BMI)—Magnificents</b> .....	—	1
Why Did She Go? (BMI)—Vee Jay 183		
<b>15. PLEASE, PLEASE, PLEASE (BMI)—J. Brown</b> .....	10	16
Why Do You Do Me? (BMI)—Federal 12258		

**• Most Played R&B in Juke Boxes**

For survey week ending July 25

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. I'M IN LOVE AGAIN (BMI)—F. Domino</b> .....	3	14
<b>MY BLUE HEAVEN (ASCAP)—Imperial 5386</b>		
<b>1. RIP IT UP (BMI)—Little Richard</b> .....	4	5
<b>READY TEDDY (BMI)—Specialty 579</b>		
<b>3. FEVER (BMI)—Little Willie John</b> .....	2	9
Letter From My Darling (BMI)—King 4935		
<b>4. TREASURE OF LOVE (BMI)—C. McPhatter</b> .....	1	9
When You're Sincere (BMI)—Atlantic 1092		
<b>5. MY PRAYER (ASCAP)—Platters</b> .....	—	2
Heaven on Earth (ASCAP)—Mercury 70893		
<b>6. STRANDED IN THE JUNGLE (BMI)—Cadets</b> .....	5	2
I Want You (BMI)—Modern 994		
<b>7. LOVE, LOVE, LOVE (BMI)—Clovers</b> .....	7	4
Your Tender Lips (BMI)—Atlantic 1094		
<b>8. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b> .....	10	8
<b>MY BABY LEFT ME (BMI)—Vic 20-6540</b>		
<b>8. BE-BOP-A-LULA (BMI)—G. Vincent</b> .....	—	1
Woman Love (BMI)—Cap 3450		
<b>10. IT'S TOO LATE (BMI)—C. Willis</b> .....	8	3
Kansas City Woman (BMI)—Atlantic 1098		

**• Most Played R&B by Jockeys**

For survey week ending July 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
<b>1. FEVER—Little Willie John</b> .....	1	12
King 4935—BMI		
<b>2. RIP IT UP—Little Richard</b> .....	3	5
Specialty 579—BMI		
<b>3. I'M IN LOVE AGAIN—F. Domino</b> .....	2	16
Imperial 5386—BMI		
<b>4. STRANDED IN THE JUNGLE—Cadets</b> .....	8	3
Modern 994—BMI		
<b>5. TREASURE OF LOVE—C. McPhatter</b> .....	5	9
Atlantic 1092—BMI		
<b>6. MY PRAYER—Platters</b> .....	4	4
Mercury 70893—ASCAP		
<b>7. I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley</b> .....	9	6
Vic 20-6540—BMI		
<b>8. READY TEDDY—Little Richard</b> .....	11	5
Specialty 579—BMI		
<b>9. WHEN MY DREAMBOAT COMES HOME—F. Domino</b> .....	—	1
Imperial 5396—ASCAP		
<b>10. PLEASE, PLEASE, PLEASE—J. Brown</b> .....	10	16
Federal 12258—BMI		
<b>11. LOVE, LOVE, LOVE—Clovers</b> .....	6	7
Atlantic 1094—BMI		
<b>12. SO-LONG—F. Domino</b> .....	—	1
Imperial 5396—BMI		
<b>13. IT'S TOO LATE—C. Willis</b> .....	7	4
Atlantic 1098—BMI		
<b>14. LET THE GOOD TIMES ROLL—Shirley &amp; Lee</b> .....	12	2
Aladdin 3325—BMI		
<b>15. HALLELUJAH, I LOVE HER SO—R. Charles</b> .....	—	2
Atlantic 1096—BMI		

## R&B Territorial Best Sellers

For survey week ending July 25

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. Stranded in the Jungle, Cadets, Mod.
2. Rip It Up, Little Richard, Spe.
3. It's Too Late, C. Willis, Atl.
4. Love, Love, Love, Clovers, Atl.

### BIG ON 2 SIDES

Vee Jay #199

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b/w

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featuring

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## PLEASE LOVE A FOOL

c/w OOP BOOPY OOP

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MEADOWLARKS #394

CRY SOME BABY  
ROY MILTON #398

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by

The GALLAHADS

Jubilee 5252

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## "CANDY"

BIG MAYBELLE—#1195

## "TAIN'T WHATCHA SAY"

LITTLE ESTHER—#1193

## "LOVE, BABY"

NAPPY BROWN—#1196



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NEWARK, N. J.

Instrumentally speaking, it's

## GATEMOUTH BROWN

with two (2) great instrumentals

## "AIN'T THAT DANDY"

b/w

## "SEPTEMBER SONG"

Peacock #1662

PEACOCK RECORDS, Inc.

2809 Erastus St., Houston 26, Tex.

5. Up on the Mountain, Magnificents, VJ
6. Fever, L. W. John, Kng.
7. I'm in Love Again, F. Domino, Imp.
8. Roll Over, Beethoven, C. Berry, Chs.

### Charlotte

1. Stranded in the Jungle, Cadets, Mod.
2. Rip It Up, Little Richard, Spe.
3. It's Too Late, C. Willis, Atl.
4. Time Will Tell, B. Charles, Chs.
5. Let the Good Times Roll Shirley & Lee, Ala.
6. Heaven on Earth, Platters, Mer.
7. Fever, L. W. John, Kng.
8. Up on a Mountain, Magnificents, VJ
9. Love, Love, Love, Clovers, Atl.
10. My Prayer, Platters, Mer.

### Chicago

1. I'm in Love Again, F. Domino, Imp.
2. My Prayer, Platters, Mer.
3. Stranded in the Jungle, Jayhawks, Fsh.
4. I Want You to Be My Girl Teen-Agers, Gee
5. Rip It Up, Little Richard, Spe.
6. Candy, Big Maybelle, Sav.
7. I Almost Lost My Mind, P. Boone, Dot
8. I Promise to Remember, Teen-Agers, Gee
9. Treasure of Love, C. McPhatter, Atl.

### Cincinnati

1. Honky Tonk, B. Doggett, Kng.
2. My Prayer, Platters, Mer.
3. Fever, L. W. John, Kng.
4. Up on a Mountain, Magnificents, VJ
5. Ready Teddy, Little Richard, Spe.
6. In the Still of the Night, Satins, Her.
7. Let the Good Times Roll Shirley & Lee, Ala.
8. That's All There is to That N. (King) Cole, Cap.
9. Rip It Up, Little Richard, Spe.
10. Early One Morning, Midnighters, Fed.

### Detroit

1. Pleadin' for Love, L. Birdsong, Exc.
2. Honky Tonk, B. Doggett, Kng.
3. My Prayer, Platters, Mer.
4. Stranded in the Jungle, Cadets, Mod.
5. Forty Days and Forty Nights M. Waters, Chs.
6. Soft Summer Breeze, E. Heywood, Mer.

### Los Angeles

1. I'm in Love Again, F. Domino, Imp.
2. Fever, L. W. John, Kng.
3. My Prayer, Platters, Mer.
4. Treasure of Love, C. McPhatter, Atl.
5. Flying Saucer Buchanan & Goodman, Unv.
6. Rip It Up, Little Richard, Spe.
7. Hum De Dum, Gassers, Cas.
8. When My Dreamboat Comes Home

## HOT ATCO NEW RELEASES

## CRY BABY CRY

b/w

## MY HEART CRIES FOR YOU

THE SENSATIONS

ATCO #6075

(Wake Up)

## MISS RIP VAN WINKLE

b/w

## I'M GOING CRAZY

THE TIBBS BROTHERS

ATCO #6074

Breaking for a Hit

## ONE KISS LED TO ANOTHER

THE COASTERS

ATCO #6073



157 West 57th Street, New York 19, New York

## This Week's R&B Best Buys

ONE KISS LED TO ANOTHER (Tiger, BMI)—The Coasters—Atco 6073—This smart novelty job shapes up as a likely successor to previous good sellers by the group. Reports this week reflect heavy action in eight markets. The spread of reports is excellent and the indications are that it should move up in short order.

FLYING SAUCER—Luniverse Records—See listing under Pop Best Buys section.

## Review Spotlight on . . .

### R&B RECORDS

#### B. B. "BLUES BOY" KING

Sweet Little Angel (Modern, BMI)

Bad Luck (Modern, BMI)—RPM 468

King has two strong sides in his new disk. He sells with plenty of sales savvy and feeling on both tunes. "Sweet Little Angel" is a plaintive blues with moving lyrics and standout wailing guitar work. The flip is another effective blues item with a powerful beat.

## RHYTHM-BLUES NOTES

By BILL SIMON

Rhythm and blues has invaded Canada, and it's making big news up there at the box office, disk shop counters and on the air. Apparently, the spearhead of the drive has been George (Hound Dog) Lorenz' show over WKBW, Buffalo—just this side of the border. Last Monday (16), the Gale Agency's current rock and roll package played Toronto's Maple Leaf Gardens, with Lorenz and Little Richard as added starters. They drew 13,084 cats for the biggest crowd in the history of this huge building.

Little Richard had just finished a week at Buffalo's Zanzibar Club, where he topped the club's previous attendance highs despite the fact that the town has been crippled by the steel strike. Reportedly,

plenty of the patrons came down from Canada.

Meanwhile, the Toronto area has turned out two of its own r.&b. deejays, who dispense the good sounds exclusively to an audience that is about 95 per cent ofay. These would be Johnny Murphy, on CKLB, Oshawa, Ontario, and Barry Nesbitt on CKFH, Toronto. Two of the leading indie pressing plants have gone in for acquiring Stateside r.&b. labels for Canadian production and distribution, these being Quality and Phonodisc.

That Gale package, which normally headlines Al Hibler, Carl Perkins, Frankie Lyman and the Teen-Agers, etc., did very well in Canton, Ohio's Memorial Auditorium Tuesday (17), altho this town also depends about 90 per cent on the steel industry. Without Little Richard or Hound Dog, the show pulled 3,940 for a gross of \$8,000. Population of the town is 125,000. The Canton Repository, local daily, liked the show itself and commented on the orderly, well-behaved crowd. "Rock and roll is welcome here anytime," said the local scribe. The Canton promotion was run by Lew Platt, one-time manager of Alan Freed, who is now handling Lorenz.

Bob Rolontz, artists and repertoire head for Groove disks, is vacationing. . . . The Platters, Mercury's hot all-market sellers, have been booked for the Ed Sullivan TV show August 12. . . . The Penguins, also on Mercury, are on the bill at the Casion Royal, Washington, D. C., July 30 thru August 5. . . . Peacock Records has been holding another coupling by the late Johnny Ace for release this week at the NAMM show. Simultaneously, the affiliated Duke label will issue its first disk by Buddy Ace. Peacock has inked Tommy Mosley, six-time winner of the Horace Heidt Show, and will issue his first platter this week. Don Robey, Peacock-Duke president, will make the NAMM scene personally to lay down the jive.

KJET, in Beaumont, Texas, has a full, live daytime r.&b. schedule, with William (Boy) Brown, (Sugar Throat) Miller and Whitney Nelson serving up a wide variety of sounds. Brown, a comparative newcomer to the station, plays jazz, swing and modern jazz. Miller builds his shows on "requests, wit and wisdom," while Nelson features spiritual and gospel disks. Brown is a special fan of thrush Joan Shaw, whose new disk efforts are due soon from ABC-Paramount.

- F. Domino, Imp.
- Casual Look, Six Teens, Flp.
- I Want You, I Need You, I Love You E. Presley, Vic.

### New Orleans

1. It's Too Late, C. Willis, Atl.
2. Let the Good Times Roll Shirley & Lee, Ala.
3. Rip It Up, Little Richard, Spe.
4. Stranded in the Jungle, Cadets, Mod.
5. Fever, L. W. John, Kng.
6. My Prayer, Platters, Mer.
7. So-Long, F. Domino, Imp.
8. When My Dreamboat Comes Home F. Domino, Imp.
9. Casual Look, Six Teens, Flp.
10. Treasure of Love, C. McPhatter, Atl.

### New York

1. My Prayer, Platters, Mer.
2. Fever, L. W. John, Kng.
3. Flying Saucer Buchanan & Goodman, Unv.
4. Casual Look, Six Teens, Flp.
5. Rip It Up, Little Richard, Spe.
6. I Promise to Remember Teen-Agers, Gee
7. Stranded in the Jungle, Cadets, Mod.
8. Girl in My Dreams, Cliques, Mod.
9. I Want You, I Need You, I Love You E. Presley, Vic.

### Philadelphia

1. Hallelujah, I Love You So R. Charles, Atl.
2. It's Too Late, C. Willis, Atl.
3. My Prayer, Platters, Mer.
4. Flying Saucer Buchanan & Goodman, Unv.
5. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
6. Fever, L. W. John, Kng.
7. Casual Look, Six Teens, Flp.

### St. Louis

1. Stranded in the Jungle, Cadets, Mod.
2. Fever, L. W. John, Kng.
3. My Prayer, Platters, Mer.
4. Casual Look, Six Teens, Flp.
5. When My Dreamboat Comes Home F. Domino, Imp.

### Washington, D. C.

1. Fever, L. W. John, Kng.
2. Let the Good Times Roll Shirley & Lee, Ala.
3. My Prayer, Platters, Mer.
4. Rip It Up, Little Richard, Spe.
5. I Promise to Remember Teen-Agers, Gee
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. It's Too Late, C. Willis, Atl.
8. So-Long, F. Domino, Imp.
9. Up on a Mountain, Magnificents, VJ
10. Please, Please, Please, J. Brown, Fed.

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**Reviews of New Pop Records**

Continued from page 74

echo chamber, and makes a rather funny novelty of the standard. Both sides have good programming prospects. (Harms, ASCAP)

**FOUR SOUNDS AND A FURY**  
Myrtle Beach Boogie . . . . . 69  
COLONIAL 408—Two Southern resorts are cited in these competent swing vocal group efforts. Material and treatment hark back to the late 1930's, and many jocks will cotton to the coupling. (Bentley, BMI)  
Virginia Beach Reel . . . . . 67  
As above. (Bentley, BMI)

**DOLLY McVEY**  
Missing You . . . . . 69  
RUBY 200—Quality arrangement and distinctive thrashing of a pretty ballad. Will require heavy plugging to sell the unknown entities, however. (BMI)  
When You Smile . . . . . 67  
As above. (BMI)

**SIDNEY BECHET**  
El Doudou . . . . . 67  
LONDON 1681—A rousing New Orleans style jam session, with Bechet wailing on soprano sax. The band backing him is a French outfit, the Andre Reweliotty ork. They create a lot of noise, and have moments of excitement. (France, BMI)  
If Ever You Go to France . . . . . 64  
Here Bechet and the Reweliotty group turn to a bit of bluesy melodrama. Material is a bit dowdy from the jazz point of view, but Bechet gets in some hot licks. Tune currently is popular on the Continent. (Bourne, ASCAP)

**TOMMY DURDEN**  
A-Weepin' and A-Wallin' . . . . . 65  
Holiday 777—A blues number with a relaxed performance. Okay mood side. (Mills, ASCAP)  
Only When . . . . . 65  
A pleasant melody with simple but suitable backing featuring the piano. Durden does a smooth job on this adequate ballad. (Sharina, ASCAP)

**JOE NOTO ORK**  
Love Me Baby . . . . . 62  
ARCO 4616—A cliché-ridden rock and roll side that finds neither the vocal soloist, Phyllis Ruby, nor the Noto ork offering anything new or exciting to the idiom. (Arco, ASCAP)  
Me and My Crying Heart . . . . . 58  
This is a thoroughly "pop" side, but the sound of the ork would have been old-fashioned 10 years ago. Sounds like a real museum piece. Miss Ruby again is soloist, but adds little to the appeal of the disk. (Arco, ASCAP)

**BILL GARRY**  
Once I Was in Love . . . . . 61  
JESTER 1002—Warbler Garry, with the Four Jacks and a Jill vocal

**Number of Releases This Week**

Label	Pop	C&W	R&B
ABC-PARAMOUNT	1	—	—
ARCO	1	—	—
ARGO	—	—	1
ATLANTIC	—	—	4
BAKERSFIELD	—	1	—
BALBOA	1	—	—
BALLY	2	—	—
BEECH	1	—	—
CAPITOL	5	—	—
CHECKER	—	—	1
CHESS	—	—	1
COLONIAL	1	—	—
COLUMBIA	1	4	—
CORAL	4	1	—
DECCA	6	2	—
DUKE	—	—	1
EPIC	2	—	—
ESTA	—	1	—
EXCELLENT	—	1	—
GIZMO	1	—	—
GLORY	—	—	1
GROOVE	—	—	2
HOLIDAY	1	—	—
IMPERIAL	1	—	1
INTRASTATE	—	1	—
JESTER	1	—	—
KAPP	2	—	—
LONDON	2	—	—
MAR-VEL	—	1	—
MERCURY	4	3	—
METEOR	—	—	1
MODERN	—	—	2
OLD TOWN	—	—	2
PEACOCK	—	—	2
PERFECT	—	1	—
REGENT	1	—	—
RUBY	1	—	—
SARG	—	1	—
STARDAY	—	2	—
TAMPA	2	—	1
TIARA	1	—	—
TRANS-WORLD	1	—	—
WEB	1	—	—
TOTAL	44	19	20

group, handles a slow ballad competently. Material will not be easy to sell.

**I Worry Over You . . . . . 60**  
Garry and vocal group serve up a Joe Derise arrangement of an unlikely piece of material.

**JACK DANIELS**  
Try Again . . . . . 61  
GIZMO 561—Nice side but done in a somewhat old-fashioned style with the group being featured as much as Daniels. An unexciting ballad but a better side than the flip. (Four Star Sales, BMI)  
Chattanooga Ave. Harlem Boys . . . . . 59  
Here is a side with no feeling—sort of dead pan singing—and the material doesn't help. (Le Fors, BMI)

**LOUISE BARBER**  
Lazy Tune . . . . . 55  
TIARA 157—Modest production of one voice and simple organ backing is unlikely to make this a commercial contender, altho the gal has a pleasant sound. (Nimissilla, BMI)  
Love Me Some More . . . . . 54  
Same comment. (Nimissilla, BMI)

**GEORGE BRUCE**  
The Magic of the Lord . . . . . 53  
WEB 1072—Weak ballad, just fair solo, and amateurish background makes this a poor side. (Republic, BMI)  
Rock and Rockin' Roller Coaster Ride . . . . . 51  
An uninspired performance on a slow rock and roll tune, which is weak in itself. (Mode, ASCAP)

**Polka**

**VAUGHN HORTON'S PINETOPPERS**  
Sugarfoot Rag-Polka . . . . . 80  
DECCA 30002—Country hit of several years back is transformed into a fine polka instrumental with strong string play. Great side for rural boxes especially. (Forrest, BMI)  
Skaters Polka . . . . . 72  
Familiar "Skaters' Waltz" is turned into a snappy instrumental polka with mandolin and organ flavor. Strain doesn't get enough variation. (Copar, BMI)

**Jazz**

**JOHNNY HODGES ORK**  
Passion Flower . . . . . 76  
GROOVE 5007—Pretty Billy Strayhorn piece is one of the time-honored vehicles for Hodges' sensuous alto sax. Re-issue of these 1941 Bluebird sides, with a small all-star Ellington unit, is a break for many jazz jocks. This face has theme possibilities. (Tempo, ASCAP)  
Things Ain't What They Used to Be . . . . . 74  
This Ellington opus is a rocker, also of 1941 vintage. (Tempo, ASCAP)

**Sacred**

**HERB HENSON**  
I Walked and Talked With Jesus . . . . . 80  
BAKERSFIELD 502—If this disk is set up right distribution-wise, it might catch on big in the sacred field. It has a strong potential as a c.&w. jockey chatter-item. Henson sings and recites with moving sincerity and expressive warmth about a person-to-person chat he had with Jesus. (Four Star Sales, BMI)  
Leave All Your Heartaches to Jesus . . . . . 74  
Another appealing reading by Henson and his chorus on a pleasing sacred song. (Baffield, BMI)

**THE BATTLE MOUNTAIN BOYS**  
Only One Step More to Heaven . . . . . 69  
EIRE 116—Lefty Ray and Bobbie Dean make an effective team in this bright, bouncy sacred material. The beat and harmony work will recommend themselves to fans in this field. (Chris, BMI)  
Jesus, the Light of the World . . . . . 68  
Very similar in style, is this vigorous song of praise. (Chris, BMI)

**MOZART KLEINE KNOCK 'N' ROLL**

HAMILTON, Ont.—Chris Lovett, owner-operator of Bert Rymal's Record Center here, swears that the following actually happened:  
A customer, wanting a copy of Mozart's "Eine Kleine Nachtmusic," walked into Lovett's store recently and asked for "I'm Inclined to Knock Music."  
Serving as his own interpreter, Lovett finally filled the customer's request.

**FOLK TALENT AND TUNES**

Continued from page 76

is slated to play a series of dates on the West Coast for Americana Corporation beginning in September. . . . Freddie Hart is doubling between "Town Hall Party," Hollywood, and a weekly two-hour TV show seen over one of the local stations.

Bob Neal, of Stars, Inc., has set a package highlighting Faron Young, Johnny Cash, Johnny Horton and Roy Orbison and the Teen Kings for a jaunt thru West Texas starting August 12 in El Paso. From the Lone Star State the unit hops into Ontario for a series of dates starting August 18. . . . Roy Acuff and Kitty Wells have one coming out soon on the Decca label titled "Goodbye, Mr. Brown." . . . Lester Flatt and Earl Scruggs have a new release on the Columbia label called "Joy Bells." . . . Latest on the RCA Victor label by Johnny and Jack and Ruby Wells is "Love, Love, Love" b.w. "I Love You Better Than You Know."

Lou Black's "Ozark Jubilee" talent package, comprising Red Foley, Pat Boone, Pete Stamper, the Foggy River Boys, Uncle Cyp and Aunt Sap, Marvin Rainwater, Tabby West and Bill Wimberly and the Country Rhythm Boys, recently pulled more than 12,000 paid admissions to Denver's University Stadium in a promotion handled by Joe Lehr. The unit made the excellent box-office showing in the face of competition from the Denver Symphony, with Marian Anderson as guest, and the American Association's All-Star Baseball game, which drew nearly 20,000.

Carl Smith made the Columbia Records' convention at Estes Park, Colo., July 22-24, to head up the c.&w. portion of the program. Smith's new movie, "The Badge of Marshal Brennan," produced by Al Cannaway, is tentatively set to be released in the South sometime in November. Carl continues to pull much favorable reaction with his deejay-type show presented for 30 minutes each Sunday night over the ABC radio network. . . . Stuart Hamblen will appear as special guest with the WLS "National Barn Dance," when the show makes its 23d annual appearance at the Illinois State Fair, Springfield, Saturday night, August 11.

Sheriff Tex Davis, c.&w. deejay at WCMS, Norfolk, reports that his find, Gene Vincent, now going great guns on the Capitol label with "Be-Bop-a-Lula," is barnstorming radio stations on the Atlantic Seaboard during July. Early this month, Vincent and his Blue Caps visited with record spinners in Philadelphia and New York, and followed with a swing thru Jacksonville and Atlanta. While in the latter city, Bill Lowery, of Lowery Publications, publisher of "Be-Bop-a-Lula," feted Gene and his drummer, Dickie Harrell, at a fried-chicken fest. Guests included Mrs. Lowery and Bob Burrell, Columbia's c.&w. promotion man, and his wife.

Visiting talent on "Ozark Jubilee" July 28 will be Johnny Bond, Texas Bill Strength, Cannonball (Dub) Taylor and Red Garrett. . . . "Circle Theater Jamboree," Cleveland, dark since early summer, resumed operation Saturday (21), with Jimmie Martin as the feature. Martin is contemplating settling in Cleveland and becoming

a regular on "Circle Jamboree." . . . Cleveland's Hillbilly Heaven also is back in action after being closed for a week in memory of Denny Ford, of WJW, Cleveland, who was killed recently in an auto crash. . . . Lonnie Barron scribbles that his newest release on Sage & Sand, "Don't Doubt My Love," is now No. 2 in Detroit. Casey Clark and His Lazy Ranch Boys did the backing on the tune. Deejays may obtain a copy by writing to Lonnie at Station WDOG, Marine City, Mich.

The gospel-singing Blackwood Brothers' Quartet is booked thru August as follows: Pensacola, Fla., August 1; Jacksonville, Fla., 2; Miami, 3; Tampa, 4; Bastrop, La., 8; Jackson, Miss., 8; Little Rock, Ark., 9; Houston, 10; Fort Worth, 11; Lubbock, Tex., 13; Oklahoma City, 14; Tuscaloosa, Ala., 15; Gadsden, Ala., 16; Charlotte, N. C., 17; Atlanta, 18; Paducah, Ky., 23; Birmingham, Ala., 25, and Alexander City, Ala., 31.

Of her recent trip to Alaska, Charline Arthur, of "Big D Jamboree," Dallas, says the weather was colder than a gambler's heart, ham and eggs were a buck and a half, and Cokes in the niteries went for six bits. She reports that she blew two tires on the Alcan Highway and all her set dates didn't materialize. "Don't think we'll book anymore up there," comments J. F. Dolan, "Big D" tub-thumper. . . . Jeannie Taylor, of Planet Music Publishing Company, Nashville, has taken the personal management of Autry Inman, whose latest on the Decca label is "Behop Baby" b.w. "A Doggone Lie."

The Key Twins, of the Ozark Pals, who recently introduced a new Joe Adams number, "Down in Brazos Valley," over WEW, St. Louis, are slated to cut the tune for one of the labels soon. . . . Arnold Parker, of Cuervo, Tex., heard the last two years on the Sarg label, has just cut his first wax for Starday. Initial tunes are "People Laugh at a Fool," written by Parker, and "Find a New Woman," penned by Jack Hill, lead guitarist with Arnold's Southernairs. Others in the Southernairs roster are Curly Williams, rhythm guitar; Henry Bennetson, fiddle; Homer Bade, steel guitar; Benny Lange, drums; Jim Fogle, bass, and Ken Williams, lead guitar.

**With the Jockeys**

Denver and Jeffrey recently visited with Frank Rossister at WKAN, Kankakee, Ill., and Bill Hayden at WJOB, Hammond, Ind. . . . The following deejays are in need of c.&w. platters: J. Claussen, KTRB, Modesto, Calif.; Charles Eck-

(Continued on page 120)

**WHEN IN CHICAGO**

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**HOTEL WACKER**  
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200 ROOMS  
(Just south of the Conrad Hilton Hotel)

## CONGRATULATIONS, CHIEF!

### E. W. Evans in 50th Year With Billboard

CINCINNATI — E. Walter Evans, president and treasurer of The Billboard, who is personally acquainted with more outdoor showmen than possibly any other man in America, August 4 celebrates his 50th year as a member of The Billboard organization. Respected by his associates as the dean of operations, Evans is, in years of service, The Billboard's oldest employee.

Fresh out of 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 doubling 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.

He rose rapidly in the firm's business department, and soon was called into New York by The Billboard's founder, the late W. H. Donaldson, where he put in several years hustling ads among the merchandise firms there. Returning to Cincinnati, he entered the Army in 1917 in World War I, serving two years in the infantry.

Upon his release from the Army in 1919, Evans was named auditor of The Billboard. He was elected to the post of secretary-treasurer early in 1931, and in 1940 was named president of The Billboard Publishing Company,



E. WALTER EVANS

succeeding R. S. Littleford Sr., who retains his affiliation with The Billboard as chairman of the board. In addition to his duties as president, Evans also serves as treasurer of the company.

Highly respected wherever showmen gather for his business acumen, friendliness and keen sense of humor, Evans commands the same respect from all his co-workers. On the occasion of his 50th year with The Billboard, his fellow-workers join in congratulations and the best of luck to a really great guy.

## Heart Attack Takes Life of Wm. Shilling

### Booker of Sports Talent, 70, Was In Poor Health

NEW YORK—Booker William Shilling, a dominant figure in the sports show field, succumbed to a heart attack at 10 a.m. Friday (27). He had been in Southampton Hospital, Long Island, since a heart attack three 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 48 years in show business, he was in the booking phase. His wife, Gladys, who continues the business with their son, Demoy William Shilling, 26, was with a theatrical agency prior to their marriage.

Shilling suffered an attack 10 years ago and had been working easier since then, with Mrs. Shilling becoming active to take much of the pressure off him. Their son went into the agency actively following his discharge from the Army two years ago.

### Helped Build Shows

In the 1940's Shilling began concentrating on sports talent to the point where 80 per cent of the office's business is now in that field. Shilling's activities dominated the sports show business, as he injected infusions of talent into many early such shows, and was responsible for the establishment and growth of others. He was a frequent traveler, seeking log-rollers, wood-choppers and those of other performing skills who might be

(Continued on page 86)

## Disneyland Pulls 3,642,597 In First Year's Operation

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

ANAHEIM, Calif.—Disneyland drew an attendance of 3,642,597 people who spent a computed \$8,632,954.89 during its first full year of operation, which ended here Tuesday (17), the park's management revealed.

The second year's operation was kicked off with the completion of an over-all \$2,000,000 program. Plans, too, were announced for more attractions to be ready for the 1957 summer season.

On the basis of the attendance

figures, the Walt Disney playland is believed to be the largest single private enterprise attraction in the Western Hemisphere.

### 41 Per Cent From Out of State

The average expenditure of a Disneyland patron was set at \$2.37. Included in the figures used in the compilation are parking (25 cents), front gate admission, rides, amusements and labeled souvenirs.

The park scored high with tourists coming to Southern California. Of the total patrons, an estimated

1,493,465 or 41 per cent were from outside the State. Included in this category of visitors, there were people from 64 nations, including such addresses as Saudi Arabia, Iceland, Liechtenstein and even Soviet Russia.

Attendance during the first full summer season equaled and surpassed records set during last July and August. For the week ending July 14, the park was visited by 148,729 people. Since June 1, a total of 768,425 patrons clicked the turnstiles.

Top rides in the park included the Peter Pan dark ride in Fantasyland, the Adventureland Jungle Boat ride, the Santa Fe-Disneyland trains, and the Autopia Freeway miniature autos in Tomorrowland.

### 7 Rides, 10 Free Exhibits Added

Free exhibits in the park now number 21 compared with a total of 11 available last July. Today there are 33 rides and amusements.

(Continued on page 87)

## IAAM CONVENTION PROGRAM COMPLETE

### El Paso, Mexico Events Planned For Arena-Auditorium Managers

EL PASO, Tex.—Plans for the annual convention of the International Association of Auditorium Managers have been made and arrangements are virtually complete for the sessions which are scheduled for August 15-19.

C. W. Swan, manager of the Coliseum and Liberty Hall here, is host member. Headquarters will be the Hotel Del Norte.

Time is allowed for members

and guests to visit Mexico, via street car across the international bridge here, and some of the entertainment events are to be in Juarez, Mexico.

On Wednesday (15) the IAAM board of directors will meet at 3 p.m. This will be followed by meetings of district groups. Registration will be in progress all day at the hotel.

Thursday (16) activities will get started at 8:30 a.m., when the convention's exhibition hall will be opened. The business sessions will get started at 9:30 a.m. Chris P. Fox, El Paso banker, will speak at 10 a.m. on "What an Auditorium Means to Your City."

Speaker at the luncheon Thursday will be County Judge Hugh J. McGovern. IAAM's acting president Emmett Race also will speak. Afternoon session will start at 2 p.m. There will be a style show for ladies at 2:30 p.m. At 6 p.m. buses will leave the hotel for a Juarez club, where members and guests will be guests of "Holiday on Ice."

Friday (17) business sessions will begin at 9:30 and 1:30. For ladies there will be a sight-seeing tour

(Continued on page 87)

## AWAITS FATE

### Tax Cut a Special Aid To Outdoor Business

• Continued from page 1

group of operators whose enterprises involve participation—swimming pool and skating rink owners—the legislation is regarded as a necessary life-saving measure. Operations of this type are mostly in a competitive situation, with tax-free and tax-supported similar units operated by municipalities, counties and States.

Many talent presentations, especially the outdoor type set for arenas and the like, by adhering to the 90-cent exemption for all or most of their seats, would be able to create a stronger appeal for the public in addition to eliminating the bookkeeping troubles that go with the collecting and paying of such taxes.

### Aid to Circuses

Circuses would benefit in virtually all instances and carnivals to a lesser degree, since only a few attractions normally associated with the latter are designed for fees in excess of 50 cents.

The motion picture industry presented its appeal as a life or death measure. Only a few hundred of the more than 10,000 theaters in the nation were reported to charge, on a regular basis, more than \$1.

The House okayed the original content of the bill calling for exemption on \$1 and under. The finance committee, however, chopped the limit to 90 cents. It may be that this show of compromise might be favorably received in the White House and the bill signed into law, altho its backers are aware of the Administration's announced opposition to any tax cuts this year.

From the time he receives it, the President has 10 working days to sign or veto the bill. If signed, the exemption would apply beginning with the first day of the first month which begins more than 10 days after enactment. On the present possible schedule then the exemption would not apply until September 1.



"Five bucksh across the board on that little old grey horse."

## Water Show Unit Framed In Boston

BOSTON — A new Hub-based water show has been put together and is in rehearsal for early dates. It is known as Aquarama, owned and produced by booker Danny White. Summer dates have been set in New Hampshire resort hotels.

White plans to play the show at hotels and country clubs and is negotiating for engagements at supermarkets, for which he will carry a portable pool. The present set-up has a cast of 11, but White says this is the nucleus for a full-sized show.

In the cast are the Six Allen Aqua Models from Boston, who will do precision swimming and acrobatics; the Swanson Twins, swimming acrobats; Jane Weatherby, choreographer and solo swimmer; Zoe Ann Olson Jensen, Olympic diving champ, and Jimmy Harris, New England diving champ. White plans to add stage acts.

## TWISTER TURNS TO ROCK 'N' ROLL

MILWAUKEE—Top ride at the Wisconsin State Fair Park fun zone this season is an Allan Herschell Twister that has been renamed Rock 'n' Roll, and which operates to the accompaniment of that type of music.

"We thought up the idea during the winter and it has caught fire because the motion of the Twister is so much like rock 'n' roll," explains Charlie Rose, president of the park corporation. "The number of teen-agers has increased tremendously and it is now our top flat ride," he added.

Rose put the words Rock 'n' Roll where his Twister sign was originally located and the music is played from the ticket booth.

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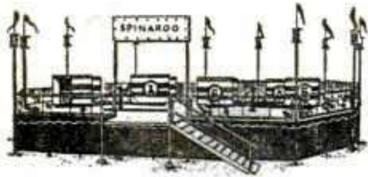
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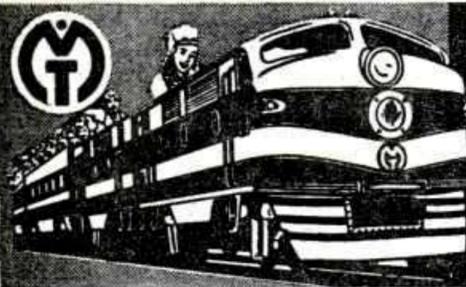
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Write or phone 904 N.W. 12 St., Central 20025 Oklahoma City, Okla.

Anyone who doesn't think this Act can be the top act on any show can book it and find out.



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## Herb Dotten

### A Letter to Mr. North

Chicago  
July 28, 1956

Mr. John Ringling North  
Sarasota, Fla.

Dear Mr. North:

Indoor circuses are doing quite well. They are thrilling countless children and others young in heart. And, they have made money for sponsors, as well as for themselves.

I would hate to see this healthy field of show business hurt.

I point this out because from where I sit, you have done a monumental job of mismanaging the Ringling circus, of which you happen to be the 51 per cent stockholder. And, I believe that in the last two years you did not give the tented circus field the real old circus try.



NORTH

Specifically, you took much of the circus out of the show—and its operations. You took so much of the circus out that many maintained a mental death-watch over the Ringling show, expecting the end at any time. The only question was when.

There was a time when you really gave the show your energy and attention. You fought for—and acquired—control of the show. Then you brought on Gargantua. You exploited him to perfection. The circus thrived. Later, you brought on Frank Buck and others, and the show did well.

#### For Kids Young in Heart

Somewhere along the line, your interest must have flagged. You lost sight of the fact that the circus was for children and for others young in heart. You sexed up the show and you in turn gave it the Broadway and the Hollywood treatment. Then, you began to take a dim view of some of your key people in almost every department.

Meanwhile, TV had come upon the scene. You passed up a big opportunity. Instead of really capitalizing on the new medium—teasing viewers into becoming circus patrons—you, in a sense, gave the show away to TV.

Morale on the show broke down as you shucked off first one, then another of the men who had been with the show a long time. You brought in new people . . . people unschooled in the world of the circus. And, they brought with them ideas from other fields . . . from Broadway, from Hollywood, from TV.

Your exploitation approach shifted sharply. Out went billing. Out, too, went circus press agents who were widely esteemed among newspaper, radio and TV people. And, out went much of the circus in the show's operations.

#### Hold to Tradition Indoors

The indoor field may sound extremely inviting to you at this point. But there is ample reason to wonder whether you have thought thru all of the problems and possibilities of the indoor field.

After all, there is but a handful of buildings large enough to house the Ringling show as it had come to be known. Most could accommodate only a small fraction of the show.

Too, sponsors, while not an overly demanding lot, are specific in their requirements. Most of them are understandably loyal to shows which have served them well. Many, with reason, would be reluctant to change. To some the Ringling title would have less significance than you may think. To them, their own show—the one they sponsor—is most important.

Indoor circuses have hewed closely to the traditional circus pattern. There is little emphasis on sex. There is much accent on those things calculated to delight children and their elders who are young in heart.

I cite these things because I would hate to see another field of show business hurt.

Cordially,  
Herb Dotten

## KIDDIELAND PRIMER

### Allan Herschell Book Rated Valuable Guide

CHICAGO—To those planning a Kiddieland, a book titled "Kiddielands—a Business With a Future," compiled by Allan Herschell Company, Inc., North Tonowanda, N. Y., ride manufacturer, should prove an extremely valuable guide. Just off the press, the book, which has been in preparation for about two years, is in part a compilation of successful Kiddieland operations.

The book, however, is essentially a primer on how to start and how to operate a Kiddieland. It dwells on everything from the choice of location to depreciation allowances for income tax purposes on the various rides common to Kiddielands. Chapter headings, which indi-

cate the book's scope, include "How Much Money Is Needed to Start a Kiddieland," "Choosing a Site," "Choosing the Rides," "Laying Out the Park," "Park and Ride Maintenance"; "Insurance, Advertising and Promotion," and "Financial and Legal."

The authors maintain that at least 100 new Kiddielands are needed each year to service the mounting population growth. In this connection, the book points out that there has been a 78 per cent increase in the number of children eight years old and under in the past 15 years.

Many worth-while suggestions are offered. Not the least of these

(Continued on page 87)

## St. Louis Cele To Feature Unique Tent

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

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 geon-coated nylon skin suspended from inside the structure. According to the manufacturer, the dome is designed and has been 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 Kabul, Afghanistan.

The spherical structure, 100 feet in diameter and enclosing approximately 8,000-square feet of floor area without any interior supports, will, after dark, be lighted with constantly changing color visible thru the translucent skin by a revolving light tower.

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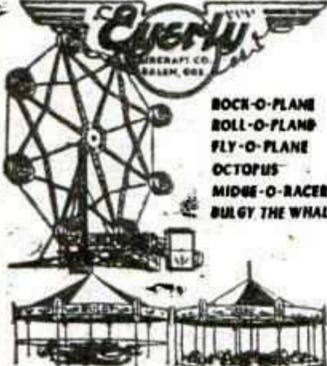
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Schiff Roller Coaster, rides like new, Trailer model, \$5,400. Smith & Smith Adult Ferris Wheel, \$2,500. Mangels Dry Kiddie Boat, \$1,200. Smith & Smith Airplane, \$700. Beautiful 16 ft. Concession Trailer. Stainless steel and all glass. Rides can be seen in operation. 229 Palmer Hill Road, Riverside, Conn. Phone: Stamford, Conn., Davis 3-0859

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**ARENAS & AUDITORIUMS**

**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 brand new. Four years ago it housed both major conventions and the great new problems of television that came with them.

So when the Democratic National Convention moves into the building for its sessions, which open August 13, some of the process will be routine.

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 floor of the arena will be given over to delegates and alternates. The speakers' platform will extend into the area. Spectators will pack the upper seating areas.

The changes, however, will turn up many places. For one thing, 2,500 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 elevator, which is to be adjusted according to the height of each speaker. No doubt there are to be puns about how this affects political stature.

Thayer's building now sports a heliport, 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' spaces at each side of the speakers' platform and TV, radio and movie locations thruout. 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 will transmit an estimated 500,000 words per hour. About 1,500 pairs of phono lines have been added, making a total of 3,900. That is enough 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 microwave projectors atop 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 1,500 KVA.

THERE ARE MORE PARKING space, additional air conditioning equipment, facilities for feeding 3,000 persons at a time and hotel accommodations for 200 people as part of the facilities offered by the Amphitheater, and the adjacent Stockyards Inn.

Every arena manager will feel a familiarity with at least one problem that came up in preparations for the big event. A wrestling match had been scheduled for August 3 by Promoter Fred Kohler. Then convention planners decided they would need more than nine days for moving in and installing all of the complex wiring, decorations, seats and platform. The grunt-and-groan affair was postponed by Kohler so the convention staff can come 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 for an injunction, compensatory damages and \$500,000 punitive damages against the Triboro Bridge and Tunnel Authority; its general manager, George E. Spargo; the Coliseum Exhibition Corporation, the Hearst Corporation, and seven other defendants.

In its long list of charges, New York Expositions claims that the defendants conspired to prevent it from holding its annual show in the new Coliseum in 1958, and are interfering in the 1957 show's advance work. Essence of the complaint is that, altho New York Expositions (successor to Campbell-Fairbanks here) has yet to hold a sports show in the huge exposition hall, it has been denied a chance to perpetuate itself since the Coliseum's post-1957 dates have been signed over to a New York Daily Mirror sports show promotion.

Among the defendants are Arthur Smadbeck, president of the Coliseum Exhibition Corporation; its managing director and exhibition director, Howard G. Sloane and James A. Walsh, and Charles McCabe, W. N. Thomson and Sidney Panzer, of The Daily Mirror.

Lester Eisner, president of the sports show producers, in detail-

ing the charges, recalled that New York Expositions acquired sports show rights in New York prior to the 1955 show, when it became apparent that Grand Central Palace was no longer going to be available as a show hall. The Palace was taken over for federal office space.

The new promoters, Eisner said, put on two shows in Kingsbridge Armory, the Bronx, with full realization that a loss would be sustained (\$1,000,000 over the 1955 and 1956 shows, he said), but that this was done solely to keep the event and its dates alive in the public's and exhibitors' minds. The 1957 show dates in the Coliseum were contracted for last September.

A request for renewal was rejected by Spargo, Eisner says. Smadbeck, former agent for Grand Central Palace thru his Park Lexington Corporation, blamed his inability to renew, it is claimed, on orders from Spargo. Further orders were that the agents "lease plaintiff's traditional New York's Sportsmen's Show date in 1958 to The Daily Mirror" and that they ask Eisner's group to withdraw for 1957 as well, which Eisner refused to do.

The suit charges that last month  
 (Continued on page 105)

**N. Y. Fair Inks Carillo, Capt. Midnight**

SYRACUSE, N. Y.—The New York State Fair has closed with Leo Carillo, veteran performer of stage, radio, movies and television, and Captain Midnight (Richard Webb), TV personality, for appearances at this year's run.

Both will make guest appearances with the JE Ranch Rodeo, a previously announced attraction that will be presented in the Coliseum.

Carillo, whose most recent role has been as Pancho in a TV series, will be featured with the rodeo nightly from September 4 thru 7 and one matinee appearance on the latter day. Webb, who, in addition to his Captain Midnight role, has appeared in many video segments, will be on hand for one matinee performance, September 1, and evening performances September 1-3.

Fair officials also reported they are conducting negotiations to bring a name band to the fair.

**Cisco Kid Set On Fair Dates**

HOLLYWOOD—Duncan (Cisco Kid) Renaldo and Rex Rossi will be attractions at the Emerald Empire Rodeo in Eugene, Ore., with Christensen Bros. supplying the stock for the event August 3-5.

Renaldo has also been signed to appear at the Tennessee State Fair in Memphis for the first two days, September 21-22.

The Eugene rodeo will be co-sponsored by its Chamber of Commerce and Medo-Land Creamery, the latter sponsors of the "Cisco Kid" television show in the area.

Renaldo appeared over radio station KSWO in Lawton, Okla., Sunday (22) and at the Guthrie Center, Ia., centennial celebration Wednesday (25).



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Carver Lists 7 Open-Air Ice Locations

NEW YORK—Increasing popularity of public ice skating has been noted by a business upswing for Pete Carver, former "Holiday on Ice" member who has turned to the engineering and consulting end of the business.

One of Carver's biggest jobs, the municipal outdoor rink (85 feet by 200) in Essex County, New Jersey, will start building in September. Plans and specifications are completed for the project, which will carry an estimated \$235,000 overall price tag. In addition to the refrigerating equipment structure, there will be warming houses and a 40 by 100 building for concessions, lockers and incidental purposes. Owner is the County Park Commission.

On Thanksgiving Day a Carver-designed layout will open in Harrison, N. J., in Frank E. Rogers Memorial Stadium. Plastic pipe will allow the layout to be taken up in summertime. Dimensions of the skating surface are 85 by 185 feet.

In Buffalo, four Carver-engineered spots have been started after awarding of bids, and a fifth is on the drawing boards. All will use Ampex tape music systems.

Brandon Aud Names Courtice Manager

BRANDON, Man. — Alderman Fred C. Courtice, who has acted for some months in an honorary capacity as manager of the Wheat City Arena has been formally appointed by Brandon city council to the managership. He will continue to serve without salary until the end of the year. On completion of his aldermanic term, he will not seek re-election to council.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Alamo Expo.: Hays, Kan.; Herrington 7-11. American Beauty: (Fair) Donnellson, Ia.; Okaloosa 6-11. Amusements of America: Coraopolis, Pa.; Clymer 6-11. A. & T.; (Fair) Lucasville, O., 2-6. Babcock United: (Fair) Antioch, Calif.; (Fair) Santa Ana 10-19. Badger State: Black Duck, Minn., 30-Aug. 1; Waseca 2-5; Bemidji 9-12. Baker United: Walkerton, Ind.; Delphi 8-11. Barker, Al: Keota, Ia.; (Fair) Tipson 6-11. Beam's Attrs.: Charles Town, W. Va.; (Fair) Butler, Pa., 6-11. Becht, Lee: (West College Hill) Cincinnati, O.; (Clark & Cutter) Cincinnati 7-12. Bee's Old Reliable: (Fair) Shelbyville, Ky.; (Fair) Campbellsville 6-11. Belle City: (Fair) Antigo, Wis., 2-5; (Fair) Merrill 6-9; (Fair) Neillsville 10-12. Bernard & Barry: St. Hyacinthe, Que.; Victoriaville 6-11. B. & H. Am. Co.: Big City: Linden, Mich., 1-5; Flint 9-12. B. & J. Greater: Zanesville, O., 4-5. Blue Grass: (Fair) Charleston, Ill.; (Fair) Converse, Ind., 6-11. Bogle, F. C.: (Fair) Oberlin, Kan., 30-Aug. 1; (Fair) Hoxie 2-3; (Fair) Scott City 4-6. Borderland: Mountainair, N. M. Breeze, Nelson, Rides: (Fair) Osgood, Ind.; (Fair) Germantown, Ky., 7-11. Briggs, A. R.: Toronto, O. Brodbeck & Schrader: Durango, Colo. Brown's, Al, Tri-State: Comfrey, Minn., 30-31; Fulda 1-2; Balaton 3-5; Sanborn 6-7; Wood Lake 8-9; Canby 10-12. Buck, O. C.: Potsdam, N. Y.; (Fair) Gouverneur 6-11. Buckeye State: Commercial Point, O., 2-4; Harrisburg 9-11. Burdick's Greater: Lampasas, Tex.; De Leon 6-11. Burke, Harry: Lake Charles, La. Burkhart, Carl: Blandville, Ill., 31-Aug. 3; (Fair) Mendon 4-8. Byers Bros., No. 1: Blockton, Ia., 30-Aug. 1; What Cheer 3-5. Byers Bros., No. 2: Pisgah, Ia., 30. Capital City: (Fair) Corbin, Ky. Caravella Amusements: Monongahela, Pa.; Farrell 6-11. Carl, A. J.: (Fair) Marne, Mich.; Standale 6-11. Carpenter Bros.: Liberty Center, O., 1-4. Carr Am. Co.: (12 Sunset Dr.) Peabody, Mass. Carroll's Greater: Echo, Minn., 30-Aug. 1; Buffalo 2-4; Minneapolis 7-8; (Fair) Anoka 9-12. Casey, E. J.: (Fair) Roblin, Man., 31-Aug. 1; Las Du Bonnet 4-6; (Fair) Kenora, Ont., 8-11. Central States: Burwell, Neb., 1-4; (Fair) Seward 6-8; (Fair) Deshler 9-11. Cetlin & Wilson: Fort Huron, Mich.; (Fair) Ionia 6-11. Cherokee Am. Co.: Port Scott, Kan.; Erie 6-11. Coleman Bros.: Boonville, N. Y. Collins, Wm. T.: Minot, N. D. Continental: Burlington, Vt. Cote Am. Co.: Flushing, Mich.; (Fair) Pontiac 7-11.

(Continued on page 100)

CIRCUS ROUTES

- Beers-Barnes: Shinnston, W. Va., 31; West Union Aug. 1; Lost Creek 2; Jane Lew 3; Buckhannon 5; Webster Springs 6; Cowen 7; Richwood 8; Craigsville 9; Widem 10; Clay 11. Carson, Tex.: Wilmot, S. D., Aug. 1; Milbank 2; Dawson, Minn., 3; Clark Lake, S. D., 4; Estelline (mat.) 5. Cole, Geo. W.: Spooner, Wis., 31; Grantsburg Aug. 1; Rush City, Minn., 2; Mora 3; Sandstone 4; Moose Lake 5; Isle 6; Foley 7; Albany 8; Sauk Center 9; Eagle Bend 10; Staples 11. Cristiani Bros.: Ithaca, N. Y., 31; Binghamton Aug. 1-2; Oneonta 4; Kingston 6. Gould, Jay: Truman, Minn., 31; Thornton, Ia., Aug. 1-2; Albia 5-8. Hagen Bros.: Kenosha, Wis., 31; Wheeling, Ill., Aug. 1; Highwood 2; Brookfield 3; Barrington 4; Belvidere 6; Carpentersville 7; Sycamore 8; Oglesby 9; Pontiac 10; Watseka 11. Hunt Bros.: Unionville, Conn., 31; Canaan Aug. 1; Great Barrington, Mass., 2; Saugerties, N. Y., 3; Ellenville 4; Monticello 6. Kelly-Miller: Crown Point, Ind., 31; Knox Aug. 1; North Manchester 2; Bluffton 3; Decatur 4. Leonard Bros.: Rochelle, Ill., Aug. 1; Paw Paw 2; Minonk 3; Harvey 4. Mills Bros.: Pottstown, Pa., 31; Collingdale Aug. 1; New Castle, Del., 2; Harrington 3; Salisbury, Md., 4; Denton 6; Annapolis 7; Adelphi 8; Cabin John 9; Greenbelt 10; La Plata 11. Packs, Tom, Eastern: Birmingham, Ala., Aug. 1-4. Packs, Tom, Western: Lakeview, Ore., 31; Medford Aug. 1-2; Bend 3; Burns 4; Ontario 5; Idaho Falls, Idaho 6-7; Logan, Utah, 8; Spanish Fork 9; Richfield 10; Winslow, Ariz., 12; Los Alamos 14-15; Hobbs 17-18; Port Arthur, Tex., 21; Tulsa, Okla., 25-26. Polack Bros., Eastern: Bloomington, Ill., 31; Peoria Aug. 1-4; Rockford 8-10. Polack Bros., Western: Modesto, Calif., Aug. 3-4; Reno, Nev., 8-11; Klamath Falls, Ore., 13-14; Eugene 16-18. Strong, John A.: Roseville, Calif., Aug. 4-5; (Fair) Turlock 7-8; (Fair) San Mateo 9-10; (Fair) Fernside 12-19. Von Bros.: Phenicia, N. Y., 31; Cairo, Aug. 1; Pine Plains 2; Dover Plains 3; Westbury 6.

Miscellaneous

- Brunk's Comedians: Hotchkiss, Colo., 31-Aug. 4; Delta 5-11. Burke's Wild Cargo: (Fair) Franklin, Ind., 31-Aug. 4; (Fair) Monroe, Mich., 6-11. Hitler's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) Franklin, Ind., 31-Aug. 4; (Fair) Monroe, Mich., 6-11. Matchstick City of Religions Exhibit: Knoxville, Ill., 31-Aug. 4. O'Day, Marie, Palace Car: Henderson,

CIRCUS REVIEW

Latin, King Acts Pace Von to Winning Tour

By IRWIN KIRBY

BELLMORE, N. Y. — Good breaks have outnumbered the bad this year for the young Von Bros. Circus. Turnouts have been okay, new revenue-producing elements are working out, and last year's big top looks none the worse for wear. All in all, the end results have been happy ones for Manager Henry Vonderheid. The 1,500-seat top has been strawed on three occasions to 1,800, and most other dates have been satisfactory.

Help this year has been a more encouraging situation than in 1955, when severe short-handedness complicated even the short jumps. A pretty nearly full complement of drivers has been on hand thru most of the season, and while there has been the nominal share of mechanical troubles, none has kept the show from being on time with its performances.

The performance sparkles most during the two juggling turns of Carlos Ricci, the trained monkey act of Gus Augspurg, the Rodriguez-Marquez bar act and Rafael Marquez's head balancing trapeze act, all formerly with the King show. Vonderheid himself works the closing number with Judy the elephant. Equestrian director Zack Hale works the pony drill, a dog act, and diving dog act, but at these times nobody takes over the microphone for the introductions.

Ricci Impressive

Ricci is a standout with ground juggling and foot juggling. The bar act, which also includes Ernestina, gets the program off to a fast start following the opening walk-around, and is followed by Hale's four-horse pony drill. The Estrada family struggles thru its hand balancing, then comes Trixie the high-diving dog.

Rafael Marquez comes on following the clown balloon gag, with his head balancing. An impressive part of the routine is the headstand while the rig revolves. Next is a clown boxing gag and seven-girl mambo. Four girls take part in the swinging ladders, with a double ladder over the center ring. Carlos Ricci's juggling closes the first half, and is well received. He features rapid-fire pacing and well-executed novelty props.

Concert announcement for Tanit Ikao's animal hypnotism is next. Opening the second half is Freddy Vonderheid, trapeze. Zack Hale and Mr. Fuller work dogs, there is a clown number, and Ricci returns with his foot juggling. Augspurg holds the crowd's attention with his trained baboon and rhesus. Clowns come on next, then there is the rola-bola juggling of America Estrada. Three-girl web number is followed by candy pitch and two wire acts, the Estrada sisters and Carlos. Elephant number closes the show.

Clowns are Bobo Zoppe, Georgia Lake and Bobby Augspurg, who offer sufficient costumes but little in the way of props or material. Show is pleasing and slow moments occur only during clowning. Music alternates between records and Mrs. Jean Fuller at the organ.

Banners Going Good

Von has been selling banners this year, an innovation, and success has been very good. In addition, a baby elephant has been acquired from North Atlantic Fertilizer & Chemical Company. Vonderheid has a couple of interesting banner deals worked out, including draping the animal with

a sheet to publicize local diaper service firms.

The big top is last year's full 70 with a 40 and two 30's. Orders are in for a new menagerie top and marquee from Norfolk Tent & Awning Company. Midway at present has the pony ride operated by Erlene Hale; novelties, worked by Dorothy Hill, pit show with midget horse and cow, and some of Augspurg's animals. Other Augspurg animals are in the menagerie, and Vonderheid says two Brazilian tapirs will be added soon. Bill Hill again is boss canvasman, and agents are R. J. Staver and Louis Deutch. In addition to the banner work, there has been success in employment of advance ticket sales crews, which have not been used by the show before.

Vonderheid will make a couple of long hauls to the Carolinas, then work slowly back and wind up in his Pennsylvania home country, it is planned.

RAPID CITY, Man., — Good weather aided the one-day fair of the Rapid City Agricultural Society and attendance was up over 1955. Exhibits were down one-third due to the backward season and poor roads.

Fair Dates

Copyright 1956 The Billboard Pub. Co. The complete list of Fair Dates was published in the issue dated June 30. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

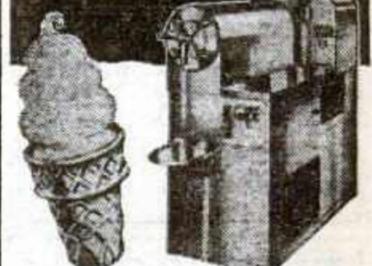
- Virginia Staunton—Staunton-Augusta Co. Agri. Fair. Sept. 3-8. Rex Spiece. Florida West Palm Beach—Palm Beach Co. Fair Assn. Jan. 18-26. Lamar Allen. Michigan Stalwart—Stalwart Agri. Soc. Sept. 12-14. Mrs. Mildred Warren. North Carolina Goldsboro—Wayne Co. Agri. Fair. Sept. 8-15. Oland F. Peele. Pennsylvania Mill City—Falls-Overfield Fair Assn. Sept. 13-15. Mrs. Doris Gregory.

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# THE FINAL CURTAIN

**ARNOLD**—Walter R., 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 righthand man of Buffalo Bill Cody, at Denver July 16. She had appeared with the Buffalo Bill Wild West Show. The Bakers founded the Lookout Mountain Museum next to Cody's grave, and Mrs. Baker operated it from the time of her husband's death in 1931 until the time of her death. Surviving are a step-daughter, Mrs. Wesley White, Denver, and two sisters, Marie B. Way, Lookout Mountain, Colo., and Val Burgess, Holyoke, Mass.

**DOWNING**—Phillip Carl, 62, former trouper with Buffalo Bill Wild West Show, at Cody, Wyo., July 14. Survived by his widow, two daughters and two

**DUKE**—Al T., 51, show musician, in New Orleans, July 10. Survivors include his widow, mother, sister and sons.

**FISHER**—Harry Polish, 72, concessionaire, legal adjuster, show owner and one of the originators of the San Francisco Show Folks of America, July 23 in San Francisco. (Details in Carnivals section).

**GINSBERG**—Louis, 68, outdoor showman for 50 years, July 21 in Caribou, Me. He was a former show owner and for the past 15 years had

been with the Dick Wilcox Shows. Surviving are a son, Harold, Van Nuys, Calif.; a daughter, Mrs. Esther Goldbeg, Augusta, Me., and three brothers, Jay, Bangor; Abe, Miami, and S. Leonard, West Hartford, Conn. Services July 23 and burial in Beth Israel Cemetery, Bangor.

**GREEN**—Robert (Sleepy), 54, former partner of William (Red) McCoy and in past years a concessionaire on the Beckman & Gerety, C. A. Wortham and Con T. Kennedy shows, July 26 in Hillsboro, Mo. This season he had been with Ed Campbell's rides. Survived by his widow, a son, his mother and a brother. Services and burial in Farmington, Mo.

**HUFFORD**—Nick, 71, at one time associated with the Al G. Field Minstrels, July 24 in Sheepshead Bay, N. Y. A resident of Columbus, O., he had been visiting his son, Nick Jr., of Briarcliff Manor, N. Y. Other survivors include his widow, Catherine; a daughter, Mrs. Florence Mason, Columbus, and three grandsons.

**KUPFER**—J. P., 69, former carnival owner and concessionaire, July 12 at his home in Lamoure, N. D. He had been confined to his home the past three years. Surviving are his widow; two sons, Fred and Roy, and a daughter, Mrs. Sarah (Tony) Halder, concessionaire on the Fairway Shows. Burial in Aberdeen, S. D.

**SIDES**—Jesse, 65, of Columbus, O., bicycle and unicycle performer for 35 years, of injuries sustained in an auto collision July 11. Surviving are his son, George; two daughters, Mrs. Margie Smith and Mrs. Elinore Bope; a brother, George, and two sisters, Mrs. Edith East-erday and Mrs. Flora Heck.

## BIRTHS

**HOUGH**—A son, James Johnston, July 18 to Mr. and Mrs. Robert Hough. Father heads the talent office bearing his name in New York.

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

**SULLIVAN**—A daughter, Susan Lou, to Mr. and Mrs. Lee A. Sullivan Jr. recently in Jacksonville, Ill. Father is an executive with the Eli Bridge Company, Jacksonville.

## Lucky Dogs in Ill. Turnaway

**PATERSON, N. J.**—Jack Kochman's Lucky Dogs, greyhound racing presentation, played to a turn-away audience Thursday (19) at the Martinsville (Ill.) Fair and, in so doing, proved the biggest money winner among attractions for that event.

According to Don J. Beebe, show manager, the canines have been doing exceptionally well with repeat dates benefitting from their exposure to the public of the new grandstand feature last year.

## Blytheville Sets Events Year Round

**BLYTHERVILLE, Ark.**—The Mississippi County Fair Association, which operates the Northeast Arkansas District Fair, is starting to promote year-round use of the grounds. In the 45-acre park area, three separate playgrounds are already in use with more equipment being added.

In operation are a skating rink, wading pool, miniature train with 1,500 feet of track, and a miniature golf course. In the permanent buildings, facilities for dances, private skating parties and social gatherings are offered. A lake on the grounds is the site of an annual fishing rodeo for the kiddies. Picnic areas are undergoing expansion and improvement.

Summer grandstand activities are many, topped by a program of stock car races. Raleigh Sylvester, secretary of the association, voices the opinion that these combined features tend to make his section more park-minded and that this will pay off in increased attendance figures during the fair's annual run, September 18-23. Of equal importance, the summer activities swell the association's revenue, making it possible to provide fair features which had heretofore been financially impractical.

The livestock show is the fastest growing department and this year its premiums will top \$6,000. Fair's operating district is comprised of 19 Northeast Arkansas counties. L. H. Autry, president, heads the executive staff.

## Harriman Speaks At Urbana, Ill.

**URBANA, Ill.**—Gov. Averell Harriman of New York, candidate for the Democratic presidential nomination, was chief speaker at the Champaign County Fair here Wednesday (25). Harriman was here for Democratic day at the fair.

## Santa Rosa, Calif., Up At Gate, Pari-Mutuels

**SANTA ROSA, Calif.**—Ideal weather throught the week was helping the Sonoma County Fair here to beat last year's marks in nearly all departments. Thru Wednesday (25), sixth day of the 10-day run, attendance to that point was 86,140.

While the attendance for the period was 8,800 below the 94,909 credited for the same days in 1955, Ken Carter, secretary-manager, considered it "ahead" because of a more accurate gate count. During the nine days that the fair ran last year, the attendance was 129,776.

Attraction-wise, the fair was well over last year. Horse racing, with pari-mutuel betting, was producing more revenue for the fair with a 50-cent grandstand admission in addition to the 50-cent gate. The betting handle during the first five days showed increases as high as 11 per cent with the only drop being on the third day when the dip was 3/4 per cent.

West Coast Exposition Shows, managed by Eddie Harris, opened with the fair Friday (20) and closed Monday (23). Foley & Burk Combined Shows, owned and operated by L. G. Chapman, closed at the Salinas Rodeo and moved here for a Tuesday opening. F. & B. played the two kids days on Thursday and Sunday.

West Coast Exposition moved

## FORTY-NINERS MAP RINGLING FIGHT

### Minority Stockholders Will Seek To Take Circus Control From North

**SARASOTA, Fla.**—Strong possibility that the minority stockholders of Ringling Bros. and Barnum & Bailey Circus will take action against majority stockholder John Ringling North developed 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 map future action.

He indicated this would include an effort to gain control of the circus.

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

### Forty-Niners Named

The minority stockholders control 49 per cent of the corporation's stock and are referred to as the Forty-Niners. Among them is Kelly, assistant vice-president of the firm, former circus staff executive and

## Roseville, Calif., Ties in With R.R.

**ROSEVILLE, Calif.**—In anticipation of a record breaking number of entries, Les McClure, secretary-manager of the Placer County Fair scheduled to open August 9 for four days is keeping the fair office open from 8 a.m. to 6 p.m.

The fair this year will help the Southern Pacific Railroad celebrate the 50th anniversary of its move from Rocklin to this city.

McClure said that livestock facilities on the grounds will be taxed beyond capacity with temporary stalls to be erected for late-comers. Maximum entries in beef, dairy, swine and sheep departments are being limited to 18 animals per exhibitor.

long-time representative of the late Mrs. Charles Ringling. Another leading Forty-Niner is James Ringling, vice-president of the company, son of the late Robert Ringling and heir to a share in the estate of Mrs. Charles Ringling. Other heirs include his younger brother and two cousins, as well as Irene Ringling Bon Seigneur, the former Mrs. Robert Ringling; and Mrs. Hester Ringling Sanford, daughter of the late Charles Ringlings.

## Free Grandstand Shows at Staunton

**STAUNTON, Va.**—A free grandstand show, a departure from past policy, will be featured at the Staunton-Augusta County Agricultural Fair, September 3-8, it was announced recently by secretary-treasurer Rex Spiece. Acts from the GAC-Hamid office, including "Midwestern Hayride," an attraction featured on WLW-T, Cincinnati, have been set for the fair, plus nightly fireworks supplied by the Fireworks Corporation of America, and the Penn Premier Shows for the midway.

From present indications, said Secretary Spiece, the 1956 annual is likely to be one of the biggest ever offered here, pointing out that exhibits are expected to be of near record proportions. Officials are hoping that the Armory's new auditorium, 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. Wolcott Rabbit Foot Minstrels recently.

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**JEAN**  
WHO PASSED AWAY  
AUGUST 5, 1955

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ERNEST DELLABATE

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**BERT G. WELSHMAN**

Who passed away  
August 4, 1949

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and  
JOE and SALLY MURPHY

In Loving Memory of  
**GERALDINE AMES**

Died July 30, 1955  
JACK AMES SR., JACK AMES JR. and  
ADRIENNE GILBERT

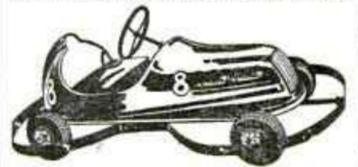
In Loving Memory Of My Husband  
**BERT WELSHMAN**

Who passed away  
August 4, 1949  
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## EXCELSIOR BUCKS RAINS, NEARS '55

**Colihan Expects Grosses to Catch Up; Adds Sky Fighter, Kitchen, Paving**

EXCELSIOR, Minn. — Excelsior Park has been bucking tough weather breaks but wins business when weather is right, Manager Joe Colihan reported last week.

He said the spot is gradually catching up with last year's grosses and the expectation is that it will at least equal 1955 business by the end of the season.

New this year in the ride department is a Sky Fighter. Also new is a picnic kitchen which is equipped for the park to serve large crowds to better advantage. About two-thirds of the grounds were black-topped late 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 stations promote special days. Sponsor tie-ins are included. Rudy Shogran manages promotions and is in charge of advertising and the ballroom.

Concessionaires in the park include Holden and Jensen, speed boats; E. C. Holter, candy apples and carnal corn, and Mrs. V. G. Leitte, photos.

For the park staff, F. W. Pearce Corporation, Detroit, is owner, and co-managers are Colihan and Fred Clapp. The Charles E. Sampsons are in charge of food and beverages. Franz Winter is chief mechanic.

The park will close after Labor Day and then operate on weekends only thru September.

## Wrinkles N. G.; Jersey Stays Tightly Shut

NEW YORK—Most of the public furor over concession games being banned has died down in New Jersey, with patrons seemingly not minding too much, but operators are still fuming over the banning of their games. When the Legislature resumes this fall it is a lead pipe cinch there will be vigorous action aimed at getting a bill drafted, approved and placed on the ballot as a referendum in the November general elections.

Intent of the measure would be to permit the operation of at least skill games. How broad the wording would be, or whether any licensing provision would be included, is still problematical.

As far as business is concerned, operators throught the State do not like the State-wide restriction, but they have to take it just the same. Some scattered operations have been going on with a variety of angles aimed at getting around the law, but these were snuffed out this week. The State is shut tight.

Down in Wildwood, at the southern tip of the shore resort, church bingo has been playing to overflow crowds, but the Boardwalk has nothing like its usual action. A couple of coupon-every-time operations (regardless of score) did little business.

### Sign Is So Right

There are signs proclaiming "Merchandise for sale; our loss is your gain; everything must go." Skeptical viewers might not realize there is nothing phony in the offer this time.

There was a one-day attempt by some operators in Atlantic City at a new wrinkle: A game was held by group game operators with no prizes offered. Then the same players had a free game with prizes awarded. Then the cycle started again. Operators held it was a free game with no money put up, therefore it was not gambling. Prosecutor Lewis Scott got a quick ruling from State Attorney General Grover Richman Jr. which stopped this type of play. Business was pretty light while it lasted.

Amusement park business has slipped somewhat, but crowds are starting to accept the situation and are attending anyway. Both Palisades and Olympic Amusement parks have a wide range of rides, dark rides, circus acts, swimming pools, which have been serving to attract customers even tho there are many shuttered spots on the midway.

Operators are marking time for the Legislature to resume, when the 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 Flying Allens, balloon ascensionists, moved into Coney Island here Thursday (26) for a two-week stand.

Set up on the Island's spacious ball field, Allen is doing one jump daily at 7:30 p.m., with two on Saturdays and Sundays. He is assisted here by his daughter, Mildred.

The local press has been liberal with its publicity on the veteran Allen and his old-time presentation. Allen, who celebrates his 60th birthday in August, has been jumping since he was 15.

## GOLF, ROWING, BASEBALL

## Perfect Day Blesses N. E. Parks' Outing

AUBURNDALE, Mass.—Parkmen could have used such a perfect day for their funspots, as 75 of them enjoyed with their wives and a few families at Norumbega Park the annual summer social of the New England Association of Amusement Parks & Beaches.

Douglas Farrington, operating the park for his first season, played host. The program began with a luncheon at noon, followed by a cocktail hour at 5 p.m., with dinner at 6.

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

### Stone Urges Membership

The spacious park was humming with business. Attendees inspected the Totem Pole Ballroom, which offers big-name bands and artists, and enjoyed boating on the lake. At dinner, Farrington was presented to the members by President Russell Jones. Lawrence Stone, of Paragon Park, last year's president, also paid tribute to Farrington and urged membership in the national organization.

Ed Enegren, of Lake Pearl, offered a proposal that the group mark the valuable service of Fred Markey, of the Dodgem Corporation, by sending him and his wife on a trip to Disneyland. The proposal was heartily accepted, but Markey declined because of pressure of business.

Serving as hosts along with Farrington were Thomas Swain, manager of Norumbega, and Theresa Costa, of the staff. Attending besides Russell Jones was his father, Wallace, also of the William Berry Company, Boston. Harold Gilmore, manager of Whalom Park, Fitchburg, attended for Henry Bowen, who is in Italy to attend the ordination of his son into the priesthood. Also from Whalom Park was Silvio Williams.

### Among others attending:

John Collins, Lincoln Park, North Dartmouth; Edward Carroll, Riverside Park, Agawam; Jesse Hutchinson and Ann Hart, also of Riverside; Carl Braun, George Bar-

ris and Barney Williams of Lakeview Park, Dracut; Sammy Simmons and Charles W. Brennan, of Paragon Park, Nantasket.

Nicholas Xanthaky, of Salem Willows; Arthur Hurley, of Revere Beach; Joe Corrolo, of Nipmuc Park and Oakland Beach Park, Rhode Island; Charles Weygand, Frederick McCusker and Jerome Leis, all of Crescent Park, Rhode Island; John Dineen, of Hampton Beach, New Hampshire; Robert Plarr, of Dorney Park, Allentown, Pa.; Mike Stanza, of Rhodes-on-the-Pawtuxet, Rhode Island; Elmer Fohl, of Woodside, Philadelphia.

Also Ralph Mulcahy, Dodgem Corporation, New Hampshire; Lyndon Wilson, president, Allan Herschell Company, Tonawanda, N. Y.; Frank W. Sterner, Dome Amusement Company, Revere; Al Martin and Eleanor Tuttle, of the Al Martin Agency, Boston; John Allen, Philadelphia Toboggan Company; Kellard Jansen, Homes Cook Company, New York; William H. Patton and Edward Perry, Globe Ticket Company, Boston; Edward Newell, Eliot Ticket Company, E. Longmeadow.

Also Charles Kearns, Manchester, N. H.; Peter McLaughlin, Wilson Lines; Les Brenner, Nancy Supply Company, Boston, and Abe Feldman, Dave Feldman Company, Boston.

## Novel Archery By Cook Nears Ready Stage

NEW YORK — Two Midwestern miniature golf courses, each of 18 holes, have been completed by builder and designer, Holmes Cook. In addition, Cook's novel archery range unit, to be a pilot for future models, is nearing completion at Kiddie City in Queens.

The golf units are at Mike Doolan's Kiddieland, West 95th Street, Chicago, and Paul Voight's West Lake Park, North High School Road, Indianapolis.

Cook's archery, which he runs as concessionaire, is in operation. A moving target device will be working soon. It works on a moving curtain principle. Various targets are hung on the backdrop, which passes in front of and around a sturdy partition. Arrows are removed by an attendant behind the partition, which is lined with extra-heavy rubber to prevent arrows from piercing it and fouling up the curtain's movability.

Behind this range is a 45-yard professional range for competition. Two professionals give instruction at the front range, which Cook intends to market when it is perfected.

## Shilling Dies

• Continued from page 81

interesting for patrons of sports shows.

Mrs. Shilling and the couple's son will maintain the office at 1560 Broadway. The home is at 12 Spring Road, Huntington, Long Island.

Funeral arrangements had not been completed by last night.

## Weather Cuts Benefit Of Rockaways' Subway

NEW YORK — There hasn't been a single weekend in July without a trace of rain or clouds, according to George Wolpert, of the Rockaway Chamber of Commerce, and the addition has dampened the spirits of operators thruout the resort peninsula. Despite operation of the new subway link to the Rockaways, weather has kept attendances behind those of last year.

The Parks Department rated turnouts for May as 345,000 less than the same month last year, and said June was 498,000 behind 1955.

In addition to normal crowds at the 97th-98th streets amusement center, the annual swell of volunteer firemen is anticipated for the

September 8 parade. Hurricane Edna washed out the event in 1954 but it did well last year.

Thirty thousand firemen from Long Island will march at 6:30 p.m. from Beach 116th Street, along Rockaway Beach Boulevard, pass the reviewing stand in front of Playland on 98th Street, and thence to the terminating point at Beach 94th Street and the Plaza. The event is sponsored by Playland.

### 8 Divisions to March

Leading the parade will be a large float of the Schaefer brewery, which co-sponsors weekly fireworks offshore, in co-operation with the Chamber of Commerce. Following will be the grand marshal and an eight-division of men, auxiliaries, drum and bugle corps, and fire-fighting equipment. Most of the participants will come from 70 Nassau communities and 41 Suffolk villages, plus the last five volunteer fire companies in the borough of Queens.

Subway fares in the two weeks ending Saturday (21) were paid by 186,336 passengers. At the Playland station, the biggest day was July 14 when arrivals came in at the rate of 800 an hour during the entire day. There were 49,160 arrivals. Joseph E. O'Grady, of the Transit Authority, stated the authority is interested in "selling" the ride on the subway, much of which is over Jamaica Bay by trestle, to New Yorkers and visitors as a tourist attraction.

Building of five new stone jetties to protect the shorefront will begin in October, according to the State Public Works Department. Plans call for the spending of \$7,000,000 in the next eight years on a total of 36 jetties in the project. Five jetties have already been built at a cost of \$900,000 between Beach 36th and 49th streets.

## Detroit News Runs Pearce Feature

DETROIT — Fred W. Pearce, veteran operator of Walled Lake Park, Detroit, and Excelsior Park, St. Paul, was the subject of a feature spread in the Sunday (22) rotogravure section of The Detroit News, which titled him as "Mr. Roller Coaster." He was credited with the construction of 30 Roller Coasters and 26 complete amusement parks.

## Ormond, Fla., Spot on Block

ORMOND BEACH, Fla. — Mrs. Grace Hefner, owner of Ormond Tropical Gardens, is selling her property. The enterprise was opened six years ago and comprises 20 acres near U. S. Route 1. Mrs. Hefner earlier sold out to another operator who abandoned the property, until she revived the spot July 1 of this year.

It contains a number of lagoons, pits, cages and aviaries which are stocked with a sizable exhibit of wildlife attractions. A gift shop is included. Change of ownership is expected to be announced soon.

## Calif. Operators Merge Kiddielands

NATIONAL CITY, Calif. — R. L. Hill has moved his Kiddieland to the Wagon Wheel Playland at the South Bay Plaza shopping center here and is associated with Jack Morgan.

Hill and Morgan are operating 10 rides in the area. These include a Parker Merry-Go-Round, Hodges Hand Cars, Eyerly Bulgy the Whale and Midge-o-Racer, airplane, baby Flying Jenny, Tank Ride and ponies. Mrs. Morgan is in charge of the snack bar and Mrs. Hill handles all tickets and party reservations. Three covered wagons are featured for party use.

**ROLLER RUMBLINGS**

**Winners in Chi Skate Industry-Aid Contest**

CHICAGO — Chicago Roller Skating Company, thru Vice-President Joseph A. Shevelson, has announced winners of its contest, tied in with the American Skating Institute, to aid the roller skating rink industry. Altho 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 August 7-18 at Warnoco Roller Rink, Greeley, Colo., under the direction of professionals C. J. (Satch) Wilkins, Jerry Nista and J. W. (Jay) Norcross.

The contest, open to amateur skaters, professionals and rink operators, embraced three categories: (1) The best idea for promoting and selling roller skating in a community, (2) the best idea for building larger and better roller skating instruction classes, and (3) the best photograph showing roller rink skating as clean, wholesome fun. Tuitions to the Institute, valued at \$1,275, and a cash prize of \$100 were awarded winners.

Winners and their prizes in Category 1: First place, Goldman A. La Fleur, operator, Elton, La., \$100 and three tuitions; second place, Kenneth A. Sherman, professional, Lincoln, Neb., two tuitions, and third, H. C. Dodge, operator, Eureka, Kan., one tuition. First place, Category 2, Joe La Tella, professional, San Gabriel, Calif., three tuitions; second, Chet C. Naro, professional, Eugene, Ore., two tuitions, and third, Lana Holloway, amateur, Flint, Mich., one tuition. First place, Category 3, Clair Koch, professional, Crystal Lake, Ill., two tuitions, and second, Peggy A. Walker, amateur, Philadelphia, one tuition.

Judging, based on originality and presentation, was done by Victor J. Brown, Newark, N. J.; Fred A. Martin, Fort Lauderdale, Fla., and J. W. Norcross, Greeley.

**RSROA Contests Kick Off Before 6,000 at Richmond . . .**

RICHMOND, Va.—The Richmond Arena was transformed into a world of color, music and excitement at the Thursday (26) kickoff of the national championships of the Roller Skating Rink Operators of America. These events, to last thru August 3, will bring a total of 1,024 regional skating champions to the hardwood floor. Combined with the nationals is the RSROA's international contests under the banner of the World Roller Skating Congress. Together, they bring to Richmond an estimated 6,000 contestants, skating fans, officials and rink operators, largest registration in the history of the sport, according to Robert D. Martin, RSROA secretary-treasurer.

Skaters ranging in age from four-year-old diaper division contestants to senior men's and women's champions are competing in 51 events for 85 American championship titles in speed, dance, figure and free-style singles, pairs and fours, with the speed highlight being the 80-lap five-mile senior men's contest slated for the night of July 31.

The meet officially opened with a program highlighted by the selection of an American roller skating queen, selected by a judging panel of local dignitaries. Opening night fans also witnessed competition by diaper division skaters and exhibitions by 1955 champions. Headquarters for the meet is the John Marshall Hotel.

**IAAM Convention**

Continued from page 81

into Mexico at 9:30, and lunch will be served to them thru courtesy of Leon Gillespie, catering service for the El Paso Coliseum. Meanwhile, IAAM members will have lunch at the hotel. Evening activities start at 6:15 p.m. when buses leave for Ashley Garden, for a German beer garden party and entertainment.

Saturday (18) has business sessions scheduled for 9:30 a.m. and 1:30 p.m. Meanwhile, a bus tour will take others on a tour of nearby military and air bases, including a guided missile center. Luncheons will be at the Billy the Kid Museum restaurant and at the hotel. In the evening, the conventioners will go to the Coliseum for installation of officers, an El Rancho dinner and entertainment by "Ice Capades."

**Allen Herschell**

Continued from page 82

are that the services of an accountant be obtained to set up the financial operation of a Kiddieland and that a lawyer who knows the local political climate, ordinances, etc., be engaged.

The book maintains that the gross receipts for each ride during a season should be equal to the cost of the ride. While no figure is advanced on what the net return of a Kiddieland should be, the opinion of one operator, who holds that it should equal one-third of the total capital investment, is cited.

Besides suggesting how a Kiddieland should be set up and operated, the book embraces pictures and descriptions of many Allan Herschell rides and also a list of some of the Kiddielands now in operation.

The book, Lyndon Wilson, Allan Herschell president, advises, sells for \$3. It is a good buy for those planning to enter the Kiddieland field. Herb Dotten.

**Disneyland Pulls**

Continued from page 81

seven more than when the park opened a year ago.

Some of the new rides, installed in the \$2,000,000 expansion program recently completed, include the Skyway, the Rainbow Caverns Mine Train ride, the Indian Village and War Canoes, Storybook Land and Tom Sawyer's Island.

Included in plans for opening next spring will be the "House of Tomorrow," sponsored by the Monsanto Chemical Company, an exhibitor. Other new attractions will be announced this fall and completed in time for the 1957 summer season.

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**Resort Mayor Meetings Suggested by Hamid Jr.**

ATLANTIC CITY—George A. Hamid Jr. has proposed an annual conference of mayors of New Jersey resorts to help solve mutual problems and work together for State aid to protect their industry. The chairman of the Atlantic City Progress Council said that altho the resort business is New Jersey's No. 1 industry, it is getting little help from the State either in the way of protection or promotion.

Speaking at the Rotary Club luncheon, Hamid, who is secretary-treasure of Steel Pier, suggested the resort mayors meet in November, after election. State Legislature representatives of the resort counties would be invited. The conference would decide on a program to meet the resorts' needs, then invite the governor, explain the problems to him and seek his co-operation in finding solutions.

Under such a setup, he said, seashore counties would stand a better chance of getting enough State help to cope with the mosquito problem, and protection against someone bringing out some "hidden little laws" that would adversely affect the resorts. Hamid reviewed the Supreme Court decision that resulted in closing the amusement-type games.

In referring to Gov. Robert B. Meyner's veto of the bill designed to give temporary relief to concessionaires, Hamid noted that when asked about statements that the ban would mean the end of the State's resort business, the governor replied: "I think maybe in

some of the towns it will test their ingenuity."

Hamid emphasized that this detached feeling also existed in the previous State administration.

"The fault lies with the resort industry, not with Trenton," he said. "There must be a continuous, well-meaning relationship between New Jersey's resort and Trenton (the State capital)."

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## Beatty Owners Mull Adding 5 Rail Cars

Loyal Riders, Werner Joining; McClosky, Kernan at Quarters

DEMING, N. M.—Possibility exists that the new Clyde Beatty Circus will go out on an enlarged train, it was reported by show executives here last week.

Now a 15-car show, it might be on 20 cars by the time it opens at Albuquerque, N. M., on August 31. Closing of the Ringling show has

## Cristiani Bros. Attendance Big In N. Y. Cities

WATERTOWN, N. Y.—Strong business for Cristiani Bros.' Circus continues in New York State. The circus played to a full house at night here Thursday (19) and a three-quarter afternoon house. Show was sponsored by the Shrine.

Another Shrine date was Ogdensburg (18), where the show had two three-quarter houses. Show was somewhat shorthanded shortly after crossing over from Canada, but workmen from the Ringling circus were said to be on the way.

Three employees of the show were injured when their car collided with a bus near Syracuse (21). Bruce Stearns, Donald Leslie and Happy Davis sustained cuts and bruises.

J. C. Rosenheim, who joined as an advance agent, stepped into the adjuster and assistant manager post left vacant by the death of Ralph Clawson. Mrs. Rose Clawson still is with the show, doing secretarial work in the office.

## WCKY to Air Circus Tribute

CINCINNATI—Station WCKY here will pay tribute to circuses in general and the Ringling-Barnum show in particular on its "It's a Woman's World" program, conducted by Delvina, Thursday (2) at 1:30 p.m.

The story of the Ringling show, from the founding to the final performance in Pittsburgh, will be told, interspersed with circus music, including "The Billboard March."

## Leonard Bros. Playing Fair In Chicago, Parades in Loop

CHICAGO—Leonard Bros.' Circus is playing a one-week stand here at the Back-of-the-Yards Council's annual free fair at 47th and Damen. Show opened Wednesday (25) and continues thru Tuesday (31).

Performances are at 2:30 and 6:30 p.m. while at the fair. Show has come in for considerable publicity in metropolitan newspapers. Widely read columnists mentioned the show as one contradiction of reports circusdom was dead. The Daily News carried a photograph of the big top going up.

Leonard Bros.' performers, animals, trucks and ponies made up a street parade which marched

put a new light on plans of the new management here, it was pointed out.

Meanwhile, former Ringling people continue to affiliate with the Beatty show. Latest to join is George Werner, boss canvasman. Artie Welsh, 24-hour man, arrived. The Guistino Loyal Troupe (8), bareback riders, is en route from Sarasota to join the Beatty show, according to information here.

Manager Frank McClosky, Assistant Manager Walter Kernan, Promotion Manager Sid Karp and General Agent Floyd King all are at quarters here. McClosky and Kernan are directing rehabilitation of the show. Four local contractors are on the road for the show. They are Hank Carlisle, Charles Sledman, Ted Young and R. E. Miller Jr.

## Tom Packs Western In Montana Town

LIVINGSTON, Mont. — Tom Packs' Western unit played here two days (18, 19) under Shrine auspices, using the fairgrounds grandstand which seats 3,900 persons. Afternoon shows drew kids using some of the 3,500 free tickets circulated. First night had 1,100 paid and second had 900 paid.

## Tom Packs Show Fills Stadiums, Ballparks

LAFAYETTE, La.—Tom Packs Eastern Circus has been pulling consistently strong business. Show completed its date in the East and jumped to the South.

At Fairmont, W. Va., Thursday (19) the show used a football stadium and had 3,000 for the afternoon and 1,000 in the rain at night. Police were the auspices.

Parkersburg, W. Va., followed (20) with a better-than-capacity throng of 11,000 in the 10,000-seat high school stadium. This was the best of Pack's six annual appearances in Parkersburg. Shrine Temple sponsored.

Jumping to Natchez, Miss., for Tuesday (24), the Packs show played Liberty baseball park for the first time and it proved better than the stadium used previously. The new location seats 3,600, and

down State Street in the Loop on Wednesday afternoon.

Coming up for the show are more stands in the suburbs and outlying towns, and pending is another series of stands in and close around Chicago itself.

Among those with it row are Hugo Schmitt, the George Bartons, Shorty and Peggy Sylvester; Teresa Morales and her daughter, Cathy; the Calvin (Curley) Millers, the Mauricio Drougetts, the DeWenns and Raymond and Emma Duke. Jack Burslam has the concessions. Agent is George Cole, with assistance from several contractors. Owner is Arthur (Hardtimes) Leonard.

## R-B in Barn; Acts, Bosses Seek New Spots

SARASOTA, Fla.—With Ringling Bros. and Barnum & Bailey Circus back in quarters here, show executives were looking to how the show will operate in the future and former employees were scrambling for new locations.

John Ringling North made it clear that performers would be taken care of. It was possible that some performers might be retained at quarters along with key staff people who continue on the payrolls. Pat Valdo was seeking to place some acts with other circuses.

Meanwhile, it was stressed that foreign performers were not stranded, since regulations require that bond for their return passage must be posted before they can enter the country.

Several Ringling people were going to other shows, including the Beatty circus.

Sarasota employment office officials were swamped with requests for jobs and with applications for employment compensation payments. Some performers were said to be re-examining provisions of their contracts with the show as they might apply to guaranteed time.

Meanwhile, Michael Burke, executive director of the show, hinted in a statement to the press that alleged sabotage of show equipment might have taken place while it was on the road.

the Packs Circus had 4,000 for the night show, as well as 1,500 for the afternoon.

Moving to Lafayette, a first-timer for the show, Packs Eastern was playing the college football stadium and it promised to be a good first-time appearance.

Jack Leontini, show executive, said that the Packs organization is having a good season and that it had no complaints to register about business.

## Illinois Gives Kelly-Miller Big Business

FREEPORT, Ill.—Al G. Kelly & Miller Bros. Circus is playing to big business in Illinois.

At Morrison on Wednesday (18) the circus had half and three-quarter houses despite cloudy weather and an unsatisfactory lot.

Savannah on Thursday (19) turned out two near-capacity houses altho there was a heavy rain at night. The circus moved out with little difficulty despite the mud.

Freeport scored with a straw house in the afternoon and a near-full house at night on Saturday (21). Confusion over daylight time change caused late appearance of downtown commercial tie-in features. This town was on Ringling's canceled route.

## THE OLDEST NOW

### Ringling Demise Aids Hunt Ballyhoo Efforts

GUILFORD, Conn. — Hunt Bros.' Circus has reverently and sympathetically noted the demise of Ringling Bros. and Barnum & Bailey Circus and then quickly posted notice of succession to the title of the oldest circus. "Take your kids to a tent show" will be a prominent element in coming Hunt promotional activities.

In staking its claim, the Hunt clan stressed the quality of their offering so as to keep open for discussion at least any usurping of the accolade, "best." Ignored, as it has been for many years, was any thought to claiming to be the biggest, an unworthy ambition, according to the founder and owner, Charles T. Hunt.

The 83-year-old boss noted that his show's founding date, 1892, gave it a clear title to longevity since the Ringling Circus, which had its beginning eight years previously, has abandoned the road.

Notice in Times  
The New York Times on Thursday (26) devoted the top half of five columns on the first page of its second section to a story and pictures on the Hunt show.

Extremely valuable as a publicity aid since The Times is widely read in the area now being played by the circus, the article promised to lead to even bigger things. One immediate development was the interest of the CBS network feature, "Let's Take a Trip."

Manager Harry Hunt, who sees to these things while his father and brother, Charles T., occupy themselves with the physical aspects of the show, lost no time, via his mobile telephone, in refuting the John Ringling North statement that the circus, under canvas, is dead.

That it is very much alive—again in the form of the Hunt show—was presented in a campaign that was gaining strength with the lapse of time. On Thursday (26)

CBS newscaster Douglas Edwards had scheduled a filmed report on the Hunt unit, but the collision of the liners Andrea Doria and Stockholm and the arrival of survivors in New York ate up all of the newscasting time. The film will undoubtedly be seen on a subsequent show since there is a flexible time factor.

The NBC radio network week-end feature, "Monitor," will also report directly from the Hunt lot on Saturday (28). Other programs, several of network status, are also showing interest.

Business has continued very good for the show at its Connecticut stands. As a consequence the Hunts find pleasure and ease in demonstrating to on-the-spot news gatherers that the circus, and theirs in particular, is far from dead.

## Circus TV Film Planned for Fall

NEW YORK — Production of the TV film, "Circus Boy," is to be resumed by Columbia Pictures, Hollywood, this month in preparation for its debut as a Sunday program on NBC this fall.

The program will be aired starting in late September and will run a half hour on Sunday evenings.

Story line involves a 10-year-old boy, played by Mickey Braddock; a clown, played by Noah Beery; the show owner, played by Robert Lowery, and the boy's pet elephant. Setting is on a circus in the 1890's.

HOLLYWOOD — American Guild of Variety Artists is "suspending unfair action" against Clyde Beatty, which will permit him to work following a layoff caused by ACVA's closing of the Clyde Beatty Circus in Burbank last May.

## Tent Theater Man Planning New Truck Circus for 1957

LAMBERTSVILLE, N. J. — Emergence of a European-style truck circus with steel seat wagons and an umbrella-style big top is planned for next season.

Producer is to be St. John Terrell, whose "Music Circus" theater has had wide success for eight years here. He also has theaters-in-the-round at two other New Jersey spots.

3,500-Seater Planned

Equipment picked up so far includes 10 seat wagons reportedly built three years ago by the Louis Deisel Engine Company of Memphis, which constructed the Ringling seat wagons. Terrell's were used one time, at a production of "Showboat" at the Dallas State Fair. Eight of the trailers hold 300 persons each, the other two hold 165 each, giving a capacity of 2,730 on the wagons. Supplementary seating would bring the over-all total seating to some 3,500, according to plans. The wagons are all steel but not high enough to use for dressing rooms, as is the case with Ringling. They can, however, transport a big part of the circus rigging and other gear, Terrell said.

As to personnel, Terrell has Otto Griebing in quarters, and the former Ringling clown will work on gag productions and planning of

the clown phase of the show. This will call for a great number of clowns with performing and producing capabilities, as is common on many European shows. Phil Escalante, now in charge of canvas at Camden, will supervise the rigging and aerial program. Animal acts will likely be contracted with assistance of James Cole, Terrell said. The Win Partellas are part of Terrell's organization.

The tent will feature one ring with flanking platforms. There will be two or three center poles, with quarter-poles high off the ground and anchored to the center poles, providing an umbrella covering as a patent on aspects of his Lambertville tent.

As planned, the show will be a one-ring offering, fast-moving and with a story line which will develop during the performance.

The circus will be intensely pre-sold, with heavy use of billing and other forms of advertising, and a publicity staff to work with his current publicist, Max Eisen.

Events of this season, he said, may see a wealth of top talent available for a new, well managed show. He objected to John Ringling North's statement sounding a death knell for tent shows, when the conditions affecting that single circus do not apply to all.

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**UNDER THE MARQUEE**

Betty Broadbent, tattooed lady with Ringling until three weeks ago, now is with Don Franklin Shows. . . Eddie Billetti, Sarasota builder of show equipment, was on Ringling when it closed, to talk about next season's equipment. . . Keno Dunn, former inside manager on the Ringling Side Show, is bingo caller with Don Franklin.

Visiting on the Ringling lot in Pittsburgh were Ivan Meyers, John Wyatt, Roy Markel, Lloyd Bender, Fred Pfening, Jack Lampton, P. M. McClintock, J. W. Hartigan Jr., and Mike C. Piccolo. . . Claire and Tony Conway met Ringling trains as they passed thru Washington and talked with Ben Wilson, John Staley, Albert Rix, Doc Henderson, Bill Karr, Freddie Freeman, Chuck Burns, Joe Hodges Hodgini, Duffy McQuade, Fuzzy Arsenau and Bob Dover. . . Bobby Hassen met the trains at Washington and several of the side show people left the show there to rejoin him.

Playing the Lebanon, O., Fair were Raylins, hand balancing; Starlighters; Walt and Lema, skating; Leo Francis, comedy; Jack Green, novelty music; Vagabounders, trampoline; and Francis Simpson, unicycle.

Emmett Kelly is scheduled to appear at the Old Settlers' Reunion at his home town, Houston, Mo., August 8-9. . . Billy (Mr. Sensation) Barton has returned to work after X-rays showed he had torn muscles but not fractured bones when he fell early in July. He is playing New England dates and has Midwestern and Southern dates ahead of him.

James I. (Dad) Fisher would like to have mail from circus people. He is an old-time trouper and can be reached at Box 261, Venice, Calif. . . Lizzie Miles, who was with Cole Bros. in 1914, has been playing the Storybook Club, San Francisco. Don Mareks was a visitor. . . Visitors to Charlie Campbell and his Marie O'Day Palace Car in Tennessee included the Otto Killian family, of the old Rose Killian Show; Bill Stiles, once with M. L. Clark Circus, and Robert Whitt, also an old-time Clark trouper. Campbell plans to play Missouri, Arkansas and Texas in coming months.

Charley and Beverly Allen, Allen's Bears, will play the Houston Shrine show and then Christmas dates around Chicago. They now are with Tom Packs Western. . . Mike Dressen, former agent, is with a lumber yard in Mobile, Ala. . . Dan (Pappy) Kerr, who's clowning again, recently met Maurice Mooney, Les Owen, Joe McKennon and George Pennell, former troupers, in the Carolinas.

With the circus on Tatham Bros. Carnival at Haworth, Ill., were Paul Zallee, Bill and Beverly Hartnett, Buster Todd, Sylvia Thompson, Page and Jewett, Vagabounders, Bill Coomer, Leo and Josephine and Arthur Dick. Show was augmented for the date.

Roy E. Savage, with circuses and carnivals since days of Pawnee Bill's Wild West, now is living on Rural Route 3, Skowhegan, Me., and would enjoy mail. . . Billy (Orwell) Rogers and Jimmy Colfax visited Tom Packs Circus. They also caught Ringling and visited with Charles Zerm, W. C. Lewis, Jeff Taylor, Sonny Riley, Roy Smith, Harry Burman and Harry Rustler.

Pedro Morales writes that his son celebrated his tenth birthday with a party on stage at Olympic Park. Acts and the Joe Basile band attended. The Morales' act, the Miamians, jumped to Toronto and Montreal for hotel dates.

R. C. McGuire, Decatur, Ill., stagehand business agent, and Bill Oliver, former bill car manager for circuses, were in Chicago recently. . . The Aurora (Ill.) Beacon-News for June 30 carried a feature article about Clint Finney, retired agent, who was with 101 Ranch, Gentry, and many other shows.

Al Dobritch arranged to fly a Polack Western elephant, Baby Opal, from the West Coast to New York for Ed Sullivan's TV show that also had several Ringling acts, Merle Evans and others.

A daughter, Laura, was born in May to the Paul Cristianis, and now the baby and mother, the former Jane King, step-daughter of Pete Sadowski, have joined the Cristianis Circus.

Bud Carlell and Rose are touring Europe and the Middle East with Abe Saperstein's Harlem Globetrotters. They are making Turkey and Yugoslavia with their rope, whip and boomerang act.

Bette Leonard reports that Bob DeVenney and Judd Stevens caught Clyde Bros. Circus recently. . . Red Davis caught Tom Packs Circus at Fairmont. . . Lowrie Riggs and stock from his animal farm at Rockville, Md., were pictured in a full-page feature carried by The Washington Post and Times-Herald.

Mrs. Jessie Tudor, of the Tudor Sisters and Avery, is convalescing at their home on Coconut Drive, West Hollywood, Fla., following a stroke. She would like mail from friends.

**Maley Seeking To Open Again; Barney Closes**

ALTOONA, Pa.—Barney Bros. Circus closed here and equipment was being returned to the trustee for the federal court which is handling the bankruptcy case of the King Bros. Circus. Barney was made up of equipment leased from King Bros.

Meanwhile, Arnold Maley, former co-owner of King Bros. Circus, and R. P. Thornton, an investor in King Bros., arrived at Stroudsburg, Pa., where some equipment from both King units was being assembled.

He said that he had hopes of reviving the show, with plans that would call for opening in about three weeks.

Some equipment and animals from the old King Western had been brought to Stroudsburg earlier to join some of the King Eastern equipment. Now plans are to bring more of the western unit to Stroudsburg, also. It has been stored at Middletown, Conn.

**Todd Henry Plans Monarch Fall Tour**

PHOENIX, Ariz.—Monarch Productions is readying for its fall tour, which will open in Iowa in mid-September, Manager Todd Henry reported. He said the spring tour of New Mexico, Arizona and Texas was successful.

Jerry Marks is in charge of advance promotion and reports advance sales are ahead of last spring. Show is expecting to carry about 70 people, and it will have several animal acts. Peggy Henry will have the enlarged concession department. The Glen Henrys are playing fairs and later will visit relatives in Montana before joining the Monarch show.

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## Saskatoon Eyes Gate Hike; Weather Turns

**Strong Finish Sighted After Heavy Rain Pares Total for First Four Days**

SASKATOON, Sask.—A torrential downpour that lasted a half hour hit the Saskatoon Exhibition Wednesday (25) at 6 p.m., cutting deeply into the night's attendance and taking a slice out of the following day's gate, but at the close of Thursday (26), fourth night of the six-day event, total attendance was down only 2 per cent from last year at the corresponding point.

The heavy rain, which inundated parts of Saskatoon, mired roads in the outlying sections and this held down attendance Thursday (26), Farmers' Day and traditionally one of the exhibition's big ones.

Skies cleared Friday (27) and the fair faced the prospects of two days of ideal weather before the wind-up. As a result, Exhibition officials figured that they would finish with the gate for the full run higher than last year. Rain whacked the early days of the fair in '55.

Monday (23), the '56 opening day, was given perfect weather, and all segments of the fair experienced good patronage. Tues-

day was marred by an early morning rain and cold and threatening skies thruout the remainder of the day. Wednesday was given good weather up until the rain hit at 6 p.m.

The rain, however, did not prevent the fair from putting on its two scheduled night performances of the Ernie Young revue, but the turnouts of these were cut back by the weather. Nevertheless, overall grandstand patronage at the end of the first four days was down only 5 per cent from the same period last year.

Auto parking, however, was up 1 per cent and pari-mutuel betting was 10 per cent higher.

On the midway, the Royal American Shows, which presented its new Kiddieland set-up for the first time, turned in a 5 per cent higher ride and show gross than last year.

The exhibition's livestock show was one of the largest in history, Steve McEachern, manager, pointed out. Plant improvements consisted of added areas of black-topping and new concession booths.

## LOUISVILLE SETS 'COPTER TRAPEZE ACT

PHILADELPHIA—A new wrinkle in circus acts will be displayed at the Louisville State Fair this season on the "Big Top" circus offering.

Producer Charles Vanda will provide the annual with an attraction which should be a natural from a publicity and advertising standpoint—a trapeze act hung below a helicopter.

## FREE GATE

### Service Orgs Buy Edition Of Troy, Pa.

TROY, Pa.—The Troy Fair will be a free gate event this year, having been sold out to five local service organizations which are sponsoring it, according to secretary Harry Lambert. With this arrangement it is felt that far better participation will be attained than has been the case in many years.

Exhibit space is divided between barns and canvas. Indications are for a better and bigger agricultural display than last year, which was the best in 12 years.

The fair, scheduled for August 7-11, will open with a hillbilly jamboree, coincidental with reduced-rate rides on the Reithoffer Shows midway. Schedule of events for the week is widely varied, with a series of ball games, stock parade, FFA day, grandstand competitive events and others.

Of the 12 acres available, some seven are now in use. Proceeds will go toward building a municipal swimming pool and creating a recreational park on the grounds, Lambert said.

### Rochester, N. H., Pacts Boone, Jill Corey

ROCHESTER, N. H. — Pat Boone and Jill Corey, TV performers and record artists, will head up the name attraction bill at the Rochester Fair, George Wilson, president, announced.

Supporting acts will include Zippy, chimp from the Garry Moore video show, and Lillian Briggs and her trombone. Also set are a circus show and "Midwestern Hayride." Fair runs from September 16 thru 22.

### Michigan State Retains Execs

DETROIT—Harry Carling, of Pontiac, was elected president of the new Michigan State Fair Commission, retaining the continuity of officers from the now abolished Fair Board of Managers.

Stephen Farco, this city, vice-president of the old group, was elected vice-president of the new commission. Donald L. Swanson, manager, received a new 18-month contract.

## NEEDS THAT STEEL!

### Use of Albuquerque Coliseum Is Hoped

ALBUQUERQUE — Leon Harms, secretary-manager of the New Mexico State Fair here, has his fingers crossed. He is hoping that the end of the steel strike will permit him to use, if only on a limited basis, the new \$1,000,000 Coliseum now under construction at the coming fair.

At week's end, some vital steel material was needed to put the structure in a condition so that it could be used to house two major atomic exhibits, one from Oak Ridge, Tenn., the other from Los Alamos, N. M.

Harms abandoned hopes some while back of using the Coliseum for a paid show during the '56 fair. He had an ice show, "Ice Capades," penciled in, but when it appeared certain that the building would not be completed in time he called off that attraction.

As Harms sees it, the Coliseum will not be completely equipped until next spring. Accordingly, he has tentatively booked "Ice Capades" to open it with an engagement starting April 5.

For an ice show, the building will seat 12,000. For fights, it will provide seating for 16,000. The building has an eight-inch concrete floor.

The Coliseum is only one phase of the fair's plant improvement program. New additions ready for the coming fair include a \$25,000 horse race, secretary's office, two race horse barns, one for exhibition horses, sheep barn and a swine barn.

### Salt Lake City Elects Gillman

SALT LAKE CITY—John W. Gillman, Orem fruit grower and conservationist, has been elected chairman of the Utah State Fair for its Centennial run here September 14-22.

Floyd Harmer, former mayor of Payson and manager of the Utah Poultry and Farmers' Cooperative branch in that area, was named vice-chairman.

Gillman announced that a new restaurant would be constructed just south of the grandstand and the remodeled auditorium will be opened in time for the fair.

## Lombardo Heads Name Program at Allentown

ALLENTOWN, Pa.—Guy Lombardo and His Royal Canadians have been signed to headline the grandstand show at the Allentown Fair, September 16-22. According to Reba D. Schall, secretary, the booking, thru the Music Corporation of America, will be the only fair appearance of the group this year.

Set for appearance with Lombardo in the night show are Lu Ann Simms, the Crewcuts, the Hal Sands Manhattan Rockets and Jimmy Edmondson, Professor Backwards. For the afternoon shows, Tuesday thru Saturday, cowboy star Tex Ritter will be master of ceremonies for a variety program.

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

with the reported availability of Lombardo.

Lombardo will open with a Sunday afternoon musical 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 will be added for the Tuesday thru Saturday performances.

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

Harness stake and running horse races will be presented Tuesday, Wednesday and Thursday afternoons with \$44,000 in stake purses to be awarded.

Promotion plans include a tie-in with WCAU-TV, 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.—A permanent miniature children's village, Storyville, will be among the new attractions at this year's Eastern States Exposition, Manager Jack Reynolds announced.

More than half an acre of land, located opposite King Reid's ride midway, has been leased by Jack Fitzgerald, of Westfield, Mass. According to present plans, the paid attraction will admit adults free when accompanied by a child. The admission for children will be 50 cents.

A frontier-type settlement is already completed. It consists of six units in a row, each of which will house concessions. They are a gen-

eral store, post office, jail, Wells Fargo Express office, saloon and bank. They have been carefully designed and constructed to accurately convey the true color of early Western towns.

### Plan Other Units

Other units slated for installation are a candy house and a barn yard with live animals, including a duck pond.

Ordered from Messmore and Damon, New York, are the Old Woman in the Show, Hickory Dickory Dock, Wishing Well, Moby Dick, Peter the Pumpkin Eater and Humpty Dumpty.

The entrance to the village will be in the form of a gigantic book 12 feet high.

## Harrington Overcomes Spotty Weather H'cap

HARRINGTON, Del. — Spotty but generally fair weather has graced the Kent and Sussex Fair this week, with attendance holding up nicely. Thru yesterday, when thunderstorms struck in the morning, the turnouts were about 5 percentage points over last year, according to Secretary T. B. Holloway.

The annual event, leading off the Eastern fair season, was destined for success early in the week. If results here are any standard for the 1956 season, there should be little trouble experienced at the gate by other fairs, granting that weather is favorable.

Admission prices are unchanged from 1955, and physical improvements include completion of the grandstand which was begun in April last year. This included adding of safety railings, and finishing off of the side and other carpentry. Seating capacity is some 4,000.

A combination Irish Horan-Buddy Wagner thrill show, worked thru Horan, who had the date

last season, was presented Monday night (23) and did better than 3,000 attendance, with rainfall from 6-8 p.m. hurting admissions. Front gate mark was about 6,000. Horse racing took over during the week with a GAC-Hamid revue at night.

Augmenting the acts Friday (27) night was the "Midwestern Hayride," and an added feature Saturday (28) night was singer Pat Boone.

Sam Nunis midget auto racing was hampered Friday afternoon by rain which fell twice during the morning and left dark skies and threatening weather to discourage patronage in the afternoon. Nunis has AAA big car racing on Saturday afternoon.

Premium money by the State was upped by \$2,500 this year, Holloway noted, bringing the total awarded to \$15,000.

In addition to the Prell's Broadway Shows midway, the fair operates an independent midway which was sold out early, including eight jewelry operators this year.

## Texas Association Seeks To Kill 10% Show Tax

DALLAS—The Texas Association of Fairs & Expositions has appointed a special legislative committee to seek elimination of the 10 per cent State tax on percentage shows working under sponsors. This announcement was made at the association's semi-annual board meeting here last week where Rex Baxter, manager of the Tri-State Fair, Armarillo, was named chairman of the special committee.

The board also set the 1957 convention for February 7-9 in

the Baker Hotel here. Othel Neely, president of the association appointed Joe Cooley, of Abilene, as chairman of the program committee.

Directors voted to contribute \$75 to the International Association of Fairs & Expositions. Attending the meeting were James H. Stewart, general manager of the State Fair of Texas; Bob Murdoch, Tyler; Nick Craig, Dalhart; Karl D. Schwartz, Beaumont; E. O. Stacy, Chicago; Mrs. Jackie Huffhines, Neely.

**NOSTALGIC SETTING PLANNED**

**Old 'Cracker Town' Among Atlanta Fair's Features**

ATLANTA — "Cracker Town U.S.A." will be the feature of the Southeastern Fair slated for a 10-day showing starting September 27 at Lakewood Park. E. Lee Carterton, general manager, states that an old mill complete with water wheel is being moved down from Fannin County. A log cabin from Blairsville in Union County is being erected, piece by piece.

Cracker Town reproductions will include an old barber shop, jail, country store with post office, wagon shed, steam engine, pottery mill and equipment for making furniture and sorghum. All will be in operation and will form a contrast to the modern equipment and

**State Money Set for Ala. Peanut Fest**

DOTHAN, Ala.—This year the National Peanut Festival will benefit for the first time from a program under which State funds will be available. Henry Kennedy, spokesman for the Chamber of Commerce-backed event, states an 80-acre parking lot has been secured adjacent to the grounds. Sixty acres have been allotted to the midway, contract for which is held by Johnny's United Shows.

Dates for this 13th annual showing are October 15-21. Association recently became a member of the Alabama Association of Fairs. Exhibits will be housed in three large tents rented for the occasion. The Beauty Pageant is counted upon to draw heavily in the area, which includes nearby portions of Georgia and Florida. Special Festival guest will be the 1956 Miss America.

Kennedy says 27 marching bands, including six from the Armed Forces, will participate in the festival parade. He is confident that the 100,000 attendance figure previously reported will be topped this year.

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Osborne, Kansas

machinery on display elsewhere on the grounds.

Officials anticipate a 400,000 gate for the 1956 run. Fair is backed by the State Department of Education, and industrial and commercial organizations on a statewide level. Approximately \$50,000 will be awarded as premium money in the various departments.

The new livestock building will have a 21,000-square-foot area sufficient to hold 300 head of cattle. A "Farm Family Animal Land," to be set up in co-operation with the University of Georgia Extension Service and the State 4-H clubs, will exhibit a model farm yard with surrounding crops and animals. An atomic power plant will be set up in the Commerce and Industry Building by the Georgia Power Company.

Daily entertainment features will include an ice show, roadster races, a Joie Chitwood thrill unit and a pyro show. Floyd Gooding has the midway contract. There will also be an antique auto show, military exhibits, pony show, rural crafts display, women's fashion show and a Future Teachers of America program.

**Rutland Adds Baton Contest**

RUTLAND, Vt. — Arthur B. Porter, secretary-manager of the Rutland Fair, has slated a couple of features which will be new here. On Friday afternoon of Labor Day week Gene Holter's racing ostriches, camel and Wild West show will be presented.

Another first will be the Vermont State Baton Twirling Championship, sponsored by the Eastern States Baton Twirling Association. Otherwise the scheduled program will follow that set in previous years. GAC-Hamid will have its No. 1 revue in for the grandstand show, augmented by the Mariners, vocal group, and Sharkey, the seal, plus other vaude acts.

Previously disclosed was the booking of the King Reid midway replacing the World of Mirth Shows. Porter commented that concessionaires and exhibitors apparently look forward to a good fair, as indicated by a practical sellout of all indoor space and requests still coming in. Final day attraction will be the Ward Beam thrill show.

**Lou Walters Awarded Louisville Booking Ex**

NEW YORK — Lou Walters, Broadway showman, has been named director of special events for all theatrical-type productions at the new multi-million-dollar Kentucky State Fair plant in Louisville, it was announced last week by Swanson & Daizell, Inc., New York public relations firm.

While local publicity will be continued out of the fair office, elements of national scope will be handled out of New York by the agency, according to Cal Swanson. The agency and H. Clyde Reeves, general manager of the Kentucky Exposition Center, are acquainted, as Reeves is on the board of Bankers Life & Casualty Company, Chicago, a Swanson & Daizell client.

Walters, it was brought out, will likely do some staging of his own. In this regard it is recalled that last season he offered a unit for major fairs under his Latin Quarter title. He will book and produce at Louisville, it was announced.

Attractions for this year's fair were signed prior to the signing of Walters, who will operate on a 52-week basis. There will be a year-round restaurant, featuring an entertainment policy, as part of the plant, and in addition to acts for this location Walters will book in all other show-type offerings to use the plant's facilities.

**Big Top Booked**  
Charles Vanda, producer of TV's "Big Top," will take his show outdoors the first time for a two-day, four-performance stand at the fair on September 7-8.

Vanda, vice-president in charge of TV for WCAU, stages "Big Top" in Philadelphia for the CBS network every Saturday at noon. The show never has played any engagements outside the TV medium in its seven-year tenure. If the Louisville expedition is a success, Vanda hopes to schedule a series of outdoor shows next year. There will be 18 acts in two rings.

**Louisville Plant Plans New Hotel**

LOUISVILLE—Plans for the construction of a 100-room hotel on the new grounds of the Kentucky State Fair here have been announced.

Clyde Reeves, executive director of the center, said the hotel would be built and operated by private interests and that a tract of 11 acres has been set aside for the purpose.

One bid was already received and three or four more were expected, Reeves said.

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

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

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

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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 Saskatoon in years, the Royal American Shows notched up better business in the first four days of the six-day Saskatoon Exhibition than it did last year.

Ride and show grosses for the four-day period ending Thursday night (26) were up 5 per cent over the take for 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 drenched by a driving half-hour rain Wednesday night (25). The rain was so

heavy that it killed off the fair's night attendance and slashed activity on the midway. Thursday (26), Farmer's Day, also felt the effects of the previous day's rain, the roads in the outlying areas being so muddy that many farmers put off attendance at the exhibition.

The Royal American set up its new Kiddieland for the first time here, 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 Mayer's Disappearing Water Ballet, snared top money among the shows in the first four days of the engagement. The Water Ballet was given an unusually strong reception.

Leon Claxton's Harlem in Havana show and Dick Best's Side Show also turned in strong grosses, running neck-and-neck for the second spot. Other shows which reported excellent business were Johnny Bronson's Sea Elephant and Bill Kemp's Motordrome.

Many officials of other Western Canadian fairs visited the midway here. Included among them were Maurice Hartnett, Calgary; Fred Miller and Lawrence Rye, Edmonton; Alex McPhail, H. L. Crawford, W. T. McGregor and S. O. Meighan, Brandon, and Don Pells, Charles Harlton, Fred England, D. A. R. McCannell, E. J. Courtney and G. B. Granworth, Regina.

## PARK FENCE & RIVER ISLAND FOIL CRASHERS

FREDERICTON, N. B.

—A fenced ballpark gave the King Reid Shows near-perfect gate control here and a paid attendance of 6,300 on closing Saturday (21). The gate fee is 20 cents.

Reid anticipates more of the same at the upcoming Woodstock Centennial, which will be held on an island in the middle of the St. John River, with a single bridge approach. "If the crashers beat us there, they'll have to be expert swimmers," Reid commented with satisfaction.

## Groggy Eastern Units Get Ready for Fairs

NEW YORK—The Eastern fair season will begin rolling in the next two weeks and for the operators of most units it's high time and none too soon.

A combination of bum weather, poor towns, unexpected legislation and other operational hazards have left any number of them virtually empty handed after a still date season widely denounced as unlucky and unhappy.

Those shows that stalled their openings in an effort to avoid the treacherous weather of early spring and to cut the period of obligation in the interest of lowering expenses ran smack into some horrendous weather, nevertheless. Instead of adding to their operational capital, the contents of the money tills was diluted. As many as eight out of a possible 10 teardowns were reported by some units to have been made in the mud. Since the rains seldom are considerate enough to hold off on a Saturday until all possible business is over, the wet teardowns meant, as often as not, that the important final night's business was buried in mud.

But from out of the morass, and from every quarter, comes the report that there is nothing wrong with business when the weather behaves. Spending is brisk and, on a per capita level, high enough to point to healthy grosses. As important as these factors may be at still dates, they take on added significance at fairs where the attendance is far greater, the working hours much longer and the earnings potential, consequently, bigger and better by far.

As a consequence the outlook is for excellent business at fairs, and optimism, altho dampened frequently, rides high at the fair's approach.

## Harry Fisher, Coast Showman, Dies at 72

SAN FRANCISCO — Harry Polish Fisher, 72, one of outdoor show business' most colorful personalities and active in organizing the local chapter of Show Folks of America, died here Monday (23) following an illness of several months.

The idea for the local club incubated in his novelty shop here, where a number of show people congregated daily. The meetings indicated the need for such a club, with the idea being developed into a reality. He was also a member of Showmen's League of America.

Born Samuel Cohn in Philadelphia in 1884, he was a concessionaire, legal adjuster and show owner. He had his own show from 1926 to 1931 and organized the Golden West Shows, which toured California from 1943 to 1950. Following the disposal of his second show, he was a legal adjuster and agent for such organizations as the William Myer Gold Coast Shows. Prior to coming here, he tramped with the Sig Sautelle Circus, Hagenbeck-Wallace, Greater Sheesley Shows, Dyckman & Joyce and Cole Bros. Circus to name a few.

During the more than half century he spent in the field, it was divided almost equally between circuses and carnivals.

He is survived by his widow, Rose; two brothers, Harry and Newman Cohn; three sisters, Rose Williams, Jean Stokes and Goldie Levenberg; a son, Nathan Cohn, local attorney, and a grandson, Norman Cohn.

Funeral services were held Tuesday (24) at Sinai Memorial Chapel, with interment in Salem Memorial Park.

## Yee Scores On Islands

HONOLULU — Wally Yee Shows closed its third successful stand of the season here Sunday (22) after racking up good ride, show and concession takes on two other islands, Hilo and Maui. The stand here was under Lions Club auspices.

Show carries five rides and 20 concessions, which move on 10 trucks, and from island to island by barge. Show has its own light plant and a calliope. From here the Yee organization was scheduled to move to Kanai for a four-day stand.

## Harrington Is Long-Awaited Prell Winner

HARRINGTON, Del.—The Prell midway's first fair date, the annual Kent and Sussex event, got off to a roaring start this week, with the office and operators of other units agreeing a few more like this one could set things right for the season.

Business experienced by the Prell organization has been far from excellent this year, with the show experiencing rain, accidents and the unfortunate New Jersey situation which resulted in blanked-out concessions when it played Newark. Rides and shows in general had a good week.

Kiddie day on Tuesday (24) was very big, and business experienced on other days was likewise good. Some rain fell on Monday (23) and on Friday morning (27). The week shaped up early as a long-awaited winner, which it proved to be.

## Moose Jaw Just So-So For Crawshaw

MOOSE JAW, Sask.—Winding up its three-day stand at the Moose Jaw Exhibition and Stampede Saturday (7), Royal Canadian Shows was bogged down in mud. Rain had fallen the day before and on Saturday afternoon it pelted down. Tho some of the rides operated, the day was regarded as a blank.

The show, playing its first Moose Jaw fair date, had a late setup for the opener, kids day, but the weather was good and business turned out okay, according to Dick Crawshaw, assistant manager. Rain off and on during the second day made the lot soft. Business was good but could have been better, Crawshaw said.

The Delta Rhythm Boys, singing group, were in Moose Jaw at the time and tried their hand at outdoor show biz Friday. Using a top on the Royal Canadian midway, they put on four shows but made no money, Crawshaw reported.

## M'kee Lake Front Is Okay for Olson

MILWAUKEE — The Olson Shows did okay in the first half of a split six-day stand on Milwaukee's lake front and expected to do even better in the last half, the three days ending Sunday (29).

Local regulations limit a carnival stand to three successive days, and the Olson Shows were idle Thursday (26) to break the two three-days periods.

The first three-day portion of the engagement was highlighted by a big turnout Wednesday night (25). About 10,000 thronged the midway during the evening hours that night.

The huge turnout taxed available parking space, and the sponsoring organization, the Democratic Party 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 Skerbeck

DETROIT — The Skerbeck Amusement Company is making its first tour of Southern Michigan in 30 years, breaking in new territory close to Detroit. The organization crossed the Straits of Mackinac for the July 4 celebration at Petoskey. Business was good, and the shows will return for the fair in late August.

From Petoskey they made a 268-

At the end of the first three days, Paul Olson, the show's manager and co-owner, said that the full six days would yield business equal to his expectations. The lake front had been closed to shows for a year, and was opened up by Louie Berger, the show's general agent.

The stand here winds up the Olson Shows' pre-fair route. To make its first fair, Chippewa Falls, Wis., personnel will work thru Sunday night (29), with the show train slated to move out of here at 7 a.m., Monday for the long haul to Chippewa Falls, where the fair will open early Tuesday morning (31).

## Dampness Marks Final Still Dates for Strates

BATAVIA, N. Y.—Except for rain which has dogged its trek thru the upper regions of New York State, the James E. Strates Shows has done well both in terms of attendance and gross.

But the rain has been consistent, hampering the final, and most important days, of each of the last three weeks, according to L. Harvey (Doc) Cann, show manager.

The date here, involving a farmer's convention, drew a horde of people on Wednesday (25) and good attendance on other days but the per capita spending was noted as very low in comparison to all other dates.

## Calif. Clubs Split \$1,000

MEDFORD, Ore. — Approximately \$1,000 will be divided between the Pacific Coast Showmen's Association and the Show Folks of America as the result of the annual benefit staged by West Coast Shows here Wednesday (11).

Sam Dolman was chairman of the event which was held in Buster Odle's girl show top. Assisting were Eddie Hellwig, Barbara Hellwig, Betty Coe, E. W. (George) Coe, Jack Christensen, Lillian Schue, Clara Andersen and Hunter Farmer. Special guests were Mr. and Mrs. Al Slater and Mr. and Mrs. Rick Cummins.

Joe Wallace was in charge of refreshments assisted by Max Hillman, Ray Butler and Robert McMorrine. Odle and Dor. Gilbert handled the entertainment assisted by William Snelson, John Ristick, Judy and Brownie Ristick, Jeanine Odle, Bob Colborn, Jack Hutning, Bob Emerico, Darlene Harmon, Joe Garcia, Jean Crain, Jack Helms, Jack Hunting and Chuck Glover Jr. Serving refreshments were Madge Wallace, Betty Coe, Lillian Schue and Clara Andersen. The performers were supper guests of Mr. and Mrs. Johnnie Miller in the cookhouse.

(Continued on page 94)

## MIDWAY CONFAB

Jimmie Helman, who was recently released from an Erie, Pa., hospital following a dislocated shoulder, is back home in Baltimore, but is scheduled to enter another hospital for an eye operation. . . . Mr. and Mrs. George Lewis are vacationing in Benton Harbor, Mich. Mrs. Lewis recently joined her husband and will play several fairs with him before returning to their Miami home. . . . Bertam (Junior) Hassett recently took off his Army uniform and has joined Billy Logsdon's show as

talker. While in the service, Hassett was stationed in Germany.

Peggy Thompson, formerly with W. C. Wade Shows, posts that she's due to enter Municipal Hospital, Tampa, on August 13 for surgery and would like to receive mail. . . . Doc Gordon infers that he's keeping active around Cincinnati. . . . Bobby Kork is reported to be confined to St. Francis Hospital, Trenton, N. J.

Hattie Wagner recently opened a kid spot in Mobile Bay with four rides, eat stand and a portable ice cream and popcorn wagon. Ben Buck, former Cavalcade staffer, is operating the food department. . . . Larry Schaff, formerly with Frank Peppers' Shows, is currently with F. C. Bogle in Kansas. . . . Miss Billie Reed, formerly with various shows, recently middle-aided it and will move to Hawaii with her husband.

Josephine Conroy, wife of former talker, Tex Conroy, is in Room 1222, Jefferson Hospital, Philadelphia, for surgery. The Conroys are in the trailer sales business in Woodbury, N. J.

Mrs. Linda Roman, wife of Whitey Roman, concessionaire on World of Mirth, is currently training to enter the National Water Ski Tournament to be held August 21-22 in La Porte, Ind. . . . Visitors to the F. C. Bogle Shows at Anthony, Kan., included Mr. and Mrs. Chuck Rothermel, former concession ops; Bob Steele and Sam Griggs. . . . Larry Ramsey has the short range on Sonny Myers Amusements.

Archie C. Feathers, of Royal American, was guest of honor at a surprise birthday party at the Edmonton, Alta., Fair, with the party tossed by his wife, Marie, and localites Mrs. Don Purdy and Mrs. Tom Kemper. Guests included Tony and Betty Noviega, Robert and Mary Garner, Johnny and Margaret Glover, George and Pee Wee Fisher, George and Zeldia Hersha, Ernest and Thelma Evans, Blue and Peggy Forrest, Dan and Rose Danielson, Tonto Thomas, Frenchy Mooneyham, Charles Hughes, P. P. Larkin, Babe Larkin and Warren Volk. . . . Mrs. John (Bertha) Kupper spent a day on Rogers Bros. when the show was playing the Lisbon, N. D., Fair.

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ADDRESS: Hico, Tex., Aug. 1-4; Rush Springs, Okla. (Watermelon Days), Aug. 6-9; Anadarko, Okla., (Big Indian Exposition), Aug. 11-18.

## CLIFF THOMAS AMUSEMENTS

Want Concessions for Greencastle, Indiana, 4-H Fair, Aug. 6-11. Concessions all open except Bingo. \$30.00 pays all. Oden Old Settlers to follow; then Goldsmith Old Settlers, Paragon, Indiana, Labor Day. Ride Help: Can use good Ride Help on Merry-Go-Round, Wheels, Tilt, Octopus, Roll-o-Plane and Kid Rides. Greencastle, Indiana, Fair Grounds next week.

CLIFF THOMAS

**NEW ALUMINUM MILK BOTTLES**  
Reinforced Ribs Cast Inside . . . THEY STAND UP  
**\$4.50 EACH**  
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SHOWS: Want first-class Girl Show, guaranteed to work. Will book Motordrome or Side Show. RIDES: Will book Octopus, Roll-o-Plane or Coaster.

CONCESSIONS: All Hanky Panks open, wire in for space. (No flats or gypsies.)

SPECIAL OFFER FOR BINGO AND GLASS PITCH.

Address: MANAGER, Hettinger, N. Dak., this week; Faith, S. Dak. (Fair), Aug. 9-12; then Rapid City, S. Dak.

## GREATER DIXIELAND EXPOSITION

Want for Warren County Fair, Indianola, Iowa, August 1-4. Followed by a solid route of Fairs until Nov. 1.

CONCESSIONS: Place Photos, Roman Targets, High Striker, Hoop-La, Hate, Records, Dip, Basket Ball, Derby, Milk Can, Slum Blower, Bowling Alley legitimate Stock Concessions. ALSO PITCHMEN AND DEMONSTRATORS. HELP: Want Foremen and Second Men on Wheel, Jenny and Comet. Jack Cook and Harold Eutah want Agents for Hanky Panks, also Acts for Side Show. SHOWS: Place Snake, Wildlife, Illusion, Drome, other clean Shows with own equipment except Side Show, Athletic and Girl.

ALL REPLY: JIMMIE HENSON, MGR.  
Indianola, Iowa, this week; Vinton, Iowa, next.

## WANT FOR BIG SIDE SHOW

Ten Day Centennial, Duluth, Minn., opening August 2, then North Dakota State Fair in Fargo and a money-making route. Two first class Front Talkers, useful Working Acts, Fire Eater, Pin Cushion, etc.

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**LISA DELMAR**  
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Short Range, Photos, High Striker, Derby Racer, Hats, Novelties

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Wild Life, Fat Show. Will book or buy Fun House or Glass House

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HOTEL BRISTOL, BRISTOL, VIRGINIA

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CLARION, PA.

AUG. 6-11

CLAYSVILLE, PA.

## DAYTON, PA., FAIR

AUG. 14-18

STONESBORO, PA., FAIR

Always on Labor Day

## WASHINGTON, PA.,

FREE FAIR

AUG. 21-25

JAMESTOWN, PA.

### WANT

Custard and Photos, will sell Ex. Hanky Panks, Eats and Drinks, Apples and Ice. Rides and Shows that don't conflict.

Low Weinstien wants Bingo Caller and Countermen. Curley, get in touch. People for 10-in-1, Girls for Girl Show.

SPACE LIMITED FOR WASHINGTON FAIR

## Eddie Dietz, EDDIE'S EXPOSITION SHOW

This week: APOLLO, PA.

P.S.: Simmons, get in touch.

# GLADSTONE EXPO SHOWS

HODGENVILLE, KY.

AUGUST 6-11

RUSSELLVILLE, KY.

AUGUST 13-18

GALLATIN, TENN.

AUGUST 20-25

FOLLOWED BY NINE FAIRS IN TENNESSEE AND MISSISSIPPI COTTON

WANT HANKY PANKS of all kinds—Bingo, Ball Games, Basketball, Coke Bottle, Bear or Bird Pitch, Scales & Age, Hi-Striker, Novelties, Balloon Dart, etc.

RIDE HELP, come on. SHOWS with own equipment—Monkey, Fun House, Wild Life, Snake, Side Show, Unborn. No Girl Show.

Chuck Alexander wants Agents for Six Cats, Buckets and P. C. Agents.

Contact **F. O. POOLE, Morganfield, Ky., all this week**

# PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

### WANT FOR

BEDFORD, PA., COUNTY FAIR, AUGUST 6 to 11, Carlisle, Pa., and Cumberland, Md., Fairs to follow

CONCESSIONS: Eat and Drink Stands, Photo, Novelties, Cat Rack, Buckets, Hanky Panks.

SHOWS: Want High Class Girl Revue for Sit Down Show, Snake Show, Fat Show.

RIDES: Scrambler, Spitfire, Roundup, Dark Ride, Fun House or any Ride not conflicting.

NEED RIDE HELP. SEMI DRIVERS PREFERRED.

All answer: **PRELL'S BROADWAY SHOWS, HARRISBURG, PA.**

## DIXIE AMUSEMENTS

RIDE HELP: Wanted on Wheel, Merry-Go-Round and Mix-Up; good pay for good men. CONCESSIONS: Place Grab, Ball Games, Balloon Darts, Fish Pond, Targets, Cork Gallery and others not conflicting. All Fairs balance of season, Malvern, Ia., Aug. 1-3; Clarinda, Ia., Aug. 8-11; Mt. Ayr, Ia., Aug. 14-18; Corning, Ia., Aug. 19-24. Then our Southern Route thru Missouri, Arkansas and Oklahoma. **CLIFFORD DAVIS, Mgr.**

## G. & B. SHOWS AND RIDES

WANT FOR GASSAWAY, WEST VA., FREE FAIR, AUG. 6-11

Will book Scales, Coke Bottles, Ball Games, Fishpond, Pitch-That-You-Win, Bumper, String Game, Slum Spindle, Photos, Cork Gallery, Balloon Darts, any Hanky Pank working for stock. Will sell ex on Popcorn and Apples. Privilege on all Concessions \$36.50 per week including West Va. State license. Will book Shows for committie money. Can always place useful Ride Help. All replies to

**GEO. BROAS**

Mason City, West Va., this week; then Gassaway, West Va.

# O. C. BUCK SHOWS

Want for the following route of outstanding Fairs Starting August 6

- |                   |                    |                   |
|-------------------|--------------------|-------------------|
| Gouverneur, N. Y. | Bath, N. Y.        | Cherokee, N. C.   |
| Elmira, N. Y.     | Bedford, Va.       | Greenville, N. C. |
| Malone, N. Y.     | Washington, N. C.  | Camden, So. Car.  |
| Plattsburg, N. Y. | Rocky Mount, N. C. | Beaufort, N. C.   |

CONCESSIONS—Custard, Arcade, Hanky Panks 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 semis. Address

**O. C. BUCK**

Potsdam, N. Y., this week, then per route

# BUFF HOTTLE SHOWS

WANT FOR OZARK EMPIRE FAIR, SPRINGFIELD, MO., SATURDAY, AUGUST 11 THRU 17  
SECOND LARGEST FAIR IN THE STATE

Any Show not conflicting, for committee money. Especially want Sit-Down Girl Show. (Joe Sciortino, answer.) Also Minstrel Show. (Leonard Duncan, contact Gypsy Bob Meyer.) Also want to hear from Mark Williams, Norman Smith, Harry Fee, Teska Brothers. Want Manager and Riders for office-owned Motor Drome. Can place Hanky Panks that work for stock and have an element of skill. Will book Round-Up, Scrambler or Spineroo for Springfield.

WANT FOR MARION, ILL., WEEK AUGUST 5, WITH PRINCETON, IND., TO FOLLOW

Need Side Show. Have complete Frame-Up for 5-in-1 (Johnny Jacobin, contact Romeo Dunn). Want Girl Show, Monkey Show or any Show not conflicting. Can place Stock Concessions of all kinds. Especially want Long Range and Custard.

IRVIN DIGGLER—ARE YOU COMING WITH YOUR RIDES? PLEASE CONFIRM

All replies to BUFF HOTTLE, Mt. Sterling, Ill., this week

P.S.: Need Ferris Wheel, Rock-a-Plane and Fly-a-Plane Foremen at Mt. Sterling, Illinois.

# JACK'S UNITED SHOWS

Want for Madison County Fair, Highland, Ill., this week; Clark County Fair, Marshall, Ill., next week, with Tri-State Fair, Cairo, Ill., to follow. (This Fair will be one of the largest in Southern Illinois. This is no promotion.) A solid route of Fairs and Celebrations to follow, including Louisiana and Florida Fall Fairs.

Want Hanky Panks of all kinds, Parakeet Pitch, Ball Games, Arcade, High Striker, Scales, Long Range, Ice Cream, Eating and Drinks, Hoop-La, etc.  
SHOWS: Motordrome, Midget Show, Side Show, Mechanical and Grind Shows of all kinds.

**JACK'S UNITED SHOWS, Highland, Illinois**  
JACK SETTLE & JACK O'HAVER

# MONARCH EXPOSITION SHOWS

WANT FOR 5 MORE FAIRS IN NORTHERN ILLINOIS. ALSO BIGGEST LABOR DAY SPOT IN ILLINOIS—ROCK FALLS—ON THE STREETS—6 DAYS

CONCESSIONS: Grab, Foot Longs, Snow Cones, Custard, Short Range, Basket Ball, Ball Games and Stock Concessions of all kinds. Can place two Concession Agents.  
HELP: Can place two Men for two new Kiddie Rides, just delivered; must drive. Also Second Men on other Rides.

Contact E. L. WINROD, Mgr.

Belleville, Ill. (Fair), this week; Milledgeville, Ill. (Fair), next.

# TIVOLI EXPOSITION SHOWS

Want for BURLINGTON AND DUBUQUE, IOWA, FAIRS, plus 11 weeks of Fairs through the South, including Leesville and Eunice, Louisiana

CONCESSIONS: Can place Hanky Panks of all kinds. SHOWS: Can place any Show of merit except 10-in-1 Side Show or Girl Show. Want first-class Girl Show.  
RIDES: Want to book one more major Ride and one Kiddie Ride to play balance of Fairs. What have you? RIDE HELP: Want Help on all Rides, must have chauffeur's license.

Contact H. V. PETERSEN, Mgr.

Jefferson City, Mo. (Fairgrounds), this week; Burlington and Dubuque, Iowa, to follow.

# PULASKI COUNTY FAIR

WINNEMAC, INDIANA, AUG. 7-11.

Want Concessions of all kinds, reasonable privilege. Need Sit-Down Grab. Need Grind Shows. Want to buy major Rides.

FUN FAIR SHOWS

Chas. G. or M. Robert Stapleton, Genoa, Ohio, Aug. 1-4; then as per route.

# PAN AMERICAN SHOWS

14 FAIRS STARTING MAMMOTH SPRINGS, ARK., AUG. 13 TO NOV. 17

Want Hanky Pank Concessions of all kinds, Ice Cream, Custard, Long Range Lead Gallery. Want Side Show Acts, Talker and Manager, Snake Show Operator, Talker who can sell candy; Girls, Comedians, Dancers and Blues Singers for Minstrel Show; Talker and Girls for Girl Show. Want Ride Help of all kinds; Foremen for Octopus, Wheel, Kiddie Auto Cars, that drive.

Millington, Tenn., this week. Big Navy payday August 1.

## CAN PLACE

Grab, Mugg, Fish Pond, Balloons, Scales, etc. Girl and Athletic Shows. Second Man on Wheel, Third Men on other Rides. Fairs yet to play: Pratt, Kan.; Bladen, Benkelman, Campbell, Culbertson, Imperial, Nebr.; Russell, Syracuse, Ulysses, Kan.; Pauls Valley, Okla.; Searcy and Wynne, Ark.; then Texas Fairs.

**MOORE'S MODERN SHOWS**  
Pratt, Kan., this week.

## FERRIS WHEEL SEATS

Used, \$15.00 each. One International Ferris Wheel Motor, complete with Track, Pulley and Belt, \$125.00.  
Can be seen at  
2299 S. High St., Columbus 7, Ohio  
**L. O. BOICE**

## WANT CARNIVAL

For Andrew County American Legion Fair, Savannah, Mo., Aug. 7-12.  
All replies  
**ROYAL TURNER**  
Savannah, Mo.

## RIDE HELP WANTED

Foremen for Rollophane, Smith & Smith Chairplans and 25 Ferris Wheel. Also Second Men for these rides. All replies  
**TROY E. WILLIAMS**  
WILLIAMS AMUSEMENT CO.  
Marion, Va., this week; Galas, Va., to follow.

## WANT ELECTRICIANS

Transformers only. No car and must drive semi. Webster City, Iowa, this week; Rochester, Minn., next.  
**SUNSET AMUSEMENT CO.**

## T. J. Tidwell Wants

For Fourteen Fairs in Kansas-Okla. and Texas.  
Hanky Panks of all kinds. No exclusive except Popcorn, Bingo, Photo, Lead Gallery, Jewelry (Lola, come back). Second Men on Rides that drive semis. Man to handle baby Elephant. All wire:  
**T. J. TIDWELL**, Melvern, Kansas, July 30-Aug. 4; Hill City, Kansas, Aug. 4-11.

# Canadian Trek Starts Okay For Reid at Fredericton

FREDERICTON, N. B.—Personnel of the King Reid Shows were manfully standing up under the impact of dry weather, sunshine and cash customers Saturday (21) as the show finished the first of its Canadian still dates. Of the 12 teardowns of the early weeks of the season, eight had been in the rain.

Two large panel fronts in modernistic design lend color to the back end. These are Rock 'n' Roll, a colored revue managed by Lawrence Williams and the Girl Show. Rounding out the back end are a Snake Show, Funhouse and Wild Life Show.

Rock 'n' Roll topped the midway here with a half-dollar fee. The Girl Show, with \$1 admission, ran second.

### Rides Listed

Rides in the line-up included the Merry-Go-Round, twin Ferris Wheels, Tilt-a-Whirl, Fly-o-Plane, Octopus, Chairplane, Caterpillar, several kiddie rides and live ponies. The Fly-o-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 week started slowly but warm, dry weather brought the people out and the closing was strong.

Charlie Travers is prominent in the concession operation.

Newcastle, the week of July 23, and an Old Home Week Celebration at Woodstock, July 30-August 4, follow. The show fair season begins at Skowhegan, Me., August 11-18.

### As Good as Ever

Owner Reid was jubilant at the turn of events. A second banner week appeared to be in the making at Newcastle. Newcastle and Fred-

ericton were reported as good, if not better, than at any time the show has played them in the past five years.

Woodstock, with its centennial celebration, is expected to be big. Horse racing and GAC-Hamid are included in the promotional and entertainment planning set up by Jack Trousse, manager.

The show is preparing now for its fairs. The call has gone out for units to leave its Vermont winter quarters and storage at the Bloomsburg (Pa.), Fair. All will be on hand for the Skowhegan date where Reid plans to have 15 major rides, 10 kiddie rides and 10 shows. The show will remain at this strength for the remainder of its dates. The show entered Canada with 255 people and 60 vehicles.

# Continental's Luck Changes At Saranac

TUPPER LAKE, N. Y.—Following a poor date in Laconia, N. H., with weather being the villain, the Continental Shows welcomed the good business experienced in Saranac Lake last week.

Roland Champagne's midway played Saranac Lake for 12 years, skipping it last year, but reportedly did better than ever this time. Weather held okay all week, altho nights were chilly and the Saturday (21) matinee was hampered by some rain. Rain cut the night off about 9 p.m.

Attendance and spending held good on other days, however.

## Skerbeck Biz Ok

Continued from page 92

mile jump to the southern end of the Thumb section at Applegate, where they had two nights of rain, and a big Saturday night. Reverting to their old circus tradition, the Skerbeck Shows have been booking a series of two stands a week.

Show played the Summer Festival at Goodrich, sponsored by the local business men's organization, and had a good opening last week at Yale, under American Legion auspices. Next move was to the Crosswell Fair.

The Skerbeck organization dipped briefly into the northern part of the Lower Peninsula last year for the first time in three decades, to play three fairs—Potosky, Cheboygan, and Atlanta—and decided to make a major Southern tour this season.

Season as a whole has been a little ahead of last year, according to Eugene Skerbeck, "But we're working harder for it, with three-day moves."

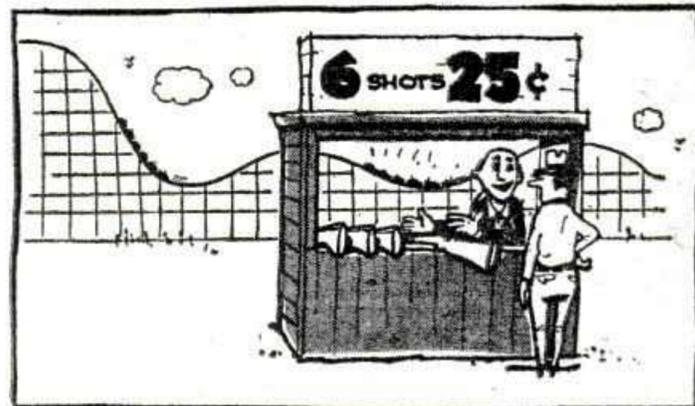
Line-up includes 12 rides, 30 concessions, and two shows.

# 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 Cherryfield, Me., Cliff Mullins, owner-manager, announced. This fair will be played in addition to the organization's earlier signed route of northeastern annuals.

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, altho Sally's Atomic Scandals is getting its share.

Refurbishing is under way in preparation for the upcoming fair dates.



"Of course it's even . . . they pay a quarter for the ride."  
—Ray Starr Radio Station WJAN, Spartanburg, S. C., winner, June 21 issue GAGSTER Cartoon Contest.

# JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

## WANT FOR

Lynchburg, Va., Aug. 6-11; Charlottesville, Va., Aug. 20-25  
 Alleghany County Fair, Covington, Va., Aug. 13-18  
 The Great Roanoke Fair, Roanoke, Va., Aug. 27-Sept. 1  
**and ALL FAIRS UNTIL NOVEMBER 1**

Concessions: Short Range, Photos, strictly American Palmistry, legitimate Merchandise Concessions of all kinds. Shows: Monkey, Wildlife or any other Grind Show of merit with or without transportation or equipment. Ride Help: Can always use experienced and reliable Ride Help; top salaries. Colored Musicians for Minstrel Show.

All replies to

**JOHN H. MARKS**

THIS WEEK, PETERSBURG, VA.; NEXT WEEK, LYNCHBURG, VA.

# Morris Hannum Shows

*One of the Great Eastern Shows*

Warrington Township Community Fair, on Route 611, south of Doylestown, Pa., Aug. 6-11. Free gate and 10,000 in advance sales on rides. Followed immediately by our first fairs, Dallastown, Pa., Aug. 13-18, & Kutztown, Pa., Aug. 20-25  
**WANT RIDES**—Caterpillar, Comet Rolloplane and Roundup.

**SHOWS**—Girl Shows, Sideshow 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 exclusive. Pin Store, Blower, Wheels and Grind Store.

**HELP**—Capable Ride Help who drive semis, Octopus and Chairplane Second Men.

All replies to MORRIS HANNUM, 934 Murdoch Road, Philadelphia. Phone: Chestnut Hill 7-8176

## 16 PAGE COMBINED SHOWS 16 FAIRS

Want for Ithaca, N. Y., Fair, August 6-11; then the following fairs: Batavia, N. Y.; Sandy Creek, N. Y.; Little Valley, N. Y.; Dunkirk, N. Y.; then South, Asheboro, N. C.; Reidsville, N. C.; Louisburg, N. C.; Dunn, N. C.; Jacksonville, N. C.; Andrews, S. C.; Brunswick, Ga.; Waycross, Ga.; and Palatka, Fla. This is an outstanding route. Those joining now will be given preference.

**CONCESSIONS:** All Stock Concessions, especially Roman Target, Break-the-Plate, Bumper, String Game, Short Range, Basket Ball, Parakeet Pitch, Bear Pitch, Punk Rack, Hats, Novelties, Diggers, Bowling Alley, Blower, Eats, Chocolate Dip, Lemonade Shake, Foot Long and Grabs. **SHOWS:** Book well-framed Side Show, Motor Drome, Mechanical, Monkey Speedway or Circus, Life Show, Fun House or any Show not conflicting. Want Manager and Help for Side Show. Pete Schuch, contact immediately. Want Man to take charge and operate well-framed Freak Show. **RIDES:** Live Pony, Coaster, Dodgem, Fly-o-Plane, Rock-o-Plane and Dark Ride. Can place high-class Ride Men who can drive and have licenses. Especially want Wheel Foreman capable of handling two Wheels and Spitfire Foreman.

All replies to: **BILL PAGE, Hornell, N. Y.**

P.S.: Want sober, reliable Billposter to join at once.

## WANTED AT ONCE SHOWS OF MERIT FOR FAIRS AND CELEBRATIONS

5% ABOVE COMMITTEE MONEY

Will book any legitimate Concession not conflicting. We carry one of a kind and you will be protected. Have plenty of openings for Hanky Panks, with a money-winning route: Marine City, Mich., Aug. 3-4-5; followed by big promotion at Zilwaukee (Saginaw), Mich., Aug. 7-12; Ludington, Mich., Fair, Aug. 15-18; Cheboygan, Mich., Aug. 21-25; Petoskey, Mich., Aug. 27-31. Labor Day celebration to follow with others thru September.

Contact **EUGENE OR PAULINE SKERBECK OR PAUL PITTMAN**

Wire, no phone calls. As per route:

**Skerbeck Amusement Co., Great Northern Shows**

P.S.: Those booking now given preference for our star-studded route in 1957, our 100th year for SKERBECK in show business.

## REITHOFFER WANTS

Troy, Pa., Free Gate Fair, August 7-11, \$3.00 per foot.  
 POSA Fair, Oriental, Pa., August 15-19.  
 Forkville, Pa., Fair, August 29-September 1.

Want legitimate Concessions of all kinds. Want Girl Show and any Show of merit. Contact:

**ULEY REITHOFFER**

2106 Lycoming Creek Road, Williamsport, Pa.  
 Telephone 2-6132

## WILLIAMS AMUSEMENT CO.

WANT WANT WANT

FOR GOLDEN JUBILEE, CATTLE SHOW AND FAIR COMBINED

This is State-wide, one of the biggest events in the State of Virginia, Galax, Va., Aug. 6-11. One Governor Day, free admissions to the grounds.

Want Hanky Panks of all kinds, including Custard, Lead Gallery, Scales, etc.

All replies to

**TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO.**  
 MARION, VA., THIS WEEK.

## PECK'S KEY CITY SHOWS

WANT FOR GREENFIELD AND MARION, INDIANA, FREE FAIRS

Good day play and a good string of Fairs to follow.

**CONCESSIONS:** Balloon Darts, Cork Gallery, Fish Pond, Center Pitches, Hoop-La, or what have you? No gypsies or flats. **RIDE HELP:** Foreman for 1956 Allan Herschell Merry-Go-Round, Second Men on all Rides.

Contact **C. S. Peck**

Peru, Indiana, this week; Greenfield, Indiana, Aug. 6-10.

## CONNECTICUT VALLEY FAIR, BRADFORD, VT., AUGUST 10-11-12

Concessions of all kinds, Stock Games, P.C., Direct Sales, Eating.

**ROBERT D. KELLOGG AMUSEMENT, INC.**

Phone: Mechanicville, N. Y., Morris 4-5273, or wire Western Union, Ludlow, Vermont.

# PENN PREMIER SHOWS

*worlds • cleanest • midway*

**GREEN COUNTY FREE FAIR, Waynesburg, Penna., Aug. 13-18; followed by INDIANA COUNTY FAIR, Indiana, Penna., Aug. 20-25.** These are 2 of the largest Fairs in the East. We hold exclusive rights to all our Fairs

**CONCESSIONS:** Place Novelties, Age and Scale, Grab, Hats, Derby Racer, French Fries, Bear Pitch, Fish Pond, Jewelry (Red Mack, can place you), Dart Balloon or any other legitimate Concession.

**SHOWS:** Can place Wild Life (Irene Burton, call), Monkey Show (R. E. Leonard, contact), Animal Show, Mechanical City (Dillon, contact), Dillinger Car or other Walk-Through.

**RIDES:** Fly-o-Plane, Rock-o-Plane, Live Pony and Round Up. These 2 Fairs carry large grosses for rides, day and night action.

**AGENTS:** Can place Count Store Agents for office-owned Razzle. Consider head if I know you (contact Buster). Experienced Digger Operator (Buckley), also Pea Pool, Cigarette Block, Pitch-Till-You-Win Agents, contact Dwight Baxinet. Address all mail and wires to

**LLOYD D. SERFASS, General Manager, or HARRY (BUSTER) WESTBROOK, Business Manager**  
 Fairmount, W. Va., this week followed by Morganton, W. Va.

# RALEY BROS.' EXPOSITION

*Cleanest Show on Earth*

FAIRS

FAIRS

FAIRS

A solid route of the South's finest Fairs starting next week at Durham, N. C., then Roanoke Rapids, N. C.; Rocky Mount, Va.; Troy, N. C.; Morganton, N. C.; Pittsboro, Taylorsville, King, Scotland Neck, Marion, S. C.; Chesterfield, S. C.; Moncks Corner, S. C.; Walferboro, S. C., and Beauford, S. C.

Place Stock and Eating Concessions except Cookhouse. Shows of all kinds. Special rate to family type. Clayton, N. C., this week, then Durham, N. C.

**HAROLD RALEY, Manager; ETHEL RALEY, Secy.; FRANK DICKERSON, General Agent**

# KING REID SHOWS

1956 FAIR ROUTE

Woodstock, New Brunswick, Old Home Week,  
 July 30-Aug. 4

Grand Falls, New Brunswick, Fall Fair, Aug. 6-9

Skowhegan, Maine, State Fair, Aug. 11-18

Knox County Fair, Union, Maine, Aug. 21-25

New England Fall Festival, Aug. 27-Sept. 1

Vermont State Fair, Rutland, Sept. 3-8

Cobleskill, New York, Fair, Sept. 10-15

Great Eastern States Exposition, Springfield, Mass.,  
 Sept. 15-22

**NOW BOOKING Rides, Shows and Concessions. Need immediately Scenic Artist and Billposter. Want capable Foremen for Ridee-O, Scooter and new Merry-Go-Round.**

Call **KING REID** or **CHAS. JOYCE** all this week, Woodstock, N. B., Canada. Phone: 812, or Oxford Hotel, Skowhegan, Maine

## RIDE HELP WANTED

Foreman for 8-Tub Octopus, Foreman for 32' Merry-Go-Round. Must drive semis and have license. Contact

**JOHN HANSEN**

2807 W. Irving Park Road, or phone Independence 3-9614, Chicago, Ill., between 8 and 11 a.m.

## SHARPSTOWN FIREMEN'S CARNIVAL

SHARPSTOWN, MARYLAND — AUGUST 9 THRU 27

Shore's Largest, Cleanest and Best. Many New Attractions and Exhibits for 1956.

WANT CONCESSIONS OF ALL KINDS

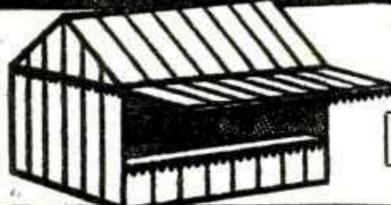
Contact **JOHN R. OWENS, Chairman**

**CARROLLTON, KENTUCKY, FAIR, Aug. 7-11;  
KENT, OHIO, CENTENNIAL, Aug. 13-18**

Want Concessions, Shows, Ride Help, Apples, French Fries, Lead Galleries, Ball Games, Photo, Jewelry Sales, Glass Pitch, Coke Bottles and Hanky Panks of all kinds. Shows: Committee money only. Ride Help: A-1 Wheel Foreman and Help on all Rides.

**Nolan Amusement Co.**  
WEST LAFAYETTE, OHIO

**ANCHOR TENTS**



**The Showman's Choice**

Finest Materials—40 Yrs. Experience.

**NEW NYLON Tent Fabric**  
Red—Yellow—Blue—White

Concessions—Show Tents—Ride Tops—  
Bingo—Merry-Go-Round—Cookhouse Tops

Aluminum Tent Frames—Light Weight  
Hinged Legs—Slip Joints—Rustproof

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

**Can Place Now and Balance of Season**

Small Cook House, Custard, Pups, Pop Corn, etc. All Water Games, Pitches, Ball Games, Cork Gallery, Spindles, Six Cats, Buckets, Age and Scales, Photos. All Stock Concessions open. Harold Eutah no longer on this midway. Four Fairs in Iowa, then south; Fairs all the way, November closing. We give you people, the rest is up to you. Shows that are worth while, come on. Ride Men: Kid Ride Man; Second and Third Men on Cat, Eli, Twister; must be semi-drivers. Good pay every week. Come on. Central City, Iowa, Fair now; followed by Knoxville, Eldora and Hampton; all Fairs.

**FLOYD O. KILE SHOWS, FLOYD O. KILE, Mgr.**

**J. A. GENTSCH SHOWS**

MISSISSIPPI'S BEST COUNTY AND DISTRICT FAIRS STARTING AT PHILADELPHIA, MISS., AUG. 6; NESHOPA COUNTY FAIR, AND 10 MORE TO FOLLOW

Want Mitt Camp, Frozen Custard, Novelties and Hanky Panks of all kinds. Work for stock. Want Shows with own outfits, Big Snake or Snake Show, Illusion, 10-in-1, Animals, Monkey and Funhouse. Sanny Craden wants Walley to write. Want First Spiffire Foreman. Cox, answer. Mr. Willis wants Agents.

**J. A. GENTSCH SHOWS**

Booneville, Miss., until Aug. 2, then Philadelphia, Miss.

**LOUIS A. BELL**

Wants Agents for Bear Hoop-La, Shiv Rack, Buckets, 6-Cat, Swinger and Balloon Joint. All good Michigan Fairs until the middle of September, then Southern Fairs until the end of November. Wire or come on in.

**WORLD OF PLEASURE SHOWS**

Hastings, Mich., this week; Jackson, Mich., Aug. 5-11; Bay City, Mich., 13-18.

**WANTED**

Concession Agents at once, Ride Help that drive semis; no ups or downs until after Labor Day. Nine weeks of Fairs in Georgia, then Florida for the winter season. Wanted: Light Plant for Fairs starting Sept. 10 at Crawfordsville, Georgia. Milligan, get in touch with me. Can use more Rides at these Fairs. Wanted: Shows and Concessions, also Bingo.

**JOHN KEELER, Funland Park**  
ST. AUGUSTINE BEACH, FLA.

**THE GREAT FRANKFORD, N. Y., FAIR**  
AUGUST 22-23-24-25

Have small amount of space left at \$2.50 per ft. for clean legit. Hanky Panks, 10-ft. minimum; also Long and Short Range, Arcade, Age, Weight, Jewelry, Waffles, French Fries, Photos. Opportunity for real Bingo; Eats and Drinks sold; no racket or Girl Shows.

**FRED ALLEN**

1400 BREWERTON ROAD Call 543000 Mondays or Tuesdays SYRACUSE 11, N. Y.

**SILK CITY COMBINED SHOWS**

Want for Martinsburg, W. Va., August 4-11; then the Fairs start at Manassas, Va., Aug. 12-18; then to November and all winter in Florida. CONCESSIONS: Novelties, Photos, Age and Scale, choice Bingo. A few P.C.'s open. What have you? Willie Lewis wants Agents. Office wants Agents for P.C.'s. RIDES: Tilt, Whip, Scooter or any Flat Ride. SHOWS of merit with own outfits. HELP: Foremen on Wheels, Merry-Go-Round and Comet; Second Men on all Rides who drive. All replies this week to

**A. LONGO or TED LEWIS**  
ANNAPOLIS, MARYLAND

**DELPHI, IND., 101 YEAR HOMECOMING, on the Streets, Aug. 8-11**

Can place a few more clean Hanky Panks, Coke Bottle, Set-Up Coke, Bird Pitch, String or any that we can use. Custard, Ice Cream, Foot Long, Pronto, small Cook House or Grab, Jewelry, Hats, Novelties. Shows: An outstanding date for attractions that can set on streets. Want Arcade, Drome, Monkey. Ride Help: Always openings for good Help. All replies to

**ERNIE ALLEN, BAKER UNITED SHOWS**

Walkerton, Ind., or TOM BAKER, Phone Garfield 4584, Indianapolis. WABASH FAIR FOLLOWS DELPHI. Tom Baker can use High Act week of Sept. 10.

**FOOD DEVELOPMENTS:**

**Private Concessh Operation Nets Profit at Conn. Parks**

HARTFORD, Conn.—Concessions in parks operated under the Connecticut State Park and Forest Commission are paying about \$25,000 annually to the State government.

Until about eight years ago—or the arrival of Donald C. Mathews on the scene as director of the commission—the department was operating concessions in various parks itself and losing money in the process.

Mathews changed the setup and the commission has been making money from concessions ever since.

The State's role in the concession field is considered that of overseer only. All concessions are leased to private operators under a rigid list of commission regulations.

**Open to Bids**

Concessions are put out to open bidding every three years, with the successful bidder winning a one-summer lease and an option to renew for the next two seasons.

The State made \$25,000 in payments from concessionaires in 1955 and it believed that a similar sum will be garnered this year.

Before the Mathews system took effect, concessions were being run by the State at an annual operating deficit of approximately 15 per

cent. No exact figures are available on monetary losses because of numerous factors involved.

**Eats Lead List**

Bulk of concession business is ice cream, hot and cold beverages and candy. Other big selling items are popcorn, peanuts, cigarettes, souvenirs, postcards and descriptive booklets. Sale of alcoholic beverages is prohibited.

The State provides concession stands and gives concessionaires use of all equipment on premises when concession is taken over. Any other equipment, including dishes, tableware, trays, etc., must be supplied by the concessionaire himself, however.

All State-owned structures covered in any concession lease are maintained by the State. Repairs to State-owned fixtures or machines, or to equipment furnished by the concessionaire must be made by the latter.

Mathews' eight-page lease agreement is seen as an effective method of doing business on the State level in outdoor locations. Proof of the contract's "tightness" is seen in the fact that it has been adopted in essentially the same form by many other Northwestern States, from Maryland to Maine.

**VOLUME FAIR BIZ**

**Calif. Op Merchandises 2 1/4 Tons Popcorn a Year**

CALIMESA, Calif.—How big is a food and beverage operation that sells 2 1/4 tons of popcorn a year and has sold 20,000 candied apples at a ten-day fair?

George Charbonneau, 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." Charbonneau, who entered the rolling business of food and drink stands about six years ago, may be quite proper in placing himself in this category for he takes his pick of fairs, playing about 15 annually, mostly on the independent midway. He plays both large and small exhibitions.

The mark of 20,000 candied apples was hit last year at the Fresno (Calif.) District Fair, one of the largest in California. In 1953, Charbonneau sold 17,000 candied apples at this fair in ten days.

To ring up sales of this proportion, Charbonneau had five stands at the Fresno event and kept one man busy practically all of the time doing nothing but preparing the candied apples.

**Plays Big, Small**

While Fresno is one of the "big ones," Charbonneau also books smaller events. He has played such events as the Farmers' Festival in Hemet and the Chowchilla Junior

Fair in Chowchilla. These two fairs, with a combined operating time of eight days, do not pull as many people as the one in Fresno, for the comparative days.

Charbonneau sells, in addition to popcorn and candied apples, cotton candy, peanuts, snow cones, cigarettes, non-carbonated drinks, and chewing gum. He estimates that in a year, he will use 500 boxes of apples.

Fair managers who book Charbonneau on the independent midway frequently comment upon his operation. He keeps his equipment in tip-top shape, recently purchasing an aluminum-bodied truck for transportation at a cost of over \$5,000. He uses a 20 by 8-foot stand with hydraulic lift, which enables him to pull on a lot and start operation in about 30 minutes. He uses bottled gas for heat and has both hot and cold water piped through the trailer.

"Cleanliness is not next to godliness but it is a step toward profits," Charbonneau 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**

Charbonneau holds most important in his operation that signs be high in the air. And, he places them around the top of the trailer, using backlighting at night. The sun helps emphasize his wares during the day. The height prevents people from covering up his advertising while they are buying from him.

Charbonneau has the usual problem of getting help. When he is playing a fair, he generally employs local people. This not only helps the local people but he has found it boosts business.

Charbonneau entered the concession field after several years operating small restaurants. He likes the outdoor field for the freedom that it gives. At the same time he prefers to continue as what he terms a small operator—and keeps the freedom that comes with it.

**FOR SALE  
MONKEY MOTOR DROME**

Complete with Int. Tractor and 24-ft. closed Semi with 3 Cars, 5 Monkeys, new Canvas. Can be seen showing with HOWARD BROS.' SHOWS as per route. Picture of same on request.

Lucasville, Ohio, Aug. 1 to 4 (Fair); Mansfield, Ohio, Aug. 6 to 11.

**RAY S. HOWARD**

**WANTED**

**GIRLS**

- Dancers
- Waitresses
- Exotics
- Show Girls
- Novelty
- Musicians

Good pay—Steady work

**TOMMY THOMAS**

Club Mardi Gras, 92 Duval St.  
Key West, Florida  
Phone 4-9147 after 9 P.M.

**WANT**

Octopus Foreman, three Kiddie Ride Foreman for large K.L., Second Men on all Rides. Good pay, soft job; come on. Whiskey the cause. Shooting Galleries open, also all Hanky Panks, Ice Cream, Custard, Grab, Scales. What have you? Any clean Show welcome, 30%. Galena, Ill., City Park now; Manchester, Iowa, Boone Free Fair follows. Contact per route. "Clean as a whistle" people preferred.

**Dyer's Greater Shows**

**FOR SALE  
SHOW FRONT**

Built on 30-ft. Semi. Suitable for Girl or Jig Show. Also Seats for same. 40x65-ft. TOP AND POLES. Also Piano. Formerly on Royal Crown Shows. Stored in Bicknell, Ind.

**BOB K. PARKER**

Box 111 Delavan, Wis.  
(Phone: 801-J)

**MONICA BARESS  
WANTS**

Dancing Girls and Talker at once for Fairs. Write, do not call. c/o King Reid Shows, Woodstock, New Brunswick, Canada, this week, or per route.

**THANK YOU**

**BOB & IDA RUBIN**

Concessionaires, Cellin & Wilson Shows, For your BUICK Super purchase.

"Save Money With Johnny"  
**JOHNNY CANOLE**

3000 Third Ave., Altoona, Pa.  
Phones 9347 or 3-0003

**WANTED**

Count Store and Blower Agents. Phil Hunter, call me.

**CHUCK DUMA**

Sandy Beach Park, Russell Point, Ohio.  
Phone 4-6681—6 p.m. to 11 p.m.

**MALE or FEMALE**

To work Block Hoop-La Game in Riverview Park, Chicago. Then Memphis and Dallas Fairs.

Write **ADOLPH KOSS**

or Phone: Chicago, LOngbeach 1-1909, Room 1025, after 1 a.m. or before 11 a.m.

NO COLLECT PHONE CALLS.

**SOUTH WILLIAMSPORT COMMUNITY FAIR**

Day & Night Sept. 17 to 22

Want legitimate Concessions (no Camps or Girl Shows), Exhibits, Straight Sales, Shows and Rides non-conflicting. Also Pitchmen. (Ten Free Acts.) Send lowest prices. All replies to **MICKEY PERCELL**, Gen. Chairman, South Williamsport, Pa.

**FOR SALE OR TRADE**

One Allan Herschell Little Dipper in A-1 condition, \$4,500.00; one 1948 Caterpillar, needs new tunnel, \$4,000.00. Will trade either Ride for Portable Scooter Building. Have one Allan Herschell Ideal Merry-Go-Round Top, used two seasons, \$125.00.

**THAD F. WORK**

Box 445, Elizabethtown, N. C.  
Phone 3265

STOCK TICKETS		TICKETS of every description Wheel tickets carried in stock for immediate ship- ment.	SPECIAL PRINTED Cash With Order Price	
1 Roll	.....\$ 1.50		Roll or Machine	Double coupon—double price
5 Rolls	..... 4.50	2,000	.....\$ 4.90	
10 Rolls	..... 8.25	4,000	..... 7.80	
25 Rolls	..... 18.75	6,000	..... 8.70	
50 Rolls	..... 24.00	8,000	..... 9.60	
100 Rolls	..... 44.00	10,000	..... 10.50	
ROLLS 2,000 EACH		30,000	..... 15.20	
Double Coupons		100,000	..... 33.00	
Double Prices		500,000	..... 133.00	
No C.O.D. Orders		1,000,000	..... 250.00	
<b>THE TOLEDO TICKET CO.</b>		Toledo 12, Ohio		

# ALAMO EXPOSITION SHOWS

12 FAIRS COMMENCING WITH HERRINGTON, KANSAS AUGUST 7 TO 11 12 FAIRS  
 THEN SIDNEY, IOWA, AUG. 14 TO 18—BIGGEST RODEO IN IOWA

**SHOWS** Can place any Shows of merit, Motordrome, Snake, Illusion, Athletic Show (Jack Nasworthy, come on), Joe Murphy can place Girls for French Casino and Nudist Colony.

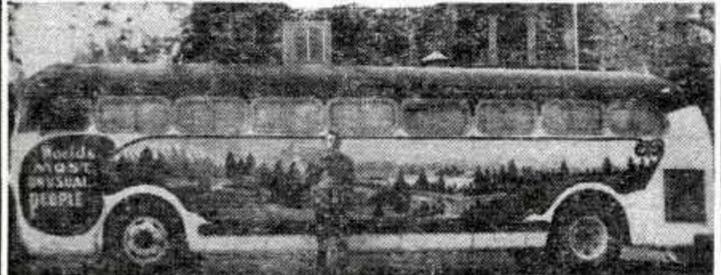
**CONCESSIONS** Can place Short Range, Long Range Shooting Gallery, Hi-Striker, Ball Games, Duck Pond and all other Hankies. Dave Miller wants Agents for Nail Store. Pug Stokes wants Agents for Grind Store and Six Cats. Ben Glosner wants Agents for Buckets.

**RIDES** Can place Round-Up, Sky Fighter and Scrambler. Good territory for Dodgem. Can also place Second Men on Rides, must drive trucks.

Can place NUMBER TWO COOKHOUSE FOR FAIRS ONLY. WE OPERATE OUR OWN JUICE AND GRAB.

**All Contact: JACK RUBACK, Mgr.**  
 Days, Kans., July 30-Aug. 4; Herrington, Kans. (Fair), Aug. 7-11; Sidney, Iowa (Rodeo), Aug. 14-18; Columbus, Kans. (Fair), Aug. 20-25. All Fairs to Texas and Louisiana.

## FOR SALE



This unit must be sold due to death. Estate must be settled by Aug. 10. Exhibition bus goes completely equipped, 2,500-watt masters generator, air conditioned, television. International trailer heater, inlaid flooring, running water, shower, chemical toilet, modern kitchen. Sleeps 5 people. Oil painted scenery. The best flash ever built in show business. Will pass health, fire and safety inspection downtown in any city. Perfect condition; goes to the highest bidder. Cash only. Contact Cloverleaf Trailer Park, Tupelo, Miss. No collect wires or calls. Phone 1938-M.

## Frank W. Babcock UNITED SHOWS

Unit No. 2—Will place Legitimate Concessions of all kinds for the following California county fair dates. All Concessions \$50 each, regardless of size.

Also can place Cookhouse, Popcorn, Floss, Pronto Pups, and etc.  
**PETALUMA, CALIFORNIA, AUGUST 16-19**  
**ALAMEDA, CALIFORNIA, AUGUST 22-26**  
**GRIDLEY, CALIFORNIA, SEPT. 1-3**  
 CONTACT BY PHONE OR WIRE  
**PETE SUTTON, GENERAL MANAGER, FRANK W. BABCOCK UNITED SHOWS**  
 Contra Costa County Fair Grounds, Antioch, July 31-August 5.

## WANTED FOR THE SECOND ANNUAL EXPOSITION AMERICAS

**SAN ANTONIO, TEXAS—OCTOBER 2-7**  
 Shows—Rides—Concessions. Will book Free Acts that work on stage. Six big nights—two matinees. Billing fifty-mile radius. A million people to draw from—20-million-dollar monthly military payroll. International displays—parades—Southwest talent round-up—fireworks display.  
 WRITE—WIRE—PHONE  
**RALPH W. STEVENS—V.F.W. EXPOSITION OFFICES**  
 417-19 HOUSTON BLDG., SAN ANTONIO 5, TEXAS (Phone: Capitol 6-2922)

## HELP WANTED FOR TWO LARGE ILLUSION SHOWS

OPENING SECOND SHOW AUGUST 17  
 Need 4 Men for Ticket Boxes, 2 young Men for Stage Assistants, 4 young Ladies for Illusion, must have neat appearance and not be overweight. We furnish wardrobe for Girls. Prefer Men who drive large trucks, extra pay for driving if you have proper license.  
 Can place one capable Talker. Percentage proposition.  
 Best 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. McASKILL**  
 Care Belmont Park, Cartierville, Montreal, Quebec, until August 5; Fairground, Peterboro, Ontario, August 6-10; then Fairgrounds, Milwaukee.

## JOHNNY J. TINSLEY SHOWS

Can place the following for balance of season:  
**RIDES:** Live Ponies, Dark Ride, Funhouse and Scooter.  
**SHOWS:** Monkey Drome (Pete, answer), Motordrome, 10-in-1 or any Grind Show with own equipment.  
**CONCESSIONS:** Floss, Snow Cone (Mrs. Knox, contact), Custard, Pitches, Long Range and Palmistry.  
**HELP:** Several openings for good, experienced Ride Men. Payday weekly. Want Musicians and Chorus Girls for Minstrel Show. Relief Caller and Countermen for Bingo. Contact **JOHNNY J. TINSLEY** or **TED WOODWARD**, Granite Falls, N. C., now; Newland, N. C., next week.

## STUMBO TRI-STATE SHOWS WANT

A-1 Wheel Foreman and Semi Driver, \$90.00 per week. Pay twice weekly. Want Hanky Panks, Photos, Grab, Popcorn, Lead Gallery and other Hanky Panks not conflicting. Will book Merry-Go-Round for committee money. Want Shows. Walker Osborn wants Agents for Balloon Darts, One Ball, Nail Outfit, Six Cats and other Hanky Pank Shows.  
**Bassett, Neb., Fair, Aug. 3-4-5; Osceola, Neb., Fair, Aug. 8-9-10; Creston, Neb., Fair, Aug. 11-12-13; Orleans, Neb., Fair, Aug. 15-16-17-18; Beaver City, Neb., Fair, Aug. 19-20-21; Hemingford, Neb., Fair, Aug. 23-24-25-26. Plus eight Southern Fairs to follow.**  
**GEO. McALLAN, Mgr.**

# C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

**Wanted for the Great La Porte County Fair, La Porte, Ind., week Aug. 13-18**

**RIDES** Will book 1 or 2 non-conflicting Novelty Rides for this outstanding ride date. Liberal percentage.  
**SHOWS** Motordrome, Unborn, Fat People, Little Horse and Big Dog or any non-conflicting Grind or Bally Shows that cater to women and children.  
**CONCESSIONS** Hanky Panks and Prize-Every-Time Games of all kinds. We will take care of all Concessionaires who have played La Porte in the past. Please wire or confirm your space.

**NOTICE!** Joe Sciortino, please confirm by wire at once space you require for the La Porte date. Wm. Dyer or McAtee, advise by collect wire where you can be reached by phone. Edith Sullivan can place Readers for Palmistry.

**HELP** Can place Foremen and Second Men at all times.  
**ALL WIRE TO C. C. GROSCURTH, BLUE GRASS SHOWS**  
 Charleston, Ill., this week; Converse, Ind., next week.

# AMUSEMENT COMPANY of AMERICA

**CAN PLACE FOR**

<b>CAMBRIA COUNTY FIREMEN'S CONVENTION</b> CLYMER, PA., AUG. 6-11	<b>HUNTINGDON COUNTY FAIR</b> HUNTINGDON, PA., AUGUST 13-18	<b>HENRIETTA COUNTY FAIR</b> ROCHESTER, N. Y. AUGUST 20-25
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**AND ALL FAIRS CLOSING CHARLESTON, S. C., NOVEMBER 12**

**CONCESSIONS:** Eating and Drinking Stands, Photos, Short Range, Jewelry, Bear Pitch, Rat and Pan Game, Buckets, Hats, Derby, Hankies of all kinds. **RIDES:** Scrambler, Roundup, Scooter, Rock-o-Plane, Kiddie Rides. **HELP:** Foreman for Chair-o-Plane, 2nd Men on all Rides. **SHOWS:** Motordrome, Fat, Monkey Drome or Speedway, Grind Shows. Irving Kay, contact Harry Wilson. Tony Mason wants Man and Wife, Talker and Dancer, for Club Macombo. Chorus Girls for Revue. Terry James, Betty Lane, Vicci LePage, Betsy Britt, contact Tony. Danny Dell wants Skillo and Grind Store Agents. Shirley "Lawrence" Levy, wire where I can call you.

**JOHN VIVONA—Coraopolis, Pa., this week**

## IONIA FREE FAIR

Aug. 6th to 11th, inclusive, Ionia, Mich.

## MISSOURI STATE FAIR

Aug. 16th to 26th, inclusive, Sedalia, Mo.

**CAN PLACE:** Legitimate Merchandise Concessions. Have opening for exclusive Scales and Age. Positive exclusive at Indianapolis. Richmond and other big State Fairs.  
**WANT:** Experienced Second Men for Rides and all general Ride Help in all departments. We pay union welfare for hospital, sickness and death.  
**CAN PLACE:** Good Talker for Mexican Rodeo and Bull Fight Show. This is a big attraction and we must have a good man on front.  
**WANT:** Small Hillbilly Band, four or six pieces.

All Address  
**CETLIN & WILSON SHOWS**  
 This week: Port Huron, Mich.

## BUTLER, PA., CENTENNIAL FAIR

NEXT WEEK—AUGUST 6-11

This 100th Anniversary Fair is offering biggest program ever staged at this event. Can book all types of Concessions and Shows, also Ferris Wheel, Chairplane or other major Rides.  
**Contact STEVE DECKER, Fair Grounds, BUTLER, PA., this week.**

## BEAM'S ATTRACTIONS

Because Show is being enlarged for Fairs, want **WHEEL, CATERPILLAR, FLY-O-PLANE** Ride Men who are sober and experienced. Employment until November 3. Top wages. Need Show Talkers, Cookhouse Help and Agents. Want Scenic Show Painter and Builder. Junior Mallard wants Colored Minstrel Band Men. Harriel, wire.  
**All replies to M. A. BEAM, CHARLES TOWN, W. VA.**

## ATTENTION, AGENTS

Enlarging for our Big Fairs. Will place a few more capable Agents and Frame Concessions to suit agents. 15 more Fairs starting at Hico, Tex. Contact:  
**E. J. McDANIELS**  
 e/o Bob Hammond Shows, Hico, Tex., Aug. 1-4; Rush Springs, Okla., (Watermelon Days), Aug. 6-9; Anadarko, Okla. (Big Indian Exposition), Aug. 11-18.

## OLMSTED COUNTY FREE FAIR

Rochester, Minn., August 7 to 12, 90,000 Attendance.  
 Want Hanky Panks and Ball Games, also Age and Weight, Jewelry, Hi-Striker, Custard and Pitch Games. Can place Arcade and Shows with own equipment. Want Funhouse Operator who can drive to join August 13 at Decorah, Iowa, Fair. Good proposition. Want Talker and Girls for Girl Shows. Want Electrician for Transformers. No car, must drive semi. Also want Ride Men who drive semis with license.  
**SUNSET AMUSEMENT CO.**  
 Webster City, Iowa, this week; Rochester, Minn., next.

## KING BROS.' SHOWS

WANT TO BUY Octopus, Spitfire or Tilt with transportation. Must be cheap for cash. WANT Foreman for #5 Ell. Salary the best in cash, not promises. Can use Men on all Kiddie Rides. Must drive trucks. Can use Wives in Ticket Boxes. Drunks, do not apply. Will book any Hanky Panks not conflicting. Faye Wolf, contact immediately. Jack Nasworthy, contact. Want Mug Outfit and Cookhouse. All replies to JOE L. KING, La Junta, Colo., Aug. 1; Dalhart, Tex., Downtown, X I T Celebration, Aug. 2 thru 5; Las Animas, Colo., Aug. 6 thru 11; Ogallala, Nebr., 13 thru 15.

## ROHR'S MODERN MIDWAY L'ERABLE (Clifton), Ill., Centennial, August 3-4-5

Cullom, Ill., Homecoming, August 9-10-11; then the Big Cladiola Festival, Mokenca, Ill., August 16-17-18. Novelties, Ball Games, Long Range, Hanky Panks of all kinds. Can use a couple more Grind Shows. J. ROHR Pontiac, Ill., July 31-Aug. 1-2; then per route.

## GRIGGS BROS.' SHOWS

WANT FOR RICHMOND, KY., FREE FAIR, Aug. 6-11, With Ten More Fairs to Follow Concessions—Bingo, Diggers, Photos, Custard, Novelties, Lead Gallery, Coke Bottles, Glass Pitch, Penny Pitch, Buckets, Six Cat, Swinger or any legitimate Merchandise Concession. Help—Man and Wife for Bear Pitch, Agents for Balloon Dart, Nickel Roll. Couple Grind Store Agents. Will book one Wheel, also couple Grind Stores. IRVINE, KY., THIS WEEK.

## SOUTHERN STATES SHOWS WANT

For annual fall tour of the best circuit of County Fairs and Celebrations in the South, commencing September 3 and running into November. Can place useful Ride Men if you can stay sober; preference to those who can and will drive trucks. Yes, you must have a license, and we pay off in cash every week, not promises. However, that does not entitle you to drink. Have room for a few Hanky Panks. No P.C. Can place Fun House; George Pence, contact me; one or two more Shows, must be clean. No Girl Shows or Geeks. This is one of the oldest Carnivals on the road, still under the original ownership and management. People who have worked for us before, contact. Route furnished to interested parties; all communications to JOHN B. DAVIS, Wayside Park, Route 3, Box 232-C, Panama City, Fla. No Collect Wires. P.S.: Can use experienced Long Range Gallery and Floss Candy Operators.

## ROD LINK WANTS

For twelve weeks of Fairs—Bucket, Swinger, Short Range, Punk Rack Agents or your specialty—we have it. All replies to Hastings, Michigan, or per route, World of Pleasure Shows.

**WANT**

### GEORGIA MOUNTAIN FAIR, AUGUST 13

Photos, Novelties, Grab, Long Range, Ice Cream, Balloon Darts, Basket Ball, Hats. Help: Second Men on all Rides.

**HOLLY BROS.' SHOWS**  
FRANKLIN, GA., NOW.

**WANT**

## WANTED

For 14 more Fairs, including Wakeeney and Stockton, Kans. Girl Show, Athletic Show and all others. Photos, Short Range, Hoop-La, Glass Pitch, Scales, Coke Bottles and others. Want Kiddie Rides, Live Ponies, non-conflicting major Rides. Also want First and Second Men on all Rides. F. C. BOGLE SHOWS Hoxie, Kans., Thursday through Saturday, Aug. 2-4. P.S.: E. W. Campbell, can place you.

## WANT WANT WANT

Concessions for Blandenville, Ill., July 31-Aug. 3; Mendon, Adams Co. Fair, Aug. 4-8; Fairs thru Iowa, Nebraska, Kansas, Oklahoma and Louisiana to Nov. 15. Want Ice Cream, Records, Ducks, Photo; will sell. String Game or anything not conflicting. Ride Help who drive and stay sober. Replies to BURKHART SHOWS & AMUSE. K. L. RITCHIE, Mgr.

## WANTED FOR GOLDEN GATE SHOWS

Ride Help Foreman for Wheel, also First and Second Men on other Rides who drive trucks. Will book Octopus, Rolloplane or Rookplane for Ferndale Fair and two good dates to follow. Also a few non-conflicting Concessions. Want Grab Stand Man. Write, wire or phone C. F. ALBRIGHT, Manager Lakeport, Calif., July 30 to Aug. 5; Ferndale, Humboldt County Fair, Aug. 6 to 19; Arcata, Aug. 20 to 26; Fort Bragg Paul Bunyan Days, Aug. 27 to Sept. 3.

## AL BARKER'S SHOW

Keota, Iowa, July 31-Aug. 4; Cedar Co. Fair, Tipton, Iowa, Aug. 7-10; Jefferson Co. Fair, Fairfield, Iowa, Aug. 13-16; Wayne Co. Fair, Corydon, Iowa, Aug. 20-23, then south into cotton spots. Want Concessions—Hi-Striker, Photos, Sno Cone, Pitch Till U Win or any that do not conflict. Will book one Adult Ride for rest of season. Need good Wheel Man who can up and down Ride and does not drink. Have open time in September in Missouri and Tennessee. AL BARKER, Owner, Keota, Iowa, City Park.

## WANTED—SIDE SHOW ACTS—WANTED

For #2 Side Show—10 Weeks of Texas Fairs—Opening Paris, Texas, August 20 Can use Ticket Sellers. Also Magician who can lecture. Want good Feature Attraction. Sword Swallower, Fat Girl, Bally Girl to work Sword Box. Any other Useful Attraction. Working Man that can drive truck. Answer: PETE KORTES or RED McKITRICK Mayfair Hotel, Kitchener, Ont., Canada, until Aug. 4; then Belmont Park, Montreal, Que., Canada.

GIVE TO DAMON RUNYON CANCER FUND

## 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 Bergen reported that crowds and business were fine.

Aiding this and previous dates were show-presented displays of fireworks. The interest of the public was such that a good crowd turned out here on Wednesday (25) even tho the night was wet. A second display was scheduled for Friday (27).

Business for the stand, as last week at Portland, will be very good if the working hours on Friday and Saturday nights are not affected by the weather. At Portland Saturday night (21) was big even tho 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 parking field mud.

The show enters its first fair at Bangor, Me., next week. Bergen pronounced all units ready. Considerable work has been done in recent weeks. Bernard (Bucky) Allen, concession manager, is in Ottawa preparing for the show's arrival there several weeks hence.

Refurbishing included the painting of the inner and outer rows of Merry-Go-Round horses white. The middle row is pink.

A barbecue was staged on the show grounds Thursday night (26). Local officials were included in the gathering of 160. The affair was staged for the benefit of the

Tampa Showmen's Association.

Gerald Snellens, general representative, arranged for a display of Cadillacs. Show electrician Duke Wright recently acquired a new Cadillac.

## Fairs Spotty For Schafer

MENOMONIE, Wis. — Schafer's Just for Fun Shows moved into the first Wisconsin fair of the season here this week after a good six days of business on a Chicago lot. Show played on the far south side of the city under B'Nai B'rith auspices and racked up okay week-end business.

Prior to its Chicago stand, the Schafer organization played three Illinois fairs to spotty business. Hot weather hurt at one, light attendance at another and limited spending at the third, according to W. A. Schafer, owner-manager.

From here the show plays two more fairs in the Dairy State, those at Atoka and Wilmont. It will then move to street fairs at Hannibal, Mo.; Keokuk, Ia., and Quincy, Ill. The Fort Smith, Ark., Fair follows and from there the show will truck to Texas for its usual string of fairs in that State.

While in Chicago a new Merry-Go-Round top was delivered by the O. Henry Tent and Awning Company. Lineup includes 10 rides, 3 shows and 40 concessions supervised by Chuck Moss. Other staffers include Mrs. Schafer, office secretary; Archie Hensley, general manager, and Harry Smith, agent.

## Harry Frame Ends Still Date Tour On Okay Basis

WOLCOTT, N. Y. — Frame's Greater Shows went into its fair season here last week after a spring tour that produced good business when the weather co-operated, poor business when it rained. Despite rainouts, show made the nut, according to Owner Harry Frame.

High spot in the season, which opened April 20 in Pennsylvania, was the 150-year celebration at Shinglehouse, Pa., where rides, shows and close to 60 concessions all scored well.

Ernie Palmquist, who has an animal unit, Arcade and Mermaid Show, is in charge of the back end. F. C. Landus, magician, manages the Side Show. Louie Stevenson is ride foreman and Big Charlie has the kid rides.

Mr. and Mrs. Landus received \$150 from a recent jubilee as a gift for their expected youngster.

## Bill Cowan, Strates Fat Man, Succumbs

ROCHESTER, N. Y.—William D. Cowan, 42, 645-pound fat man with the Art L. Converse Side Show of the James E. Strates Shows, died last week in a motel in nearby Henrietta, N. Y. Cowan, who suffered from diabetes, collapsed Tuesday (17) and was treated in Strong Memorial Hospital, Rochester. Later he collapsed again while taking a shower. In past years he had appeared with the Royal American and Hennies shows.

Surviving are his widow, also a carnival fat lady, and a brother who came here from Erie, Pa., to handle funeral arrangements. Cremation took place in Rochester July 20.

## FOR SALE

BINGO, complete, 16x32 ft. With Blower, P.-A. Set and enough stock to get your money back. New 2-Ton Chevrolet Tractor, 20 ft. Semi. All for \$2,500.00; just about what the tractor is worth alone, come see it.

### ANNA TILLEY

900 Straight St. Springfield, Ill.  
LONG RANGE SHOOTING GALLERY, 10 ft. Front, mounted on 2-Ton International Truck, in good condition; a bargain, \$600.00 cash. See HARRY MALLOURE Secretary of Fair Caruthersville, Mo. Box 103

## ATTENTION

Want for the balance of the season, 10 Fairs, 3 Florida dates, all winter in Cuba, all around help for Cat Rack, Buckets, Rat Games, Standups, Cake Battle Games. Yes, all boys who worked for me before, get in touch.

### P. J. FINNERTY

Franklin Park Hotel, Washington, D. C.

## WANT TO BUY IMMEDIATELY

Eli Wheel and small Roller Coaster with gasoline power, with or without transportation. Interested in any other Ride if priced right. Catlett, contact. Want to book high-class Pop Corn, Floss, Carmel Corn, etc., for shopping centers; must be screened or glossed, hot and cold water. Contact

### Merle Nelson

1480 Eppinger Blvd. Denver 16, Colo. Phone: AT 74895. No Collect.

## Harry Lamon WANTS

Agents for Count Stores, Peek Stores, Skillo, Timber for Ham and Bacon. Head and Crew for Buckets. Also want one Woman Agent for Jewelry. ADDRESS: c/o BOB HAMMOND SHOWS, Hico, Tex., Aug. 1-4; Rush Springs, Okla., (Watermelon Days), Aug. 6-9; Anadarko, Okla., (Big Indian Exposition), Aug. 11-18.

## ROSE CITY RIDES WANT

Foremen for 8-Tub Octopus and Mix-Up; also Second Man for Wheel. Top pay for sober, dependable men; must drive. Cape Girardeau, Mo., Aug. 1-2-3-4; Glass Workers' Country Club, Festus, Mo., Aug. 5-6; Jonesboro, Ill., Aug. 8-9-10-11. DUTCH SCHRADER

## WANT RIDES

for GILA COUNTY DIAMOND JUBILEE August 29 thru September 3. Wire JIM MACE Dominion Hotel Globe, Arizona

## Concessions Wanted for Van Buren Co. Fair

Keosauqua, Iowa, Aug. 7-10. Hanky Panks, Grab, Jewelry, Sno, Floss, Novelties, any Stock Concessions. Will book Jenny or Wheel or any other major Ride for rest of season. Will be on grounds Aug. 5. LINDLE AMUSEMENTS (JACK LINDLE, Mgr.)

## WANTED

Concessions of all kinds, also Hanky Panks, Cubs, Mo., Fair, Aug. 1 thru 4; New Florence, Mo., Aug. 3 and 4; Potosi, Mo., Fair, Aug. 8 thru 11; Columbia, Mo., Fair, Aug. 7 thru 11. Contact MRS. JOHN K. MAHER Phone: Garfield 1-6956 or Prospect 6-8042, St. Louis, Mo., or per route above.

## AGENTS WANTED

Count Store, Pin Store, Stand-Up Coke Bottles, Fishpond, P.C., Pan Game and Hanky Panks. Also Up and Down Help. This is a money-making show; we play two spots a week, all fairs. JACK ODELL Lee United Shows, Lakeview, Mich., July 31-August 1; Barryton, Mich., 2-4; St. Helen, 6-12.

## CARNIVAL PLASTER

25,000 in stock. Large—21¢. Small—11¢. August 1 to 29. Toledo Statuary Mfg. 2501 Locust St. Toledo 8, O.

## HUNTSVILLE, ALA.

September 24-29. Choice locations Independent Concessions—Bingo, Cookhouse, Glass Pitch, Novelties, or any legitimate Concessions. MARIE DICKSON, Sec.-Treas.

**WANTED**  
Outdoor Platform Acts for  
**STREATOR LABOR DAY CELEBRATION**  
Sept. 1, 2 & 3  
Downtown Midway. Contact  
**FRED J. SALUATTI**  
1110 East Elm St. Streator, Ill.

**LEE TURNER WANTS AGENTS**  
Ball Games, Age and Weight, Turn Over Coke, Cork Gallery. All Fairs ahead. No drunks. c/o Don Franklin Shows, Faribault, Minn., this week; Austin, Minn., next week.

**WANTED**  
Experienced Ball Game Agents and Bear Pitch Help for best Wisconsin Fairs. Contact  
**BILL HERDLER or BILLY GALLAMORE**  
Union Grove, Wis., Aug. 2-5; La Crosse, Wis., Aug. 8-12.

**SKY TOOT**  
CALL ME IMMEDIATELY. I talked to you in Carrollton, Ill. Have good proposition  
**MANAGER**  
Great Western Amusements  
Hettinger, N. Dak., this week; then per route.

**WANTED GIRLS FOR GIRL SHOW**  
**DICK HOBSON**  
c/o Western Union Huntingburg, Ind.

**WANT**  
Country-Western style Entertainers for week-stand tent show. Sister Act and Musicians. Wire, stating lowest salary and when you can join.  
**CARROLL GREEN**  
c/o Western Union, Huntingburg, Ind.

**WANT—McKENNA RIDES—WANT**

MANITOWOC, WIS.

FOR THESE WISCONSIN FAIRS

- ELROY CO. FAIR, AUG. 1-5
- CEDARBURG CO. FAIR, AUG. 8-12
- CLINTONVILLE HARVEST FESTIVAL, AUG. 22-26
- PHILLIPS CO. FAIR, AUG. 22-26
- CHILTON CO. FAIR, AUG. 30-SEPT. 3
- CRANDON CO. FAIR, SEPT. 5-9
- FRIENDSHIP CO. FAIR, SEPT. 12-16
- MONTELLO HARVEST FESTIVAL, SEPT. 19-23
- LODI CO. FAIR, SEPT. 26-30
- BARABOO HARVEST FESTIVAL, OCT. 3-7
- SEVERAL OTHERS TO FOLLOW

Shows: Walkthru, Monkey, Mechanical, Motordrome, Fun House, Glass House (for committee money only). Rides: Any that do not conflict. Concessions: All legit, Root-Beer, Custard, Snocone, etc. Pitchmen of all kinds. Contact

**HERMAN McKENNA, as per route**

**15 CHEVROLETS**

1955 One-Ton Panels

- 4-Speed Transmission
- Heater, Extra Seat
- Directional Signals, Oil Filter
- Oversize Tires, Spare Tire
- Low Mileage
- Various Colors

**\$1,495.00**

Many other good low-priced Trucks, Vans, Stakes, Pick-Ups, Tractors, Panels as low as \$195.00.

**SPECIAL**

'47 Ford 2-Ton C.O.E., 12-foot stake, equipped with 2,000-lb. Hydraulic Lift Gate—Price \$595.00.

**QUEEN CITY CHEVROLET CO.**

6th & Sycamore Cincinnati, Ohio  
Phones: PA 1-4880-83  
Open Evenings Until 9 p.m.

**W.G. WADE SHOWS**

**KOSCIUSKO CO. FAIR, WARSAW, IND.**

Aug. 6 thru 11

—CAN PLACE—

**CONCESSIONS**—Games and outright sales of all kinds. Moderate privilege rates. Excellent opportunity for concessionaires who know their business.

**SHOWS**—Can use Two or Three Grind Show Units. Must be flashy.

**RIDES**—One major ride such as Octopus, Caterpillar, Spitfire, Looper, Miler or Schiff Coaster or what you have to offer.

All replies via Western Union only.

**D. WADE, W. G. WADE SHOWS**  
Muncie, Indiana, all this week.

**COMPLETE CARNIVAL FOR SALE**

4 major Rides consisting of Big Eli Wheel, Allan Herschell Little Beauty Merry-Go-Round, Tilt-a-Whirl and Roll-a-Whirl. 3 King-built Kiddie Rides. 5 Tractors and Semi Trailers (vans) especially racked for these Rides. Rides, Tractors and Trailers are all in perfect condition. 14'x36' Bingo (new top this season), two 14'x12' Concessions complete and various other Concessions and Equipment. Tractor and semi trailer van racked for these Concessions and Merchandise. Popcorn, Cotton Candy and Sno Cone Machines in 16-ft. all-steel trailer. Beautifully equipped Eat Trailer. Completely equipped Office Truck. Transformer Truck complete with approximately 10,000 feet of ground cable and junction boxes. This show booked until late in the fall. Unless you are a bona fide buyer with \$50,000 cash, do not waste your time or mine. Reason for selling is ill health. Am not interested in any deals.

**BOX D-231**

c/o THE BILLBOARD

CINCINNATI 22, O.

**PARAKEETS**

65c

**CHROME CAGES**

50c ea.

Shipped Daily. F.O.B. Los Angeles.

Minimum Order, 48 Birds.

—Call or Wire—

24-Hour Service.

**Durkee's Bird Farm**

8967 E. Gallatin Rd., Pico, California

Phone: OXford 9-5210

**CAPITAL CITY SHOWS**

Want for our Fairs starting week July 30th at CORBIN, KY., NIBROC FAIR & HORSE SHOW. Followed by BARBOURVILLE, KY., FAIR and 4 bona fide Fairs, including GREENEVILLE, TENN.; LA FAYETTE, GA.; ONEONTA, ALA.; MANCHESTER, THOMASTON, AMERICUS, THOMASVILLE, GA.; LIVE OAK, FLA., AND VALDOSTA, GA. WE CLOSE NOVEMBER 12TH at VALDOSTA, GA.

**CONCESSIONS:** Custard, Jewelry, Short and Long Range, Bear Pitch, Bird Pitch, Derby, Novelties, Chocolate Dip, Coke Bottle, any Stock Concessions.

**SHOWS:** Wildlife, Monkey, Side Show, Motordrome, any non-conflicting Shows with own equipment. Minstrel Show, Mose Taylor, contact.

**RIDES:** Will book any non-conflicting Rides. All replies

Slim Rice wants Pin Store Agents, Jewbaby, contact. Also want Hanky Pank Agents.

**J. L. KEEF, Capital City Shows, Corbin, Ky.**

**CRAFTS 20 BIG SHOWS**

Now Booking Shows and Concessions for the Following Fall Fairs:

- San Mateo County Fair, Aug. 3-11; San Mateo; Placer County Fair, Aug. 8-12; Roseville;
- Yolo County Fair, Aug. 16-19; Woodland; Merced County Fair, Aug. 22-26; Merced;
- Amador County Fair, Aug. 24-26, Plymouth; Kings County Fair, Sept. 13-16, Hanford;
- Lodi Grape Festival, National Wine Fair, Sept. 13-16, Lodi; Tulare County Fair, Sept. 18-23; Tulare; Santa Cruz County Fair, Sept. 20-23; Watsonville; Fresno District Fair, Oct. 5-14, Fresno.

Roy Shepard, ride superintendent, can use capable Ride Help and Ticket Sellers.

**CRAFTS 20 BIG SHOWS**

7283 Bellaire Avenue, North Hollywood, California.  
Phone: Poplar 50909 or Poplar 50320

**CARNIVAL WANTED**

Complete Carnival needed for Aug. 29 thru Sept. 1.

**75th Year Northwest Arkansas Celebration**

25,000 to 35,000 people. City streets location. Day and night activity. We need Rides, Amusement Stands, Concessions, anything to amuse and entertain crowds. We can furnish help if needed.

Apply:

**IVAN ROSE**  
**ROGERS DIAMOND JUBILEE**  
115 West Walnut Rogers, Ark.  
Phone 174

**ELKS' CLUB FAIR**

August 13 thru 18

Norwalk, Conn.

**RASINI AND HIS ROCKET CAR**

First time at carnival date.

Want Shows: Any Shows not conflicting, including Girl Show. Rides: Any Fiat Ride. Concessions: All Stock Stores and Hanky Panks, this is concession territory. Contact **ROGER LUDLOW**, Hotel, Norwalk, Conn., or Hartford, Conn., 22 Sumner St., Ja 2-6575.

**County Amusement Co.**

**WANTED**

**BOSS CANVASMAN AND CREW** For Office Operated Revue. Can use 3 more Girl Dancers. Top salary paid.

Answer:

**GENE VAUGHAN**

c/o Olson Shows, Chippewa Falls, Wis., this week; Springfield, Ill., week Aug. 6

Meeker, Colo., Aug. 1-4;

Norwood Fair, 10-11-12

**LEERIGHT MIDWAY SHOWS**

Want Carnival People in all departments. What have you? Contact **SLIM ANDERSON** or **J. R. LEERIGHT**

**AGENTS**

Wanted for Color Dart and Six Cats. 5 big Iowa Fairs—Allison, Maquoketa, Atlantic, Marshalltown and Elkader.

**HENRY OSTEN**

c/o Grand American Shows, per route.

**WANT TO BOOK**

Set of Kid Rides, none on Show now. Irvine, Ky., this week; Richmond, Ky., Fair, next week. Fairs until November.

**Griggs Bros.' Shows**

**ATTENTION! ATTENTION!**

**CHUCK MAGID**

Would like to hear from Bucket Agents for Cedar Rapids, Iowa; Lincoln, Neb.; Muskogee, Okla., and Tulsa, Okla. Lucky, who was on the Strates Show last year, contact me at once at Leland Parker Hotel or at William G. Collins Shows, Minot, N. D.

**OLD HOME WEEK, INC.**

Week of August 6 to 11

WANT legitimate Concessions of all kinds. Duck Pond, Basketball, Pitch-Till-You-Win, Balloon Darts, Age and Scales, Gold Fish Bowl, Coke Bottles, African Dip, Ball Games. Privilege reasonable.

**H. J. BENTY**

752 ST. CLAIR AVE.

TEL.: FU 5-3853

EAST LIVERPOOL, OHIO

**MAJESTIC GREATER SHOWS**

Want for Orleans, Ind., Street Fair, Aug. 4-11; Georgetown, Ky., Fair, Aug. 13-18; London, Ky., Fair, Aug. 20-25; Oneida, Tenn., Fair, Aug. 27-Sept. 1, and six more Fairs to follow. WANT Side Show, Girl Show and Grind Shows. Want Merry-Go-Round, Chairplane and Kid Rides. Want Merry-Go-Round Foreman, Wheel Foreman, Rolloplane Foreman (Dusky, come on back) and Second Men who drive. Zeller with train, come on. Place Cookhouse and Grab, Custard, Novelties and Hanky Panks of all kinds. Contact **SAM GOLDSTEIN**, Hamlet, Ind., this week.

**RIDE MEN WANTED**

Foreman for Chairplane and Second Men on all Rides. Must be licensed truck and semi drivers. Will book a few more Concessions not conflicting with what we have. No flats or gypsies wanted.

**LEE BECHT AMUSEMENTS**

(West College Hill) Cincinnati, Ohio, July 31-Aug. 5; (Clark & Cutler) Cincinnati, Ohio, Aug. 7-12; Clermont Co. Fair, Owensville, Ohio, Aug. 14-19.

**WANT WANT WANT FOR MIDDLETOWN, N. Y., FAIR**

All legitimate Concessions only need apply. Can use any Show not conflicting with what we have. Especially want Fun House. Good proposition. Will be at hotel starting Wednesday, August 1.

**PHIL ISSER, Gen. Mgr., I.T. SHOWS**

MITCHELL HOTEL, MIDDLETOWN, NEW YORK.

**REWARD \$250.00 REWARD**

FOR INFORMATION LEADING TO AND FINDING OF THE FOLLOWING LISTED EQUIPMENT

1 = 5 Big Ferris Wheel, Serial #289. Loaded in 1 Kingham Van (closed), 30 ft., single axle. Serial #30874. 1000x30 Tires. Light Plant, Caterpillar Diesel, with one 100 kw Generator and one 30 kw. Generator. Loaded on Kentucky Trailer, Serial #54162, Trailer #77. Contact

**BOB K. PARKER, OWNER**

(Phone: 801J)

DEHAVAN, WIS.

BOX 111

P.S.: The above was formerly on Royal Crown Shows.

**FIDLER SHOWS**

Can place Hanky Panks of all kinds. Want Foreman for Tilt, must drive our equipment. Earl Cooper, come on.

Flanagan, Ill., this week, followed by Mt. Olive, Ill., Annual Street Celebration; Avon, Ill., Fat Steer Show Street Fair.

**FLOYD WOOLSEY WANTS**

Side Show Working Acts. Especially want Magician or any good act suitable for high-class Side Show. Also want Talker and Ticket Sellers that can grind. 12 big Fairs to go. Wire

c/o Snapp Greater Shows, Seymour, Wis., this week; Fond du Lac, Wis., next week.

**HOLIDAY AMUSEMENT CO.**

"CLEAN AND MODERN MIDWAY"

Wants for the Following Proven Money-Making Fairs: Girard, Kans., Aug. 6 to 9; Arma Homecoming, Aug. 10 to 12; Burden, Kans., Aug. 14 to 17; Osage City, Gardner, Chapman (Labor Day), Sedan, and then the big Neosho, Mo., Southwest Missouri Fair, Sept. 17 to 22. Can use now—Grind Show, Fun House, Motor Drome, Arcade. Want Concessions—Hanky Panks not conflicting. Can use for Neosho, Mo., two major Rides and set of factory Kiddie Rides, Shows not conflicting and Concessions. Don't miss this one! **FIELDING GRAHAM**, per route, or Girard, Kans., Aug. 8 to 9.

# CARAVELLA AMUSEMENTS

WANT FOR

AMERICAN LEGION STREET FAIR, Farrell, Pa., Aug. 6-11. ST. VITUS CHURCH ITALIAN FESTIVAL, on the streets; Fireworks, Free Act, Parade, Car Give Away, New Castle, Pa., Aug. 13-18.

CONCESSIONS—Cook House, Custard, High Striker, Long and Short Range Gallery, Glass Pitch, Ball Games, Jewelry, Duck Pond, Balloon Dart, Scale and Age, Hats, Bird Pitch.

RIDE HELP—Experienced Men on Merry-Go-Round, Octopus, Wheel, Chairplane, Coaster, semi drivers preferred.

All contact

**FRANK H. CARAVELLA**  
Monongahela, Penna., this week

## CHUCK MOSS & W. A. SCHAFFER

Want for Wilmet, Wis.; then two more weeks in Chicago—53d & Cicero, Aug. 13-26; Hannibal, Mo. (on the streets), Aug. 27-Sept. 1; Big Labor Day week, Keokuk, Iowa (on the streets, first time in seven years); Quincy, Ill., Annual Celebration; Ft. Smith, Ark., Fair; Texas Fairs at Longview, Lufkin, Nacogdoches and Gilmer. Out till Nov. SHOWS: Side Show, Two-Headed Cow and any good outstanding Grind Shows, also Penny Arcade. Can use a couple good Ding Shows for Hannibal and Keokuk. Can place Wildlife or Working World now. RIDES: Merry-Go-Round, Train and can use one or two major Rides that do not conflict. Need Ride Help on all Rides. CONCESSIONS: Want Cookhouse for balance of season, also Foot Long Hot Dogs, Pronto Pups, Photos, Long and Short Range Galleries, High Striker, Ball Games, Frozen Custard, Ice Cream Dip, Bird Pitch, Coke Bottle Rings, Jewelry, Guess-Your-Age, Glass Pitch, Straight Sales of all kinds and any Stum Stores. Plenty of room for all Hunky Panks in Chicago. Address: c/o W. A. SCHAFFER JUST FOR FUN SHOWS, Tomah, Wis., now; Wilmet, Wis., Aug. 6-11; then Chicago.

## JIMMY ACKLEY

WANTS FOR THE BIG

V. F. W. Celebration, Linden, Mich., Aug. 1-4; Holy Redeemer Celebration, Flint, Mich., Aug. 9-12; Crown Point, Ind., Fair, Aug. 17-25, with good route to follow Agents for Age and Scale, Swinger, Bucket, Six-Cat. Also Ball Boy and Gunner for Six-Cat. Need capable Man to up and down eight Concessions. Johnny McCullum, answer. Want Eli Wheel Operator, also Tilt Foreman and Second Man, \$100.00 a week; semi-drivers preferred. Want Advance Men that know Michigan and Indiana. All Answers: c/o BIG CITY SHOWS, LINDEN, MICH.

## GEORGIA AMUSEMENT CO.

Will book legitimate Concessions of all kind except Stum Spindles, as I am well supplied with them at present. Will Sell Ex. on Glass Pitch, Long or Short Range Gallery, Custard, Novelties, Bingo, (no jackpots). Shows will book moral and refined Shows with own outfits. Rides, have plenty, I am carrying eight my latest being a new Sky Fighter. This is my last week in the hills until September; we are going down where the tobacco and cotton money is. Won't you join us?

H. H. Scott, Western Union, Fairburn, Ga.

P.S.: Bamma, Gilliam, can always use sober Concession Help for Hunky Panks. No flats.

COMMERCIAL POINT, OHIO, STREET FAIR AND HOMECOMING, Aug. 2-3-4; HARRISBURG, OHIO, STREET FAIR AND HOMECOMING, Aug. 9-10-11

Want Concessions, Shows, Ride Help. Concessions: Floss, Pop Corn and Hunky Panks of all kinds.

**BUCKEYE STATE SHOWS**  
TIM NOLAN  
SOUTH ZANESVILLE, OHIO. PHONE: GL 2-8252.

## THOMAS JOYLAND SHOWS

WANT FOR MARION COUNTY FAIR, INDIANAPOLIS, IND.

Can place legitimate Concessions of all kinds. Want to book Scrambler and Twister. Will place Shows not conflicting.

Address L. I. THOMAS, Mgr.  
SCOTTSBURG, IND., THIS WEEK.

## RAINIER SHOWS

WANT

WANT

Agents for Six Cats, Buckets, Under and Over Darts, Center Pitches of all kinds. Also Stock Man for balance of season. Concession space at 6 big spots. Want Ride Help on all Rides, must drive trucks. Top pay. Lake City, Wash., Fair, this week; Seattle Sea Fair, next week; followed by Columbus County Fair, St. Helens, Oregon; Clark County Fair, Vancouver, Wash.; Oregon State Fair, Salem, Oregon; Lane County Fair, Eugene, Oregon.

Contact JOHN DELAPORTE, per route above

WANT FOR SOLID LIST OF FAIRS UNTIL MID-OCTOBER.

Six Cat and Buckets that will work for quarter and a half. Also Scale and Age, Add 'Em Up, Dart, Gold Fish, Grab and other Concessions that work for stock. Joe Rosen wants Agents for Parakeet and Bear Pitches. Want Girl Show for Jefferson County Fair, Fairbury, Neb. Also Athletic Show and Grind Shows. Will book one Ride not conflicting. Will sell Fun House in excellent condition. Want useful Ride Men who drive, no drunks or gypsies. SHAMROCK SHOW, Diller, Neb., Aug. 1-3; Clay Center, Neb., Aug. 4-5-6; Fairbury, Neb., Aug. 7-10.

## REWARD

For information whereabouts of Travis Ward, Motordrome Operator.

Contact

**LLOYD D. SERFASS**  
Penn Premier Shows, Fairmont, W. Va.

## FOR SALE

Roller Coaster Ride, Allan Herschell make, \$5,000. Chairplane, 24-seat passenger, \$1,500.

Contact: Joseph Dispensa  
**I S. 151**  
Elmhurst, Ill.

## Illinois Committees due to disappointment CARNIVAL

consisting of 7 Rides (5 major and 2 Kid Rides) and about 20 clean Concessions, has LABOR DAY OPEN vicinity of Danville, Ill. Contact JOHN HANSEN, 2807 W. Irving Park Road, or phone Independence 3-9614, Chicago, Ill., between 8 and 11 a.m.

## Carnival Routes

Continued from page 84

Crafts 20 Big: Vacaville, Calif., 1-3; (Fair) Roseville 8-12.  
Crafts Expo.: (Fair) San Mateo, Calif., 3-12.  
Cross Road Am. Co.: Pentwater, Mich., 3-5; Shelby 7-8.  
Cumberland Valley: (Fair) Alexandria, Tenn.; (Fair) Carthage 6-11.  
Davis Am. Co.: Baker, Ore.: Grants Pass 7-11.  
Del Fiore Am.: Mount Pleasant, Pa.; Connelleville 9-18.  
Dickson United: Velma, Okla.  
Dixie Am. Co.: Leon, Ia., 30-Aug. 1; Malvern 1-3; Clarinda 8-11.  
Dobson's United: St. Croix Falls, Wis., 3-5.  
Douglas Greater: Burien, Wash.; Sweet Home, Ore., 6-11.  
Down River Am. Co.: Augusta, Mich.; (Fair) Cassopolis 7-11.  
Drago, No. 1: (Fair) Hartford City, Ind.; (Fair) Rochester 6-11.  
Drago, No. 2: Flora, Ind.; (Fair) Georgetown, Ill., 6-11.  
Drew, James H.: (Fair) Gibson City, Ill.; (Fair) Valparaiso, Ind., 6-11.  
Dudley, D. S.: (Fair) Phillipsburg, Kan.; (Fair) Tribune 6-11.  
Dumont: Mount Pleasant, Tenn.  
Dyer's Greater: Galena, Ill.; Manchester, Ia., 6-11.  
Eastern Am. Co.: Rockland, Me.  
Eddie's Expo.: Apollo, Pa.; Clarion 6-11.  
Emshoff: Union Grove, Wis., 2-5; Rockford, Ill., 7-9; Pecatonica 16-19.  
Evans United: Netawaka and Dighton, Kan., 30-Aug. 1; Glasco 6-10.  
Fidler: Flanagan, Ill.; Mt. Olive 6-11.  
Foley & Burk: Santa Rosa, Calif.  
Frame's Greater: (Fair) Towanda, N. Y.; (Fair) Cortland 6-11.  
Franklin, Don: (Fair) Faribault, Minn., 1-5; Austin 7-12.  
Frontier: Santaquin, Utah.  
Fun Fair: (Fair) Genoa, O.; (Fair) Winemac, Ind., 7-11.  
Funland: (Fair) Memphis, Mo., 30-Aug. 2; (Fair) Kirksville 6-10.  
G. & B. Mason City, W. Va.: (Fair) Gassaway 6-11.  
Gem City: (Fair) Decatur, Ill.  
Gentsch, J. A.: Booneville, Miss.; Philadelphia 6-11.  
Georgia Am. Co.: Fairburn, Ga.; Lyons 6-11.  
Gladstone Expo.: Morganfield, Ky.; (Fair) Hodgenville 6-11.  
Gold Bond: (Fair) Monroe, Wis., 1-5; Rice Lake 7-12.  
Gold Medal: Bristol, Va.; Lynchburg 6-11.  
Gooding Am. Co., No. 1: Xenia, O.  
Gooding Am. Co., No. 2: Franklin, Ind.  
Gooding Am. Co., No. 3: Huntington, Ind.  
Gooding Am. Co., No. 4: Centerville, Ind.  
Gooding Am. Co., No. 5: Greentown, Ind.  
Gooding Am. Co., No. 6: Rushville, Ind.  
Gooding Am. Co., No. 7: Elmore, Ind.  
Gooding Am. Co., No. 8: Warren, O.  
Gooding Am. Co., No. 9: Sidney, O.  
Gooding Am. Co., No. 10: Cleveland, O.  
Grand American: (Fair) Allison, Ia., 2-8; (Fair) Maquoketa 8-12.  
Greater Dixieland Expo.: (Fair) Indianola, Ia.; (Fair) Vinton 6-11.  
Great Western Am.: Hettinger, N. D.; Faith, S. D., 9-12.  
Griggs Bros.: Irvine, Ky.; (Fair) Richmond 6-11.  
Hale's Shows of Tomorrow: Tecumseh, Neb.; (Fair) Lee's Summit, Mo., 6-11.  
Hames, Bill: Sulphur Springs, Tex.  
Hammond, Bob: Hico, Tex.; Rush Springs, Okla., 6-9.  
Hannah's Amusements: Allison, Pa.; (Fair) Wind Ridge 6-11.  
Hannum, Morris: Fairless Hills, Pa.; Warrington 6-11.  
Happy Attrs.: Fremont, O.; (Fair) Bowling Green 6-11.  
Hartsack Bros.: Bucklin, Mo.; Jameson 9-11.  
Heih, L. J.: Harrisburg, Ill.; (Fair) Altamont 5-10.  
Hill's Greater: Duluth, Minn., 2-11.  
Holiday Am. Co.: Prairie Home, Mo.; Girard, Kan., 6-9; Arma 10-12.  
Holly Bros.: Franklin, Ga.  
Hottel, Buff: Mt. Sterling, Ill.; Marion 6-11.  
Hottel, Buff, No. 2: (Fair) McLeansboro, Ill.; (Fair) Marion 5-11.  
Howard Bros.' Rides: Athens, O.; (Fair) Athens 6-11.  
Howard Bros.: Lucasville, O., 1-4.  
Hugo's Novelty Expo.: Cassville, Mo.; Eudora, Kan., 9-11.  
Ideal Rides: (Fair) Clay City, Ind.; (Fair) Brazil 7-10.  
Imperial: (Fair) Knoxville, Ill.; Mendota 7-8; Princeville 10-11.  
Ingalls Am. Co.: Franklin, Ind.  
Inland Empire: Mountain Home, Idaho; Priest River 8-12.  
I. T.: (Fair) Middletown, N. Y., 4-12.  
Jack's United: (Fair) Highland, Ill.; (Fair) Marshall 6-11.  
Johnny's United: (Fair) Huntingburg, Ind.  
Kellogg, Rob't. D.: Ludlow, Vt.; (Fair) Bradford 6-11.  
Ken-Penn Am. Co.: Rocky Grove, Pa.  
Key City: Peru, Ind.; Greenfield 6-11.  
Kile, Floyd O.: Central City, Ia.  
King Bros.: Dalhart, Tex.  
Klein Am. Co.: Elmore, Minn., 1-2; Wells 4-6; Luverne 7-9; St. James 10-11.  
Lagasse Am. Co., No. 1: Lebanon, N. H.; N. Reading, Mass., 6-11.  
Lagasse Am. Co., No. 2: New Bedford, Mass.; Brookfield 6-11.  
Lagasse Am. Co., No. 3: Bedford, Mass.; Pepperell 6-11.  
Lee United: Lakeview, Mich., 31-Aug. 1; Barryton 3-4; St. Helen 9-12.  
McKenna's Rides & Am.: Elroy, Wis., 1-8; Cedarburg 7-13.  
Majestic Greater: (Fair) Hamlet, Ind., 1-4; (Fair) Orleans 6-11.  
Manning, Ross: Concord, N. C.  
Marks, John H.: Petersburg, Va.; Lynchburg 6-11.

## WANT

Agents for Hunky Panks, Buckets and Six Cat for a solid route of Fairs until November. Drunks, stay where you are. Write or wire

**GEORGE W. GORDON**  
c/o O. C. Buck Shows, Potsdam, N. Y.

Maryland Bazaar: Prince Frederick, Md.  
Marvel: Minter, Ill., 3-5.  
Meekers: Walla Walla, Wash.; Omak 6-11.  
Merriam's Midway: Ogden, Ia., 31-Aug. 1;  
Missouri Valley 2-4; Alta 6-9; Belmont 10-11.  
Miami Valley Am.: Richmond, Ind., 6-11.  
Midway of Mirth: Danville, Ill.  
Mid West: Jackson, Wyo.  
Mighty Hoosier State: (Fair) Olney, Ill.; (Fair) Bicknell, Ind., 6-11.  
Mo-Ark: Tusculumbia, Mo., 2-4; Iberia 6-11.  
Monarch Expo.: (Fair) Belleville, Ill.; (Fair) Milledgeville 6-11.  
Motor State: (Fair) Toledo, O., 2-5; (Fair) Argos, Ind., 7-11.  
Mound City, No. 1: Mexico, Mo.; Elsberry 6-11.  
Mullins' Royal Pine: Eastport, Me.  
Myers, Souly: (Fair) Avoca, Ia.; (Fair) Grady Center 7-11.  
Neison, Geo. W.: Friend, Neb., 2-3; Prague 4-9; Wakefield 6-7; Pringhar, Ia., 8-9; Whittemore 11.  
Nolan Am. Co.: West Lafayette, O.; (Fair) Carrollton, Ky., 7-11.  
Northern Expo.: Lewistown, Mont., 1-4.  
Norton's Rides: Deadwood, S. D., 1-5.  
Oklahoma Expo.: (Fair) Gravelite, Ark.  
Olson: (Fair) Chippewa Falls, Wis.; Springfield, Ill., 6-11.  
Page Bros.: (Fair) Paris, Ky.; (Fair) Tompkinsville 6-11.  
Page Combined: Hornell, N. Y.  
Palmetto Expo.: Washington, D. C.  
Pan American: Millington, Tenn.  
Parada: California, Mo., 1-4.  
Peppers Am. Co.: Blackshear, Ga.  
Penn Premier: Fairmount, W. Va.; Morgantown 6-11.  
Playtime: Orleans, Mass.; (Fair) Portsmouth, N. H., 6-11.  
Port City Rides: Ottawa, Ill., 6-9; Muscatine, Ia., 12.  
Powelson Greater: (Fair) New Lexington, O., 1-4; (Fair) Croton 7-11.  
Prell's Broadway: Harrisburg, Pa.; Bedford 6-11.  
Raines Amusements: (Fair) Oswego, Kan.; (Fair) Overbrook 6-11.  
Rainier: Lake City, Wash.; Seattle 6-12.  
Raley Bros. Expo.: Clayton, N. C.; (Fair) Durham 6-11.  
Raney United: (Fair) Kasson, Minn., 2-5.  
Reid, King: Woodstock, N. B.; (Fair) Grand Falls 6-9; (Fair) Skowhegan, Me., 11-13.  
Reid's Golden Star: Coeburn, Va.  
Reithoffer Blue: Canandaigua, N. Y.  
Rogers Bros.: Braham, Minn., 30-Aug. 1; (Fair) Duluth-Proctor 2-5; (Fair) Princeton 6-8; (Fair) Farmington 9-12.  
Robr's Modern Midway: Pontiac, Ill., 31-Aug. 2; L'Erable (Clifton) 3-5.  
Rose City Rides: Cape Girardeau, Mo., 1-4; Festus 5-6.  
Rumble Greater: Terre Haute, Ind.; (Fair) Hopkinsville 7-11.  
Royal American: Regina, Sask.; Fort William-Point Arthur, Ont., 6-11.  
Royal, Jack: Dillon, S. C.  
Royal United: Greene, Ia., 1-2; Traer 3-4; (Fair) Estherville 6-8; (Fair) National 10-12.  
Schafer's Just for Fun: Tomah, Wis.; Wilmet 6-11.  
Shamrock: Diller, Neb., 1-3; Clay Center 4-6; Fairbury 7-10.  
Shop-O-Rama: La Crosse, Kan.  
Siebrand Bros.: Helena, Mont.; (Fair) Great Falls 6-11.  
Silk City Combined: Annapolis, Md.; Martinsburg, W. Va., 6-11.  
Skerbeck: Marine City, Mich., 3-5; Milwaukee (Saginaw) 7-12.  
Smith, Geo. Clyde: Cumberland, Md.  
Snapp Greater: Seymour, Wis.; Fond du Lac 6-11.  
Standard: Kemmerer, Wyo., 30-Aug. 1.  
Stanley, Wm. D.: Walkhalla, N. D., 30-31.  
Mountain 2: Argyle, Minn., 3-4.  
Star Am. Co.: (Fair) Buffalo, Mo.; (Fair) Houston 6-11.  
Stephens, C. A.: (Fair) Russell Springs, Ky.; Grundy 6-11.  
Stephens, Otto: Brighton, Ia., 31-Aug. 1; Murray 7-8; Corydon 10-11.  
Stipe's: (Fair) Hammond, Wis., 1-4; (Fair) Arlington, Minn., 9-12.  
Strates James E.: (Fair) Clearfield, Pa.; Erie 6-11.  
Sunny, A. J.: (Fair) Bucyrus, O.; (Fair) Attica 6-11.  
Sunset Am. Co.: (Fair) Webster City, Ia.; (Fair) Rochester, Minn., 7-12.  
Sylvester, Ernest: Easton, Md., 4-9.  
Tatham Bros.: (Fair) Millford, Ill.; (Fair) Bloomington 6-9.  
Tennessee Valley Am.: Guthrie, Ky.; (Fair) Murfreesboro, Tenn., 6-11.  
Thomas, Art B., No. 1: (Fair) Littlefork, Minn., 30-Aug. 1; (Fair) Hibbing 2-5; (Fair) Fairmont 8-12.  
Thomas, Art B., No. 2: Cumberland, Ia., 30-31; Jefferson Aug. 2-5; Pocahontas 6-8; Rockwell City 9-12.  
Thomas, Cliff: Greencastle, Ind., 6-11.  
Thomas Joyland: Scottsburg, Ind.; (Fair) Indianapolis 7-11.  
Thomas, W. A.: Newman Grove, Neb., 30-Aug. 1; Ashland 3-4; Sutton 7-8; Tilden 10-11.  
Tidwell, T. J.: (Fair) Melvern, Kan.; (Fair) Hill City 6-11.  
Tinsley, Johnny T.: Granite Falls, N. C.; Newland 6-11.  
Tip Top: Green Lake, Wis., 3-5; Mondovi 9-12.  
Tivoli Expo.: (Fair) Jefferson City, Mo.; Burlington, Ia., 6-11.  
Tropical Midway: Pikesville, N. C.  
20th Century: Preston, Minn.; St. Charles 6-11.  
United States: (Fair) Summersville, W. Va.; (Fair) Oak-Hill 6-11.  
Victor Am. Service: (Fair) Manchester, Vt., 3-5; Barton 16-19.  
Victory Expo.: Roswell, N. M.  
Virginia Greater: Seaford, Del.; Crisfield, Md., 6-12.  
Wade Greater: (Fair) Powertville, Mich.; (Fair) Pinconning 8-12.  
Wade, W. G.: Muncie, Ind.; Warsaw 6-11.  
Wallace Bros.: Jefferson, Wis.  
W. B. J.: Deerfield, Mich., 2-4; (Fair) New Albany, Ind., 7-10.  
West Coast, No. 1: (Fair) Gresham, Ore., 2-11.  
West Coast, No. 2: (Fair) Red Bluff, Calif.; (Fair) Napa 6-12.  
Western: Oak Harbor, Wash.  
Wilber's Wolverines: Athens, Mich., 6-11.  
Wilcox, Dick: Island Falls, Me.; Fort Kent 6-11.  
Williams Amusements: Marion, Va.; Galax 6-11.  
Wilson Famous: (Fair) Jacksonville, Ill., 1-5; (Fair) Cambridge 7-10.  
World's Finest: Vegreville, Alta., 30-Aug. 1; Red Deer 2-4; North Battleford, Sask., 8-3; Prince Albert 9-11.  
World of Mirth: Bangor, Me.  
World of Pleasure: (Fair) Hastings, Mich.  
Young, Monty: Mountain Home, Idaho, 1-4; Oaldwell 6-11.

## Carr Amusements Chalks Up Winner At Randolph, Mass.

ROSLINDALE, Mass. — Carr Amusement Company moved here last week after scoring one of its best stands of the season at Randolph, Mass. Weather was good, spending was sizable and all segments shared in the takes.

Show is carrying five rides and 23 concessions. Lawrence Carr is owner-manager, with Mrs. Lawrence Carr as secretary-treasurer; John L. Downing is assistant manager and concessions manager, with Charlie Tamponne as lot superintendent. John Corcoran is superintendent of transportation, billposter, mail man and agent for The Billboard, with Dave Morrissey handling the electrical chores.

Others with the show are Patrick O'Truck, legal adjuster; Frenchie St. Germaine, Merry-Go-Round; Snooky Carr, Ferris Wheel; Oscar Tamponne, Tilt-a-Whirl; Marion Carr, cookhouse. On the front end are Mr. and Mrs. Danny Lynch, John L. Downing Jr., George Finneral Jr., Mrs. Mable Morrissey, George L. Rudy, Fat Dube, Mrs. John L. Downing, Mrs. George L. Rudy, Charles Tamponne, Larry Carr Jr., Maralyn Carr and Jimmie Dawson. Mrs. Jimmie Dawson is in charge of ticket sellers.

## WANT FOR OKLAHOMA FAIRS

Photos, Cookhouse, Stock Concessions, Help on Jennie, Wheel, Mixup. Want two Kid Rides; book other Rides and Shows. What have you?

**DICKSON UNITED**  
Velma, Okla., Annual Celebration this week; Fairs to follow—out in the Cotton Country until November 14.

## WANTED

Experienced Ride Man for Southern California Kiddieland. Single. Year around job and room. Good pay. Write only:

**MRS. DOROTHY COLLINS**  
12249 Ventura Boulevard  
Studio City, California

## General Agent Wanted

References exchanged. Salary no object if you know your business, or will hire experienced Show Manager. Whitey Slaten, contact.

**GRIGGS BROS.' SHOWS**  
Irvine, Ky., Fair, this week; Richmond, Ky., Aug. 4-11.

## NOTICE

Liberal reward for information leading to the location of **Lawrence R. LaLonde** also known as Reid Lawrence. Wire or call collect.

**Griggs Bros.' Shows**  
As per route.

## WANT OFFICE MAN

Experienced. Must know Carnival or Park operations.

BOX A-183, The Billboard Publishing Co.  
6000 Sunset Blvd. Hollywood 26, Calif.

## WANTED

Reliable Wheel Operator for Park #18 Wheel during Fair, week August 12-19. Cliff Carpenter, contact me.

**FRANK E. BAUERSFIELD**  
1814 Third Ave. Rock Island, Ill.  
Phone: 8-2211

## NAME ON HATS PRIVILEGE OPEN

Connersville, Indiana, Fair, August 12-17. Wire or write

**V. C. ALLEN**  
c/o General Delivery, Elmore, Ind., July 30-August 4; Portland, Ind., August 5-10 inclusive.

## FOR SALE

NEW 32-FT. MERRY-GO-ROUND USED ELI WHEEL. Will rent or lease. With guarantee. WIRE, WRITE, PHONE **C. A. GOREE** Box 507, Azle, Tex. (Phone: 167)

GIVE TO DAMON RUNYON CANCER FUND

when answering ads . . .

Say You Saw It in The Billboard

## WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS

**OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!**



It's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street -

**EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES**

- PRE-STRETCHED TOUGHER-BRIGHTER

Order No. 548CB—Packed 1 Gross and a worker to the carton.

OUR 40th YEAR

**The OAK RUBBER CO.**  
RAVENNA, OHIO

**HEART DISC CLOVER NECKLACES**



**\$16.50** Gross and up

**Miller Creations**

Originators of the All Aluminum Idents  
7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS  
Phone WAterfall 8-8855  
DAY AND NIGHT SERVICE

**TV PLUSH HASSOCK**



18x14x12. Ass't. colors. Plastic bottom. Collar belts. Ind. .... **\$36.00** boxed ..... dz. Sample \$4 PPD.

**32" PLUSH BEAR**  
Cotton stuffed. Ass't. colors... **\$20.00** dz.

Prices, Net F.O.B. N.Y.C. 25% deposit with order, bal. C.O.D.

**30" ALL PLUSH BEAR**  
Cotton stuffed. Ass't. colors. Terrific value **\$16.75** dz.

**TEE JAY TOYS, INC.**  
48 W. 20th St., NYC 11 WA 9-6665

**NEW 18" PENNETTE**

100 feet only **\$4.00 pptrd.**

124 PENNETTES  
6 Bright Colors

Satisfaction Guaranteed - Discount on 3 or more

**MYRLO COMPANY**  
2168 W. 25th, Cleveland 13, O., Dept. B

**COIL WORKERS**

New Improved 3-Color Coil  
Best in Quality  
Best in Service  
BEST IN PRICE

New Low Price  
**\$40.00** Gross

Wire—Write—Phone HAROLD NEWMAN  
**UNIVERSAL IGNITION CO.**  
4754 N. Clark St. Chicago 40, Ill.  
Shop Phone: Longbeach 1-3499  
Home Phone: Longbeach 1-4963

## MERCHANDISE TOPICS

N. Shure Company, Chicago, one of the world's largest general wholesalers of novelties, formally opened its new plant in that city Saturday and Sunday (28-29) when it played host to thousands of merchants at a two-day open house. The new building has 225,000 square feet of floor space and boasts one of the longest straight-line distribution centers. It is the fifth location occupied by the wholesaler since 1888. The second floor houses the offices and showrooms, which are air conditioned. Automatic equipment handles orders, pricing and billing. Buyers' offices are adjacent to the showroom. The general offices house a special telephone order service. Other features include a 500-car parking lot, modern cafeteria for customers and employees and a barbershop. The new wholesale distribution center, in addition to giving Shure larger and more efficient facilities, is designed to provide a much-needed new service to retail merchants, Shure officials point out. Merchandise was displayed from all parts of the world. Also prominent was the firm's lines of giftwares, housewares, toys, furniture, luggage, jewelry, sporting goods and soft lines.

Arlane Manufacturing Company, 4482 Germantown Avenue, Philadelphia, says its smoke bombs are selling like wildfire. This is a joke novelty which releases thick, white smoke which rises to the ceiling and mushrooms out into dense clouds like an A-bomb. The items come 36 on colorful display card and the firm claims they sell faster than trick matches. They are priced at 75 cents per dozen or \$8.75 per gross. A minimum order, one card of 36, costs \$2.25. Deposit with order is required, balance c.o.d. If you are a quantity user, write for special prices. The item is legal and mailable.

If you are looking for low-priced,

large, flashy items, write to Brinn's China & Glassware Company, 2025 East Carson Street, Pittsburgh. This firm offers 32-piece white china sets at \$1.50 each. A set includes service for six, individually packed, including cups, saucers, fruit dishes, plates, platters and vegetable dishes. These sets are imperfect but good. Also available are planters, vases, figurines, china, glass, plastics, novelties and premiums. You are invited to visit and see the firm's large display when in Pittsburgh.

Summer specials for engravers are offered by Oriental Trading Company, 1115 Farnam Street, Omaha. Featured are children's aluminum idents at \$2.75 a gross, women's aluminum idents at \$3.60 a gross, double heart idents at \$6.95 a gross and men's aluminum idents at \$6.95 a gross. Included are men's, women's and boys' photo idents at \$4.75 a dozen and \$54 a gross. The firm also carries 20-inch necklaces in disk, heart and clover styles at \$9 a gross, children's necklaces in the same patterns at \$4.50 a gross and 24-inch chrome necklaces in disk, heart, clover and octagon patterns at \$27 per gross. A new catalog is available for you.

A new gadget for hanging clothes in your auto is being sold as the Jiffy picture hanger. This hanger consists of a square of adhesive-backed cloth tape reinforced by a steel insert bar that holds an extruded hook. Attachable to any smooth, flat surface, the hanger may be applied on the window or to the car frame over the door. It does not interfere with opening of door and takes up no extra space. It is also useful when mounted on windshield to hold business messages, maps, decorations, etc., and is said to hold 15 pounds. They sell six for 19 cents. The manufacturer is Jiffy Enterprises, Inc., 150 North 13th Street, Philadelphia 7.

## PIPES FOR PITCHMEN

By BILL BAKER

JACK (BOTTLES) STOVER . . . who has been working the Harrisonburg, Va., area with E. C. Pardee to fair results, writes that he would like to read a few pipes from Confidence Jim Boone, Joe McCarle, Lee Walters, Bob Buntts, Lloyd Milton, Al Harvey, Spud Mangum, Billy (the Kid) Dietrich, Fast Scratch George Stacey, Father Patrick, George Lumsford, Phil Babcock, Clyde Faulkner, Jimmie Wilson and Horace Brazil. According to Stover, Pardee will soon start his Southern trek and hopes to meet up with some of the old-timers in the Southland. Bottles says he plans on baby-sitting the dog, Spottie, when the missus departs for her annual vacation at Ocean City, Md.

THE LATEST WORD . . . from Joe Joblots is that he is working with Leonard Bros.' Circus, currently trekking thru Illinois.

LANDRUS . . . the Entertainer, booked with the Frames Shows until fall, reports doing okay with his Side Show, novelty stand and pitch items. Landrus would like to read pipes from Burt Leslie, an old-time black-face comic; Doc Tate, Waco, Tex.; the Frantz family of Pennsylvania, and Chuck, Ann, Windy and Kitty Britin. In a reminiscent mood, Landrus said that he has trouped with many shows in his time, including a Texas med opra that owed him more than \$800 when he quit. This

prompts a word of advice from the vet magician: "Always demand a contract in writing."

ACCORDING TO . . . Irving D. Printer, Alonzo Shallow, "pitchman supreme," has acquired the Midwest Novelty Company, and has such well-knowns in the trade working dollar trombones, monkeys and horses as Frank Lazar, Nellie Regan, Jack Allan, Chester Prusick, W. M. Horton and Mitzi Murray. Printer also infoes that Charles (Doodles) Fester, who has severed connections with the Shallow Corporation, was doing well on July 4 in Rock Island, Ill. Pecos Slim, the cowboy pitchman, has put his boots and saddle away, reports Printer. The ex-bronk buster has purchased a motorcycle and is going to do a rope act with Elmer Egan riding in the side car. The act has been booked for a number of big events. Writing from Minneapolis, Printer says that the trade was well represented at the recent Shrine convention there by William (Horse-thief) Weiss, who did lucrative business with chairs. Weiss was reported to have had one of the biggest bankroll men in the Midwest finance the operation, according to Printer. Also seen there during the convention was E. Regan, Big-Foot Murphy, Jack K. Rubin, Dick Cornell, Joe King, Koolie Marks, and Al Gardner, of Kansas City, who was a busy man with his numerous operations.

## SHERMAN Master Painters Products



Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

**RICHARD'S CHROME FINISH** Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon.

**3-PIECE PAINT BRUSH SET** Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

### ADJUSTABLE ANGLE WRENCH

3-pc. set of 4, 6 & 8" sizes • Quality steel • Polished heads • Red lacquered handles • Packed one set to box • Sold doz. lots only • \$11.70 per doz. sets.

**10-PIECE DRILL SETS.** From 1/16" to 1 1/2" sizes • Heat treated • Chrome steel • 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

twist drills • Set in recessed grooved wood self-display box • Sizes shown thru heavy duty sliding clear view front • Per doz. sets, \$7.80.

**STILLSON PATTERN WRENCH** Steel • 8-inch size • Individually boxed • Per doz. \$5.40.

**COOK BROS., 916 S. Halsted St., Chicago, Ill.**

**FAMOUS Geneva 7 PC. MENS JEWELRY SET**



ADVERTISED IN LIFE

AT THE NEW LOW PRICE

**\$5.95** 6 or more

Sample \$6.95

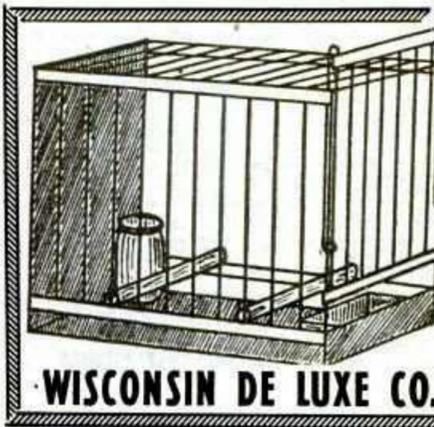
1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.

Also available in 17-L. \$9.95

Includes:  
• Jeweled Watch Wench, heavy dial  
• Matching Expansion Band  
• Spring Clip Tie Bar, matching Cuff Links  
• Retractable Ball Point Pen  
• Proprietary Lead Pencil  
• Beautiful soft-lined case with Life tag and \$71.80 price tag

**NATIONAL DISTRIBUTING CO.**  
PHONE 82-6473  
1751 W. FLAGLER  
MIAMI, FLORIDA

**PARAKEET CAGES**



No. 7163—Completely assembled.  
6 1/2" x 4 3/4" x 5 1/4" high.  
Packed 60 to carton.

1 Carton (60 cages) . \$ .50 ea.  
In quantity lots of 5 cartons (300 cages) . .48 ea.

We carry a complete line of Concession & Premium Merchandise.

Write for Catalog. State Business in First Letter.

1900-12 N. 3d Street  
Milwaukee 12, Wisconsin

**EYE-APPEAL! BUY-APPEAL!**



Luxurious 6 Pc. Set Priced for ACTION

Includes:  
• All metal, top action pen  
• All metal automatic pencil  
• Stunning Tie Bar  
• Smartly styled Cuff Links  
• Handy Pocket Knife

All in plush, satin-lined metal gift case.

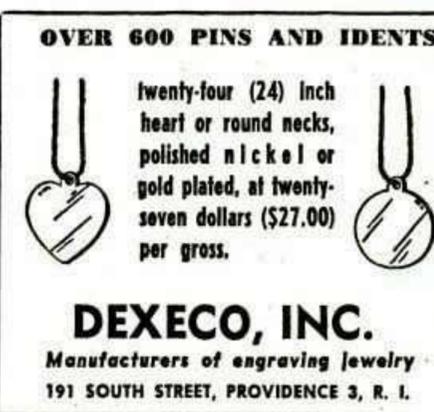
Now an item so popular in appeal so high in value and so low in price it's bound to make sales history. In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural"

25% with order balance C.O.D.

Sample Set **\$3.50** Only **\$2.50** Per Set In lots of 6

**MODERN PEN Mfg. Co., Inc.**  
384 B'way, N.Y. 13, N.Y.

**OVER 600 PINS AND IDENTS FOR ENGRAVING**



Expansion Idents. Doz. . . . . \$ 4.00  
Photo Expansions. Doz. . . . . 5.00  
Pearl Anklets. Gr. . . . . 32.00

**DEXECO, INC.**  
Manufacturers of engraving jewelry  
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**FOR ENGRAVERS & DEMONSTRATORS**  
State your business

**IT'S PACKED WITH POWERFUL PROFITS**



**FREE 1956 WHOLESALE 292 pg. CATALOG**

SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES

Gem sells lower, ships faster. Diamonds, Jewelry, Watches, Clocks, Luggage, Leather Goods, Appliances, Toys, Housewares. Premiums of all types. Prices guaranteed lowest anywhere. Write for your free copy today State your business.

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Woodward Detroit 26 Mich

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

#### IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.  
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#### FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.  
Minimum \$10.**

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### WHALE OF A BUY

# 80¢

EACH

**ONE PIECE PLASTIC HANDLE**  
Class Red Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold.

**TELESCOPIC BAMBOO POLE**  
12-ft. length • 3 section • Fully equipped • 3 guides and full metal tip • Red lacquered wraps • Full metal clamp holder for reel • Individual clear bag sleeve • Blue Ribbon Brand. Per Doz., \$18.00.

**SPINNING LINE Soft Monofilament** • 100 yards to spool • 6 lb. test • Dupont Tynax • 12 spools packed to box • Per Doz. Spools, \$3.00. No less sold.

**TROUT FLIES** On #10 Hooks • 12 ass't. numbers mounted flies on two cork strips packed in Paulownia wood box • Box re-usable for men's cuff links and jewelry • 12 boxes total of 144 flies packed to container • Doz. Boxes, \$4.75. No less sold.

**ALL ABOVE ITEMS ARE PROVEN WINNERS AND SPECIALLY LOW PRICED.**

25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS.** 916 S. Halsted St. Chicago, Ill.

#### ACTS, SONGS & PARODIES

**MAMMOTH COMEDY COLLECTION! AMAZING low price! Over 1,000 "Clever Remarks," \$1. Introductory Offer! Edmund Orrin, 5834 San Vicente Blvd., Los Angeles, California. au25**

**STOCK GAGFILES! THREE FOR \$5. GAGS, adlib, hecklers, monologs, etc. Show-Biz Comedy Service (Dept. B 76), 1613 E. 29 St., Brooklyn 29, N. Y.**

#### AGENTS & DISTRIBUTORS

**A MANUFACTURER'S REPRESENTATIVE** closeout. 32-piece set chinaware, 24-piece set tableware, 7-piece set aluminumware, all for \$10 in lots of six. Sample \$12. 25% deposit, balance C.O.D. Dayton General Distributing, 506 E. 5th St., Dayton 2, Ohio. au11

#### AMERICAN FLAGS

Beautiful large U. S. Flags. Finest quality. Navy surplus. New, wool, sewed on stars, snaps and ropes. 9x17 ft. \$106.00 value. \$14.50 postpaid. Dealer inquiries invited. B & L Surplus, Box 150, Ogden, Utah

**"BARGAINS" MONTHLY PUBLICATION** of various low priced merchandise; year \$3. Max Saltzman, Dept "Bargains," 7635 Hinds Ave., North Hollywood, Calif. au4

**BILLBOOKS, CASH BOOKS, SALESMEN'S** Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Ercco, Bronx 72, New York. ch-np

**EARRINGS SPECIAL SUMMER ASST. ALL** Colors. \$1 doz. Samuel Silverman & Co., Inc., 1820 Westminster St., Prov., R. I.

**EARRINGS — ASSORTED STONED AND** tumbled \$6 per gross plus postage. c.o.d. Grosse lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. au25

#### FAMOUS MFR. CLOSEOUTS

Assorted Brooches ..... \$1.75 dz.  
Summer Earrings, asst. .... 1.50 dz.  
Stoned or tumbled Earrings ..... 1.75 dz.  
Pierced Earrings on Display ..... 1.50 dz.  
Charm Bracelets, asst. .... 1.50 dz.  
Lace Prayer Necklaces, boxed ..... 3.00 dz.  
Children's Jewelry boxed, asst. .... 2.95 dz.  
Shorty Tie Slides, carded ..... 1.00 dz.  
Giveaways, asst. .... 5¢-10¢ ea.  
Charm Bracelets, carded ..... 1.25 dz.  
Cameo Sets, boxed ..... 7.20 dz.  
Anklets, G.F., carded ..... 3.50 dz.  
Tie Slide Sets, asst. .... 4.00 dz.  
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Forms Close Thursdays for the Following Week's Issue

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RHYTHM GUITAR PLAYER TO SING solos, harmonize with trio. Must have good personality. Steady employment, good salary. Write Shorty Warren, 133 Princeton Road, Linden, N. J. Call Union 3-9777 after 8 p.m.

ARCADE MECHANIC THAT UNDERstands Carnival operation. Best treatment and wages. Long season, good bonus. Arcade, Tivoli Exposition Shows, Paris, Ill.  
 MALE VOCALIST FOR COMMERCIAL orchestra. Must sing original keys. Sleeper bus. Guaranteed salary, fifty weeks per year. Bob Calame, 2107 North 18th St., Omaha, Nebr. au1  
 MUSICIANS—AGENCY BAND NEEDS CAPable sax men, all chairs. Alto and tenor doubles, also baritone. Opening for trombone; steady work guaranteed. Others write Band Manager, 201 Franklin Bldg., Norfolk, Virginia. au4  
 WANTED—ELDERLY LADY TO HELP manage coolhouse. Must be sober and honest. Pay all you are worth. Wire or write: W. L. Horror, Phillipsburg, Kan., c/o Dudley Shows.

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### CIRCUS & CARNIVAL

EXPERIENCED PALMIST DESIRES WORK, very catchy, enchanting, exotic, gypsy-like. Work girl show, also do half and half. Free to travel. Rose Davis, Avella, Pa. Phone Lu 7-8223.

FAT BOY AT LIBERTY AFTER JULY 4. No ups or downs, 10-ones. Clyde Walter Hicks, c/o Byrde Hicks, Box 19, Warren, Illinois. au4

### MISCELLANEOUS

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl Post Office Box 2002, Seattle, Wash. mh30'97

RADIO EMPLOYED MALE SINGER WANTS work with band, night club, recording, TV. Accept good offer immediately. P. O. Box 3071, El Paso, Tex. au23

YOUNG MAN, 25, SINGLE, WHITE-FACE clown 3 years (just closed with Ringling Bros.), formerly leg and TV actor, business manager Equity Stock Companies, assistant manager RKO Palace, New York City, stage manager and 1st assistant Illusion Show, demonstrator. Much other show-biz experience. High school graduate. Interested in anything you have to offer. Chuck Burns, Mayfair Hotel, Sarasota, Fla.

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ACCORDIONIST WANTS JOB IN WESTERN band; 10 years' experience; wants job on radio; 27 years old, married, don't drink; play Spanish Guitar also. John Herrington, 537 Jefferson, Quincy, Ill. Phone Baldwin 35414.

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FIRST CLASS TAKE-OFF GUITARIST — Vocals and Comedy double Trumpet, Trombone and arrange; young, reliable. Write Musician, 777 S. E. Eighth St., Evansville, Ind. au18

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BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au1

SENSATIONAL HIGH DIVING. FIRE spears, somersault into smallest tank in the world, as featured by Fox Movietone produces impressive results. Large colored posters that really do an advertising job, free. Capt. Earl McDonald, 456 Lamphier Pl., Warren, Ohio. Tel. 45337. au4

THE RAYS CIRCUS REVUE HAVE SOME open time in 1957 with dog, monkeys, birds, clowns and pony. Box #351, Fairlee, Vermont. au29

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## COMING EVENTS

#### Arizona

Buckeye—Hallow'en Carnival, Oct. 31.  
 Eloy—Mexican Independence Day, Sept. 15-16.  
 Flagstaff—N. Ariz. Square Dance Festival, Aug. 10-12.  
 Nogales—Mexican Independence Day Celebration, Sept. 15-16.  
 Payson—71 Annual Rodeo, Aug. 10-12.  
 Prescott—Smoki Ceremonials, Aug. 11.  
 Prescott—Quarter Horse Show, Sept. 22-23.  
 Tucson—Mexican Independence Day Celebration, Sept. 15-16.  
 Tombstone—Heildorada Celebration, Oct. 26-28.  
 Williams—Labor Day Rodeo, Sept. 15-16.  
 Winslow—Jaycee Rodeo, Sept. 15-16.

#### Arkansas

Camden—Ouachita Co. Livestock Show, Sept. 10-15. M. C. Reynolds.  
 DeQueen—Servier Co. Livestock Show, Sept. 10-12. Victor Ivy.  
 DeWitt—Ark. Co. Livestock Show, Oct. 10-13. Harold Kendall.  
 El Dorado—Union Co. Livestock & Poultry Show, Sept. 24-29. G. O. Dunn.  
 Fort Smith—Ark.-Okla. Livestock Show, Sept. 23-29. H. B. Correll.  
 Helena—Centennial, Aug. 17-22. Sam W. Tappan, Chamber of Commerce.  
 Hope—Third Dist. Livestock Show, Sept. 24-29. R. C. Daniels.  
 Mammoth Spring—Soldiers, Sailors and Marines Reunion, Aug. 13-18. E. E. Sterling.  
 Monticello—Dre Co. Livestock Show, Sept. 12-15. Jack Shelton.  
 Pine Bluff—S. Ark. Livestock Show, Sept. 15-19. George Hestand.  
 Rogers—Diamond Jubilee, Aug. 27-Sept. 2. C. B. Porter.

#### California

Lodi—Grape Festival & Natl. Wine Show, Sept. 14-16. C. S. Jackson.  
 Los Alamitos—Blue Ribbon Horse Show, Oct. 11-14. Ray Stone, 5501 Hazel Ave., Fair Oaks.  
 Los Angeles—Allied Gift & Jewelry Show, Sept. 2-8.  
 Oakland—California Garden Show, Sept. 20-30. E. E. Schreiber, 920 Fallon St.  
 San Francisco—China, Glass and Gift Show, Aug. 5-8. Kay Leber, 1355 Market St.  
 San Francisco—Flower Show, Aug. 23-24. Robert D. Gromm, 2069 28th Ave.

#### Colorado

Arvada—Arvada Harvest Festival, Sept. 7-8. Stanley H. Stolte.  
 Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11.  
 Estes Park—Rooftop Rodeo, Aug. 2-4. Chamber of Commerce.  
 Estes Park—Regional Arabian Horse Show, Aug. 18-19. Chamber of Commerce.  
 Fort Morgan—Ninth Annual Howdy Day, Aug. 1. Olin L. Webb.  
 Kit Carson—Kit Carson Day, Sept. 29. Paul Beck.  
 Littleton—Westward Ho Days, Sept. 21-22. Wayne E. Michel.  
 Manitou—Zebulon Days, Sept. 1-3. Jaycee.  
 Trinidad—Trinidad Round-Up, Sept. 1-3. Walsenburg—Spanish Peaks Festival, Aug. 4-6.

#### Connecticut

Waterbury—National Home Show, Sept. 22-29. John W. Daly.

#### Florida

Daytona Beach—Labor Day Celebration, Aug. 31-Sept. 3. Paul R. Baker, Central Labor Union.  
 Ocala—Jr. Livestock & Poultry Youth Show, Oct. 17-18.

#### Georgia

Brunswick—Brunswick-Glynn Co. Centennial, Aug. 13-18. W. G. Bishop, Room 219, Ogilthorpe Hotel.  
 Gainesville—VFW Celebration, Oct. 1-8. Dr. F. D. McCoy.

#### Idaho

Priest River—Log Roll, Aug. 8-12.

#### Illinois

Ashburn—Centennial and Labor Day Celebration, Sept. 1-3.  
 Forrester—Sauerkraut Day, Sept. 13. LeRoy M. Grande, American Legion.  
 Illinois—Centennial, Aug. 22-26.  
 Maywood—Italian Festival of Chicagoland, July 25-Aug. 25. Joseph De Serto, 1615 N. 18th Ave., Melrose Park.  
 Mendota—Sweet Corn Celebration, Aug. 7-8.  
 Mokena—Glad Festival, Aug. 16-18.  
 Peoria—National Home Show, Oct. 3-7. E. J. Smith.  
 Peotone—Centennial, Aug. 2-5.  
 Princeville—Homecoming, Aug. 10-11.  
 Strasburg—Homecoming and Street Celebration, Sept. 5-8. L. R. Hamm.

#### Indiana

Columbia City—Old Settlers' Day and Legion Festival, Aug. 8-11. Byron Beeber.  
 Ellettsville—Monroe Co. Festival, Sept. 13-15.  
 Huntington—VFW Street Fair, July 30-Aug. 4. Warren C. Heeter.  
 Lagrange—Lagrange Co. Corn School, Sept. 12-15. Walter Emmert.  
 Odon—Old Settlers' Meeting, Aug. 15-18. C. J. Stotts.  
 Richmond—Sesquicentennial, Aug. 5-11.  
 Terre Haute—Miners' Picnic, Aug. 2-5. Alex Cliver, 1013 Maple Ave.

#### Iowa

Charlton—Lucas Co. 4-H Achievement Show, Aug. 14-15. Mrs. Lee Cottingham, Russell.  
 Cherokee—Pilot Rock Plowing Match, Aug. 13-15. Albert R. Griffith.  
 DeWitt—Clinton Co. Club Show, Aug. 6-10. Jimmy Miller.  
 Fairfield—Jefferson Co. Jr. Agri. Show, Aug. 13-16. Henry McCleary, Packwood.  
 Red Oak—Firemen's Convention, Sept. 17-19.  
 Sibley—Osceola Co. Livestock Show, Aug. 29-31. Gene Alexander.  
 Sioux Center—Sioux Co. Youth Fair, Aug. 7-9. Maurice E. Eldridge, Orange City.  
 Thompson—Winnebago Co. Jr. Show, Aug. 13-15. Dean Nerdig, Forest City.  
 Waterloo—Dairy Cattle Congress, Sept. 29-Oct. 6. E. S. Estel.

#### Kansas

Baxter Springs—Celebration, Sept. 13-15.  
 Chapman—Labor Day Celebration, Sept. 3.  
 Wichita—Sedgwick Co.—Kan. Nat'l Jr. Livestock Show, Oct. 3-5. Conlee Smith.

#### Kentucky

Paducah—Centennial, July 29-Aug. 4. Jack Keller, Columbia Amusement Co., Arcades Theater Bldg.

#### Louisiana

Crowley—Intl. Rice Festival, Oct. 17-18. A. L. Stoessel.  
 Lake Charles—Home Show, Sept. 4-9. Lloyd A. Goodin.  
 Marksville—La. Livestock Festival, Oct. 5-7. Karmit Duote.  
 Morgan City—Shrimp Festival & Blessing of the Fleet, Sept. 1-3. Mrs. Richard L. Davis.  
 Natchitoches—La. Broiler Festival, Sept. 26. L. J. Pleasant.  
 New Orleans—Mid-Winter Fair, Oct. 12-14. J. A. Smith, 5449 Vicksburg St.

Opelousas—La. Yambilee Festival, Oct. 2-4. Billy M. Smith.  
 Ville Platte—La. Cotton Festival, Sept. 28-30. Dallas Deville.

#### Maryland

Baltimore—National Home Week Exposition, Sept. 15-23. Patrick J. O'Toole, 1019 St. Paul St.  
 Princess Anne—Princess Anne Livestock Show, Sept. 28-29. Howard H. Anderson.

#### Massachusetts

Boston—National Home Show, Oct. 14-21. John W. Daly.  
 New Bedford—National Home Show, Sept. 11-16. Dorothy H. Godfrey.  
 New Bedford—Feast of the Blessed Sacrament, Aug. 3-5.  
 Worcester—National Home Show, Sept. 2-9. Arthur Gilbert.

#### Michigan

Athens—Homecoming, Aug. 8-11.  
 Baraga—Baraga Co. Dairy Show, Aug. 8. Donald Lehto.  
 Bay City—Brown Swiss Cattle Show, Aug. 7.  
 Berrien Springs—Southwestern Mich. Guernsey Breeders' Show, Aug. 6. F. W. Bruce.  
 Charlotte—Brown Swiss Cattle Show, Aug. 8.  
 Charlotte—Mich. Swine Breeder Show, Oct. 8. H. G. Moxley.  
 Coldwater—Brown Swiss Cattle Show, Aug. 9.  
 Corunna—Mich. State Holstein-Friesian Show, Aug. 3.  
 Flushing—Homecoming, Aug. 1-4.  
 Goodells—Thumb Dist. Plowing Match, Oct. 4. Irving R. Wyeth.  
 Grand Rapids—Grand Rapids Guernsey Show, Aug. 11. Donald Kamps.  
 Grant—Jersey Cattle Show, Aug. 2.  
 Imlay City—Jersey Cattle Show, Aug. 1. Imlay City—Thumb Dist. Guernsey Show, Aug. 1. Harold L. Kingsbury.  
 Ionia—Brown Swiss Cattle Show, Aug. 10.  
 Jackson—Southeastern Mich. Guernsey Show, Aug. 11. Lauren Goodlock.  
 Jackson—Jersey Cattle Show, Aug. 18.  
 Midland—Saginaw Valley Guernsey Show, Aug. 13. Osborn Thurlow.  
 Midland—Jersey Cattle Show, Aug. 16.  
 Newaygo—Brown Swiss Cattle Show, Aug. 11.  
 Pontiac—Central States Threshermen's Reunion, Aug. 30-Sept. 3.  
 Romeo—Peach Festival, Aug. 30-Sept. 3.  
 Romeo—Romeo Peach Festival & Labor Celebration, Aug. 31-Sept. 3.  
 Rudyard—Eastern U.P. Jr. Fat Stock Show, Aug. 8-9. Wm. Dickinson.

#### Minnesota

Duluth—National Home Show, Sept. 15-23.  
 Dorothy H. Godfrey.  
 Duluth—Centennial Celebration, Aug. 3-12. James W. Kling, 219 W. First St.  
 Mississippi  
 Cleveland—Bolivar Co. Rodeo, Oct. 11-13. Leroy Finley.  
 Newton—Newton State Dairy Show, Sept. 17-22. W. P. McMillan Jr.  
 Sebastopol—Leake Co. Dairy Show, Sept. 3-8. L. R. Anthony.

#### Missouri

Elsberry—Homecoming, Aug. 6-11.  
 Gallatin—Davies Co. Jr. Livestock Show, Aug. 31. Geo. H. Schmitt.  
 Hopkins—Hopkins Picnic, Aug. 10-12. Geo. L. Hill.  
 Linneus—Old Settlers' Reunion, Aug. 9-11. Roy T. Young.  
 Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1. K. K. Blanchard.  
 Maryville—4-H Baby Beef & Pig Club Show, Sept. 24. Kenneth Walkup.  
 Monett—Lawrence-Barry Counties Dairy Show, Sept. 7-8. Helen Sagar, Chamber of Commerce.  
 Pollock—4-H Club Achievement Day, Aug. 4. J. H. Streeter.  
 Queen City—Schuyler Co. Corn & Stock Show, Sept. 13-15. Geo. McCluskey.  
 St. Louis—Mid-America Jubilee, Sept. 1-30. City-County Cavalcade, Inc., 1501 Locust St.

#### Nevada

Ely—Nevada Fair of Industry, Aug. 23-26. P. P. Hoover, P. O. Box 688.

#### New Jersey

Hammonton—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.

#### New Mexico

Gallup—Inter-Tribal Indian Ceremonial, Aug. 9-12. Edward S. Merry.

#### New York

Cooperstown—Jr. Livestock Show, Aug. 7-8.  
 Copake—Holstein Show, Aug. 4.  
 Elmira—Antique Show, Sept. 17-20.  
 Fredonia—Annual Gala Week, Aug. 21-25. Fire Dept.  
 Gowanda—Southwestern Firemen's Convention, July 30-Aug. 4.  
 Montauk—Horse Show, Aug. 5.  
 New York—International Antiques Exhibition and Sale, Oct. 17-23.  
 New York—Mobile Homes Show, Aug. 15-18.  
 New York—National Baby's and Children's Show, Aug. 4-12.  
 New York—National Home Furnishings Show, Aug. 25-Sept. 9.  
 North Tonawanda—Wurlitzer Anniversary Celebration, Aug. 22-25.  
 Saranac Lake—Antique Show, July 31-Aug. 1.

#### North Carolina

Raleigh—National Home Show, Sept. 2-9. E. J. Smith.

#### Ohio

Cincinnati—Zoo Food and Home Show, Aug. 13-25. Jack Hueaser.  
 Clarksburg—Field Day, Aug. 2.  
 Harrisburg—Homecoming, Aug. 10.  
 Lancaster—Central Rural Electric Co-Op Picnic, Aug. 16.  
 Miamisburg—VFW Free Fair, Aug. 20-25.  
 Millersport—Sweet Corn Festival, Aug. 30.  
 St. Paris—Fall Festival, Sept. 22.  
 Scioto—Street Fair, Aug. 23-25.  
 Utopia—Homecoming, Oct. 6.

#### Oregon

Albany—Willamette Valley Ram Sale, Aug. 4.  
 Enterprise—Wallowa Co. 4-H Fat Stock Sale, Aug. 25.  
 Portland—Pacific Intl. Livestock Expo., Oct. 20-27. Walter A. Holt.  
 Portland—Washington Park Summer Festival, Aug. 11-25.

#### Pennsylvania

Clark—Homecoming, July 31-Aug. 4. George Luder.  
 Glymer—Volunteer Firemen's Convention, Aug. 6-11.  
 Conneville—Sequoyia Centennial, Aug. 9-18. Ray Booth.  
 Conneville—Western Pa. Firemen's Assn. Convention, Aug. 13-18. Robert Welsh.  
 Pittsburgh—National Home Show, Sept. 2-9. Irving Wayne.  
 Warrington—Celebration, Aug. 6-11.

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Contest Editor, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**Rhode Island**  
Newport—National Home Show, Aug. 14-19. A. E. French.

**South Dakota**  
Corsica—Dutch Festival, Aug. 31-Sept. 1. Deadwood—Days of '76, Aug. 3-5. Elk Point—Elk Point Carnival, Aug. 16-18. Faith—Annual Stock Show, Aug. 10-12. Grotton—Harvest Festival, Aug. 21. Huron—Pow Wow Day, Sept. 29. Kadoka—Labor Day Celebration, Sept. 2-3. Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3. Lemmon—Jr. Livestock Show, Sept. 24. Miller—Central S. D. Calf Show, Oct. 8. Mitchell—4-H Stock Show and Sale, Sept. 11-12. Mitchell—Corn Palace Festival, Sept. 23-29. Mitchell—S. D. Market Hog Show, Sept. 25. Moberge—50th Anniversary Celebration, Aug. 24-26. Newell—Labor Day Celebration, Sept. 3. Rapid City—Range Days, Aug. 16-19. Sisseton—Kiwanis Club Horse Show, Sept. 3.

Sioux Falls—Tepee Days, Oct. 5-7. Vermillion—Old Settlers' Picnic, Aug. 19. Vermillion—Days of '59, Aug. 23-24. Wagoner—Labor Day Celebration, Sept. 2-3. White Lake—Labor Day Celebration, Sept. 3.

Winner—Labor Day Celebration, Sept. 3. Yankton—Pancake Days, Oct. 12-13.

**Tennessee**  
Adamsville—Adamsville Horse & Stock Show, Aug. 9. Coleman Smith. Athens—McMinn Co. Dairy Show, Sept. 6. Marvin Lowry. Chattanooga—Hamilton Co. 4-H Dairy Show, Sept. 6. Robert Childress. Cleveland—Bradley Co. Jr. Dairy Fair, Sept. 6. W. M. Hale. Greenback—Loudon Co. Dairy Show, Sept. 5. Roy M. Brooks. Lewisburg—Marshall Co. Jr. Dairy & Calf Show, Aug. 24-25. Emerson Burnett. Martin—Weakley Co. Dairy Show, Aug. 9-10. A. M. Walker. McKenzie—Carroll-Weakley Pat Cattle Show, Oct. 23-24. Hob Powell. Murfreesboro—Rutherford Co. Jr. Dairy Show, Sept. 8. Felix E. Knight. Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 9. James T. Guill. Nolensville—Nolensville Jr. Dairy Show, Sept. 1. McNairy Livestock & Dairy Show, Aug. 18. Mrs. Mildred Petty. Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Aug. 10. Mrs. W. K. Fly. Trenton—Gibson Co. Jr. Livestock & Products Shows, Sept. 3-8. Gene Chilcutt. Yorkville—Yorkville Jersey Cattle Show, Aug. 24. Lloyd Kuykendall.

**Texas**  
Alice—Coastal Bend Livestock Show, Oct. 25-27. Mrs. Mary Herbert. Big Spring—Big Spring Rodeo, Aug. 1-4. E. P. Driver. Corsicana—Corsicana Livestock Show, Sept. 24-28. R. W. Knight. Dalhart—KIT Rodeo & Reunion, Aug. 3-4. Nick P. Craif. Dallas—Dallas Gift Show, Sept. 2-3. E. Paul Jones. Southland Life Annex. Dublin—Dublin Rodeo, Aug. 20-Sept. 1. O. E. Leatherwood. Gladewater—E. Tex. Quarter Horse Breeders' Show & Races, Aug. 20-21. Houston—Gift & Housewares Trade Shows, Aug. 19-21. Kaufman—Kaufman Co. Livestock Show, Aug. 30-Sept. 1. Wm. D. Percy. Kerrville—S. Tex. Sheep Dog Trials, Aug. 2-4. Kerrville—Angora Goat Show & Sale, Aug. 2-4. P. E. Gulley, Uvalde. Orange—Orange Jaycee Rodeo, Aug. 30-Sept. 1. Henry Bland Jr. Pampa—Top of Texas Rodeo & Kid Pony Show, Aug. 8-11. E. C. Wedgworth. Rock—Lions Club Rodeo, Aug. 8-11. Leo Pledger. San Antonio—Exposition Americas, Oct. 2-7. Ralph W. Stevens. Tyler—Tex. Rose Festival, Oct. 19-21. Frank Bronaugh. Chamber of Commerce.

**Utah**  
Brieham—Peach Days, Sept. 7-8. Cedar City—Southern Utah Livestock Show, Sept. 8-9. Ferron—Southwestern Livestock Show, Aug. 3-4. Nephi—Suffolk Sheep Show, Sept. 6-8. Ogden—National Home Show, Sept. 22-29. Richfield—Jr. Livestock Show, Aug. 23-25.

**Washington**  
Billeyard—Billeyard HJ-Jenks, Aug. 16-18. Kamiah—Barbecue, Aug. 31-Sept. 3. Seattle—Wash. Jr. Poultry Show, Oct. 2-3. John G. Wilson, 814 2d Ave. Bldg.

**West Virginia**  
Elkins—Mountain State Forest Festival, Oct. 4-8. James A. Hartman, U. S. Forestry Bldg. Kingwood—Preston Co. Buckwheat Festival, Sept. 27-29. Mary Stemple.

**Wisconsin**  
Milwaukee—Wis. Sports Show at State Fair, Aug. 18-26. Willard Masterson. Reedsburg—Dairy Days Festival, Sept. 13-15. Lions Club. Reedsburg—Lions Club Dairy Days, Sept. 13-15. James Garn. Reseville—Centennial, Aug. 15-19. A. W. Strehlow, P. O. Box 1. Waukesha. Waukesha—Labor Celebration, Aug. 31-Sept. 3. A. W. Strehlow, P. O. Box 1.

**Wyoming**  
Casper—Labor Day Celebration, Sept. 3. Devils Tower—50th Anniversary Celebration, Sept. 23-24. Riverton—50th Anniversary Celebration, Aug. 15-18. Sheridan—All American Indian Days, Aug. 3-5. Shoshoni—Shoshoni Water Carnival, Aug. 4-5.

**CANADA**  
**Alberta**  
Calgary—National Home Show, Sept. 2-9. Arthur Gilbert.

**British Columbia**  
Penticton—Penticton Peach Festival, Aug. 16-18. Victoria—National Home Show, Sept. 22-29. Arthur Gilbert.

**New Brunswick**  
Charlottetown—Old Home Week, Aug. 13-18. Prince Edward Island. Shediac—Shediac Lobster Festival, Aug. 14-18.

**Ontario**  
Brooklin—Intl. Flowering Match, Oct. 9-12. Leamington—Tomato Festival, Sept. 7-8. St. Catharines—Niagara Grape & Vintage Festival, Sept. 29.

**Saskatchewan**  
Estevan—Old-Timers' Picnic, Aug. 28. Saskatoon—Daily Cattle and Swine Show and Sale, Oct. 11-12.

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

**Parcel Post**  
Bluestein, Morris (Hat), 30¢  
Cooper, Jerry (Magazine), 10¢

Craden, Sam K. (License Plates), 23¢  
Hooe, Mrs. W. E., 35¢  
Lee, Tona, 20¢  
Ruth, Willie Lee, 10¢

Abbott, Kelly  
Adams, Mike  
Aikin, Chas.  
Aldon, James  
Anderson, Bert  
Andronoski, John  
Ansell, Albert W.  
Ansher, Sam  
Aronstein, Sam  
Ayers, C. W.  
Ayotte, Frank W.  
Bacon, Earl  
Baker, Walter E. (Buddy)  
Barber, H. Allen  
Barlock, Barney  
Barnes, James  
Barrett, Frank  
Barton, Hank & Mrs.  
Bartlett, Mary  
Beckwith, Gerald  
Bedka, W. W.  
Beebe, Raymond W.  
Bernstein, Lew  
Billock, Bill  
Bigaulo, Mrs. Shella  
Billen, Steve  
Borden, Ernie  
Borm, Bill (Russian)  
Born, Henry  
Bowman, C. T.  
Bowman, Mrs. Charlie  
Bradley, Henry B.  
Branan, J.  
Brod, Francis  
Brodwin, Ralph  
Brooks, Rebel  
Brown, Mary & Jessie  
Brownell, W. H.  
Bryand, Chuck  
Buchanan, T. K. (Pat)  
Buckanna, Tommy  
Burdick, Edmund R.  
Burlison, Mr. Gene  
Burns, Wm. E.  
Campbell, Mrs. E. F.  
Campbell, Ronald Lee  
Capt. Ernest Engerer  
Cardwell, Mrs. Skippy  
Carter, Miss Jay  
Casey, James  
Cassman, Hoppy  
Chapman, James  
Chilton, Robt. T.  
Clerry, John  
Cliche, (Picher, Okla.)  
Citarelli, Edw.  
Claxson, Mrs. Rose  
Coleman, Richard  
Condrick, Richard  
Cook, Jack  
Cooke, Dan & Klay  
Cooney, J. C.  
Cowhan, Wm. (Bingo)  
Cox, Bill  
Crawtree, Harry  
Crawford, Mrs. Edna  
Crawford, Mrs. E. V.  
Cramer, Jack  
Cuba, Mrs. Francis  
Cucco, Robert Jean  
Cupps, William  
Curtis, Harold  
Cutsinger, Thos.  
Dale, William (Curley)  
Daniels, Ronnie  
Darymple, Marcylyn  
Dausco, Jerry  
Edley, Ed  
Dean, Russell E.  
Dearduff, Ray  
Decker, Joyce  
Deffendoll, Glenn  
Defford, Roy L. & Mrs.  
DeWald, Bonnie M.  
Demeter, Frank  
Denlike, Norah  
Denton, Al. Audrey  
Denton, W. L.  
Dixon, Whitey  
Drake, Robert B.  
Duncan, Yo Yo  
Dunning, Don, Mgr.  
Dunson, (Skin Models)  
Duran, Martha  
Eddels, Harry F.  
Edwards, Wm.  
Elam, Jack  
Ellis, Alice R.  
Ellis, Frank & Gladys  
Ellsworth, F. J.  
Erickson, Eric  
Evans, Dan  
Evans, Meris  
Evans, Ray  
Everschor, Edw. & Mrs.  
Ewing, Burton H.  
Exler, Joseph  
Fallor, Harry  
Farlen, Harry Ernest  
Festa, Mrs. Daniel  
Fineman, David  
Fireside, Isidore  
Fisher, Frank (Jockey)  
Fisher, Geo.  
Fitch, Troy & Mrs.  
Fitzgerald, A. Clifton  
Flax, Harry  
Foley, James H.  
Forzie, Jean Alice  
Forkum, Tex  
Frank, Edw.  
Frazier, Jean G.  
Fuller, Johnnie  
Gallagher

Ridings, Chas.  
Ridings, Master Jesse  
Riley, Ray  
Rochman, Al  
Roderick, J. Carey  
Rogers, Clifton A.  
Rogers, Jess (Rider)  
Rollins, Joe  
Rose, Blacky  
Roos, C. H.  
Rowell, Bob & Mrs.  
Roselli, Samuel  
Russell, June  
Ruster, Harry (Clown)  
Sales, Bill  
Scatter, Sammy  
Scheidt, Canary & Mrs. Melody  
Schlavo, Joe  
Schmersahl, Arthur  
Schuman, Leon  
Scott, George Thomas  
Scott, Mickey  
Severance, Charles  
Shaffer, Billy  
Shamoon, (free act)  
Shick, Carl  
Sharp, Sonny  
Sharps, Mrs. Cloate  
Shrew—Road Show  
Sisk, Frank L.  
Smith, James V.  
Smith, Marvin V.  
Smith, Roy  
Smith, William A.  
Snyder, Wm. L.  
Snelling, Wm. L.  
Snyder, Adelaide M.  
Sparkman, Mrs. Bob  
Sparton, Orlo  
Stacy, Woodrow & J.  
Stafford, Delores  
Staley, John & Mrs.  
Stanley, Barbara Jane  
Stanley, Dinah  
Stanley, Ralph  
Stephens, Denise  
(Alberto Zeppe Riding Troupe)

Stevens, M. A.  
Stewart, Eddie  
(Tex) & Mrs.  
Stien, Jack  
Stover, Mrs. Charles  
Strahl, Edward & Mrs.  
Strickland, W. A. (Bill)  
Suber, Chuck  
Sudduth, William F.  
Sutrain, Herman & Mrs. Martha  
Swank, Ruth  
Suzinsky, William  
Tape, Buford L.  
Taylor, Mrs. Irene H.  
(Bumps or Edgin)  
Taylor, Bob  
Taylor, John W.  
Taylor, W. C.  
Templeton, Francis  
Theodore, Mack  
Thompson, Eugene  
Thompson, Sylvia  
Tolley, Dickey E. W.  
Tolby, Virgil  
Trotman, Ross  
Tumber, W. R. (Bill)  
Uhl, August  
Vanteen the Magician  
Vogel, Bennie  
Walker, Howard A.  
Wandol, John  
Ward, Travis C.  
Weiler, S. E.  
West, Walter & Mrs.  
Whipple, Rance J.  
White, Pat  
Whittemore, W. E.  
Whitite, W.  
Williams, Johnnie & Mrs.  
Wilson, Dime  
(Table Rocker)  
Wilson, Earl  
Wilson, Jimmie  
Witke, Cash Leslie  
Wingfield, Red  
Wisny, Wm. Frieda  
Worth, Ritchie S.

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

NEW YORK LIST  
Belasco, L.  
Burns, Larry R.  
Burns, William E.  
Cinname, Mr. & Mrs. Eddie  
Diana  
Edwards, Hal  
Huntor, Albert L.  
Jabara, Louise  
Jenkins, R. A. (Doc)  
Johnson, Edward A.  
Karp, Vincent  
King, Mary Jane  
La Chance, Norman  
Lang, Paul  
Larkin, Red  
Lasso, R.  
Lester, Herbert  
Lorraine, Blanche  
Long, Madeline  
Miller, Bob  
Miller, R. R. (Lucky)  
O'Brien, Wilmer J.  
Pellone, E.  
Porter, Mary  
Rescatti, Joseph F.  
Schafer, Mr. & Mrs. Jack  
Sensation, Mr.  
Silm and Joan  
Snyder, Ed (High Act)  
Sudan  
Sutton, Vivian Van R.  
Thompson, Ann  
Thompson, Robert  
Thompson, Lilley  
Wintersole, D. J.  
Wolfson, A.  
Wotasek, Richard  
Zane, Mr. & Mrs. Horace S.

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Ayers, C. W.  
Brown, Sally  
Burns, William E.  
Buchanan, Thomas K.  
Claire, Hans  
Copping, Orbin H.  
Floyd, Mrs. Don  
Erickson, Terry  
Hale, Kenneth  
Karns, Jack  
Karno, Ben  
Kobacker, Robert  
Miller Bros. Circus  
Shepard, J.  
Smith, Joseph  
Swinnea, William L.  
Barlow

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Butterbaugh, G. W. Miller, Mrs. Dorothy M., 6¢

Adkinson, Gordon  
Anthony, Corine Ioa  
Anthony, Marjorie I.  
Ard, Bert (Silm)  
Barrett, Mr. & Mrs. L. H.  
Baylor, Clifford J.  
Beebe, Raymond W.  
Bennett, E. M.  
Bennett, Jack  
Benson, Harry E.  
Bishop, R. I. (Red)  
Boatwright, B. E.  
Boswell, Mae & Bill  
Boudreau, A. A.  
Brooks, Mrs. Hattie  
Brown, Jack & Doris  
Burns, William E.  
Burns, W. J.  
Burto, L.  
Cabot, Nita V.  
Camp, Robert John  
Camp, Mrs. Maxine  
Canipe, Mrs. Flora  
Chandler, Alfred  
Charles, Michael  
Church, Curtis  
Cockerham, Dale E.  
Cozart, John  
Ctibor, Leo C.  
Curtis, Joe  
Daubenspeck, R.  
DeWitt, Ted R.  
Duncan, Douclass  
Edwards, C.  
Edwards, J. D.  
Flynn, Jack L.  
Fraker, Richard  
Fuller, Mrs. Margarette  
Fuller, Mrs. Peg  
Gawle, Kathleen  
Gibson, Mr. & Mrs. Clifford  
Gibson, Zona M.  
Gluck, Jack  
Gunter, Bill  
Hagen, Ollie L.  
Hall, Silm  
Hanes, Ruth  
Hans, Grant B.  
Harris, William Earl  
Havill, E. A.  
Henderson, Mrs. Gaylor  
Herrick, Carl  
Holman, Robert  
Horton, Susan  
Hosteller, Vera  
Hosteller, Max  
Hovells, Red

#### Parcel Post

Howard, J.  
Jackson, Harry H.  
Jurden, Donald  
Klatzka, Roger  
Kloetzke, Bob  
Klaus, Freddy  
Lusk, Dewey  
Klebsch, Karl  
Leebey, Aly Meeshale  
Lowe, Tommy  
Loy, Verna  
Lyons, Charles W.  
McCabe, Mrs. Ruth  
McCandless, Marvin  
McClain, O. C. & Mrs.  
McCannell, Kenny  
McDonald, B. C.  
McLaughlin, Dick  
McLeondan, Leon  
McMillan, R. J.  
Mason, Edward  
Malbin, Edward  
Marton, J. M.  
Mason, Tommy  
Matejewski, Chester  
Maynard, Mrs. A.  
Middleton, Odell  
Miller, Carl  
Mills, Melvin E.  
Miner, H. L.  
Minser, Clyde  
Mitchell, Gordon C.  
Mitebew, John W.  
Morrison, Melvin  
Mort, Carl  
Murphy, Fots  
Nasworthy, Mr. & Mrs. Frank  
Nell, James  
Newcomer, L. E.  
Olinphant, Mrs. Evelyn  
O'Reilly, Mr. & Mrs. Jimmy  
O'Reilly, Jerry  
Patrick, (Friday)  
Payton, William  
Peach, V. M.  
Pendleton, Charles  
Perkins, Clifford  
Perron, Ernest A.  
Pierce, Carl E.  
Pierce, Mrs. Vivian M.  
Piland, Jimmie  
Pincley, Viola  
Pretty Boy Rochie  
Raz, Elio  
Rachman, Harry

# N. Y. Coliseum Lawsuit

Continued from page 83

The Daily Mirror said in a press release that it fully owned the New York Sportsmen's 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 "wilfully appropriating to itself the property, reputation, good will and high standing of plaintiff." The Mirror's title, it is charged, is closely allied to that used by Eisner's firm.

### Hold Renewal Promised

The Coliseum Exhibition Corporation's principals, it is claimed, promised Eisner that he had the right of first refusal on leases at the Coliseum for the traditional period each February, and that on such promise he went ahead with the Kingsbridge productions solely to preserve continuity.

Because of the custom, practice and usage of show contracts, Eisner holds, and since he had the 1957 dates signed, there was an implied contract for 1958 and thereafter.

Eisner's stand is backed by the Exposition Management Association thru its president, William S. Orkin (Do-It-Yourself Show), and treasurer, William C. Copp (Radio Engineering Show). Copp and an EMA committee called on Smadbeck in order to straighten out the sports show matter, Copp reported, and were told that while repeat dates were available for Coliseum shows, such was not the case with the sports date, on orders from Spargo.

"The representatives of the Coliseum," Eisner said, "have in effect taken a show property from its owner and have given it to one newspaper as a promotion. . . . For the past two years . . . in Kingsbridge Armory . . . we have earned the respect of the community, participant sportsmen and the writers and editors who cover the event.

"A major precept in the production of this type of show is that of continuity. We had every assurance that our show, after its tenure in Kingsbridge Amory, would find itself permanently established in the Coliseum. Instead,

Mr. Spargo and Mr. Smadbeck have locked us out . . . in favor of an unknown show."

Eisner said that without the Coliseum "we might as well not be in business in New York."

The Mirror has not yet replied to the charges. New York Exposition produces, in addition to the National Sports and Vacation Show, the Rochester International Sports and Boat Show, and the Eastern Fishing Tackle Show.

The injunction demands of New York Exposition are that The Mirror be denied the right to use the sports show name it has advertised in trade journals, that defendants be kept from interfering with Eisner's leasing of space for 1957 and from interfering with that event, and that the implied contract for 1958 be awarded to Eisner.

**28" CUDDLY BEAR**  
Taffeta and Rayon Cloth  
Plastic Face  
Full Body, w/bag  
Cotton Stuffed  
\$15 Dozen \$13.50  
in 6 Dozen lots

**32" PLUSH BEAR \$18.00**  
\$19.50 doz., in 6 doz. lots

**30" CLOWN OR DOLL FACE \$8.40**  
Plastic Face, Rayon Silk Body, Cotton Stuffed, \$9.00 Dozen. In 6 Dozen Lots

**\$6 DZ. SPECIALS!** Minimum Order  
All in Pilo Bags! 3 Dozen  
24" Taffeta Clown/Doll.  
10" Plush Scotty, astad, colors.  
IN GROSS LOTS... \$5.75 dz.

Send for FREE Catalog and closeout lists F.O.B. N. Y. C. 25% dep., balance C.O.D. if not rated.

**ACE TOY MFG. COMPANY**  
536 Broadway, N. Y. C.  
WA 5-3234

**MIDGET BIBLE**  
New edition. Has last super, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp. (1 1/4" x 1 1/4") yet clearly printed and every word legible. Black gold printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices 90¢ doz., \$4.70 per 100. F.O.B. Detroit; add postage; C.O.D. or cash. Special low jobbers & quantity prices. Send for Wholesale Catalog of 3000 novelties. **JOHNSON SMITH & CO., Detroit 7, Mich.**

**ONE OF 1,000'S**  
TRI-COLOR SIGNAL LIGHT. A 3-way spotlight flashlight, 400-foot beam. Push button gives you 3 colors, red, white, green. Takes 2 standard batteries. Gross \$40.00. DOZEN \$340.00. SEND PAYMENT F.O.B. NEW YORK

**MILLS SALES CO**  
Cut Rate WHOLESALERS Since 1916  
26 West 23rd St., New York 10, N. Y.

The bag for premiums, incentive awards, gifts or prizes!

**THE RIVIERA**  
by EMBASSY  
in Extra-Heavy 100% GENUINE LEATHER

Each bag PRE-PRICE TICKETED and luxuriously GIFT-BOXED (cellophaned window top)

**FEATURES:**  
• Tooled front & back  
• Inside zipper  
• 45" adj. shoulder strap  
• New tooled design  
• Spring turn lock  
• Saddle stitching  
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**\$30.00 Per Dozen Style #3333**  
Terms: 25% deposit, bal. C.O.D. Sample bag—\$4.00 (postage incl.) Colors: Natural, White Bark, Ginger, Black, Brown, Red.

**Embassy P.P.I.N.C.**  
38 WEST 32nd ST. NEW YORK, N. Y.

## Juke Operators' Bandwagon Is Named Diversification

• Continued from page 1

or not to diversify" is no longer a question for increasing numbers of music operators, but a requirement.

Simple economics dictates to music operators that more kinds of equipment serviced by the same man is bound to increase net profit. Besides that, operators completely satisfied with their profit on music equipment only, or primarily, must meet competition offered by those with complete packages or lose business. Along this same line of thinking, even operators whose locations are not endangered by this package-competitor figure that there's no sense waiting until the lion is at the door, and good sense in tying up a location with a pack-

age to discourage such competitive tussles.

### Other Business

Aside from the majority of operators diversifying because of economic or competitive reasons, there is a small number of large, experienced operators who are diversifying with music equipment outside juke boxes such as commercial background music systems, home phonograph and high-fidelity equipment. At the same time, fewer operators are apparently moving into background music expansion than are diversifying by jobbing coin-operated equipment or even operating record one-stops.

An apparently much smaller group of music operators than any of those mentioned will continue to specialize in juke boxes only or primarily. They see no advantages in diversifying, many advantages in specializing.

### No Panacea

Diversification is by no means a panacea for economic ills an operator may have. It is true, of course, that in most cases where dime-per-play has replaced nickel play, the basic economic reason for diversifying has been largely removed. But even then, keen competition can force the operator to diversify. An even more important point is that diversification can, and sometimes does, boomerang. With three or four different kinds of machines in a tavern, for example, the temptation is strong, in order to place them, to allow the tavern owner an exceptionally high and unprofitable commission 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 operator can still realize a greater profit than with a juke box only. But such a practice in areas where it has been used wrecks not only the possibility of subsequent conversion to dime play, but also does great

harm to an operator's future arguments when increase in commissions on juke boxes may be required.

There are basically three points-of-view of music operators on the whole matter of diversification versus music machine specialization.

One is that diversification will continue to increase because the costs of doing business with music machines only have risen so high without a corresponding increase in income that operators are forced to seek additional means of revenue.

A second is that increased diversification is a simple requirement of today's music operating because competition is so tight that the music operator must overlook no opportunity to satisfy the needs of any location, and at the same

(Continued on page 117)

## Miss. Ops Try 10c Price Tag To Check Cuts

YAZOO CITY, Miss. — Rising operating costs and a substantial drop off in summer juke box play are turning the tide for dime play in this area.

Operators thruout the State are reporting successful dime play tests, and if conversions continue to be made at the same pace, dime play will blanket the territory considerably sooner than anticipated.

One of the most recent to get behind the move was Bert Shive, head of Yazoo Novelty Company here. Shive said that he planned to convert his entire route to dime play just as quickly as possible.

"The reasons," Shive said, "is a bad summer fall in play and higher operating costs. The additional income anticipated from dime play is necessary for continued operations."

Mississippi operators are patterning their conversions after the switch made in Memphis a little over a year ago.

## Union Moves To Organize Boston Area

BOSTON—A movement to organize all levels of coin machine employees has begun in the metropolitan area by the National Union of Automatic Equipment & Coin Machine Operators' Service and Repairmen. Representatives of the union have been contacting operators in this area and in parts of New Hampshire for about three weeks.

Some progress has been reported, but it was said that no definite plans will be known for about three weeks. At present there is no union representing the coin machine industry here.

The Massachusetts Music Operators' Association is keeping in touch with the organizing activities and is watching the situation closely. Members are not opposed to a well-run union, and if the AECMOSR group is successful in its efforts here, the association will act as intermediaries for the music operators.

## N. J. Assn. at 33% 10c Play; Quota Is 2,000

NEWARK, N. J.—The Music Guild of New Jersey has announced that dime play conversions in the State are approximately at the one-third mark. According to the association's music merchandising and promotion committee, which reports weekly on the progress of member changeovers, 1,241 phonographs had been changed by members as of July 23.

The association has set a quota of 2,000 conversions by September 3. To reach this mark, 126 phonographs must be changed to the dime price tag every week until Labor Day. If successful, the State would be about two-thirds converted.

The latest report represents an increase of 50 per cent compared with July 9 totals.

## Congress Bypasses Juke Royalty Issue

• Continued from page 18

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 York Corporation, Seeburg distributor with headquarters in New York City, will move to new offices here August 1. The firm's new location will be at 171 Park Avenue, East Hartford.

A highlight of the new offices will be a complete record one-stop for operators. Other features include a modern showroom and offices, and a complete parts and service department.

Atlantic New York also distributes amusement equipment for Gottlieb and Williams manufacturing companies.

floor. While legalists for both sides of the juke exemption hassle have presented their views to the subcommittee (The Billboard, March 24), large numbers of music operators across the country would want to have more voice in the matter.

The present juke box exemption stems from a Copyright statute which says: "The production or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Should a political upset cost the Democrats their majority in the Senate next session, Sen. Alexander Wiley (R., Wis.) would be chairman of the powerful Judiciary Committee. Wiley has shown sympathy for the less opulent operators in the entertainment field. In the closing days of this session, he championed the dropping of excise on admissions of \$1 or less, largely for the benefit of hard-pressed operators of small movie theaters.

### EDITORIAL

## No New Answers Needed

Alarmists are busily trying to peddle to juke box operators new answers to two old problems. The problems are costs and competition.

New answers are not needed. The tried-and-true ones still work. They only need to be used.

Faced with unprecedented competition and record costs—as in today's operating picture—two developments appear. One is bigger and bigger firms. Another is increased diversification.

We have been devoting considerable space in these pages reporting the facts on these two developments. In this issue alone, there are two articles detailing current developments in diversification.

But neither of these developments—nor the problems of costs and competition which led to them—requires new answers.

### Much Learned

The juke box operating business has come a long way in the last decade. Established operators have learned much.

That they have learned well is a matter of record. It is true that the days of the fringe, marginal operator appear numbered. Things do not look good for him today. But they never have.

The basic reason for unsatisfactory profit where it exists today—as yesterday—is this:

The lack of operating management to apply the basic answers—to sell, merchandise, and plan its business continuously and realistically.

Established operators know this. The answers to costs and competition have come of long, hard experience.

Over the years, many new answers to these same problems have been offered. Operators have always been required to reject them.

Nothing can take the place of basic truths in any business.

## Ol' Swimming Hole New Summer Tonic

### Music Ops Begin Cashing in on New Types of Juke Box Locations

CHICAGO — The perennial search for "new and different" kinds of locations to hype juke box collections, especially during the summer months, is beginning to show results. During the past few months, operators have been coming up with a variety of these new locations, covering everything from outdoor swimming pools to miniature golf courses.

And because the locations are different, they may open the door to a string of new summer and year-round juke box spots. New kinds of summer locations, for the most part outdoor installations, include swimming pools, golf ranges, miniature golf courses, ice cream and root beer stands and refreshment lobbies at drive-in movies.

Year-round spots include regular movie theater lounges, hotel rumpus rooms and swimming pools and school cafeterias.

To a music operator there are two kinds of new locations. First there are the average spots just

opening up or: in the process of changing operators—both are similar to most other juke box locations. They represent something new only to one operator.

### Unusual Spots

The second type are best described as unusual. They can be new sites or old, but in either case they are not normally thought of as juke box locations, such as the swimming pool.

Competition makes the ordinary new location a touchy proposition, tho they can be excellent locations. Often the spot in question is available only because another operator pulled out because of poor collections. If it's a new spot opening up, chances are competition will be keen, and as a result location commissions may get out of hand.

With the unusual location it's a different story. These spots, if successful, provide all operators with a new source of revenue. They can develop into year-round spots or

(Continued on page 124)

## Prep Rock-Ola 200 for Entire RMC Distrib Org.

CHICAGO—Over 50 distributors—representing both U. S. and export firms—will be on hand at the Beldon Stratford Hotel here August 8-10, when Rock-Ola Manufacturing Corporation unveils its new 200-selection phonograph. Total attendance at the showing is expected to top the 150 mark.

Wayne Bradfield, advertising and sales promotion manager, said that all domestic distributors, as well as a number of Central and South American and Canadian distributors had notified the firm that they would be on hand. Most distributors, Bradfield said, indicated that they would be accompanied by their sales and service managers.

The three-day meeting will concentrate on sales promotion and service maintenance, but will cover every phase possible of the new 200, Bradfield said.

Officials of Rock-Ola declined to comment on the appearance and mechanical operation of the new model. "Operator showings," they said, "will be held as soon as possible following the distributor unveilings."

Distributors will also hear Bill Gove, vice-president of EMC Recording Company, talk on sales psychology. A banquet has been scheduled for Thursday (9) evening.

David C. Rockola, president, and Ed Ristau, director of sales, will direct the meetings.

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 Gazzoli, head of Star Novelty Company here, that he is now converting his entire route to that price.

Undaunted by reports of competition, location owner and public resistance and lower takes, Gazzoli began changing over to dime play last March. He is now approximately 90 per cent converted to the higher price.

"I decided to change to dime play while making a trip to Chicago," Gazzoli said. "I stopped at a few restaurants along the way and noticed that the music equipment was operating on dime play. I checked with the location own-

ers in each spot and found out that the local operator had enthusiastically sold the owners on experimenting 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 same sort of system and sales talk couldn't work here. So when I returned I began changing the price."

Gazzoli pointed out that operators can sell location owners easier on four plays for a quarter than three plays for a quarter. "It's not as much of a blow to their customers," Gazzoli said.

"Most of our customers," he stated, "were farsighted 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 enjoyed the biggest collection receipts in the firm's history last May.

**No Summer Drag**

Star also feels that the switch to dime play will eliminate the summer slump problem this year.

Known thruout the St. Louis area as "Mr. Star," Gazzoli recently bought out his partner Al Librach and became sole owner.

Star Novelty Company's lines include phonographs, amusement games and vending machines. Recently the Star building was completely remodeled and equipped with air conditioning. A warehouse in the rear permits indoor storage for most of the firm's trucks and all-weather loading and unloading of equipment.

One of the services which continues to bring Star a good deal of publicity is phonograph rentals, something which has almost disappeared from St. Louis coin machine circles in recent years.

## WURLITZER INKS ARTISTS, ACTS FOR POW-WOW

NORTH TONAWANDA, N. Y. — The Rudolph Wurlitzer Company, which has been on an entertainment recruiting spree for the past three months, announced last week that it had inked Paul Benson to emcee its Centennial Celebration pow-wow August 23-25.

At the same time, the firm listed a dozen other acts to be on hand for the festivities. The entertainment roster now features everything from recording artists to high wire circus performers.

Working together to get the show ready are producer Don Francisco, talent consultant Charles C. Stuart, emcee Paul Benson, musical director Dave Cheskin, choreographer Buster Burnell, and Hale Decorators in charge of scenery.

## COINMEN YOU KNOW

### Chicago

By KEN KNAUF

**HAIL BOMBS COIN MACHINE CAMP.** The city's Northwest Side, where most of the local coin machine plants and offices are located, is still recovering from the big hailstorm which hit here recently. One of the hardest hit was Ted Rubenstein, Marvel Manufacturing Company. Hailstones the size of golf balls demolished the roof of the Marvel building, and Ted said: "After this, there just weren't enough umbrellas to go around."

Gil Kitt, Empire Coin Machine Exchange head, looking to a big pre-fall business. Joe Robbins, sales manager, reports Genco's State Fair Rifle Gallery and United's Pool Alley game moving well. Roadman Jack Burns is back in town for a few weeks at the Empire offices. . . . Couple guys who cut their lunch hours short are Vince Shay and Stanley Levin, All-State Coin Machine Exchange, always busy on the telephone.

Sam Gensburg, Chicago Coin Machine Company co-head, charting a trip this week. . . . Al Thaelke, United Manufacturing Company sales representative, back home at the United plant for a spell. . . . Carl Johnson, sales manager of Chicago Emco Corporation, has a new economy-priced pool game on the market this week. . . . Matt Kruzick, Fort Worth, Tex., expected in town this week to show the trade his coin-operated golf putting game model.

Al Schlesinger, managing director of the National Coin Machine Distributors' Association, spent several days last week hobnobbing in New York City. He visited with many old cronies, talked up association plans. Among those he saw were Dave Simon and Dave Berger. Al reported that Ben Haskell, of Haskell & Blatt, legal counselors for the New York City game operators' association, is recuperating from a heart attack and doing very nicely. Ben spent a long four-week stretch in the hospital.

Ed Ratajack, AMI, Inc. sales director, busy planing between here and Grand Rapids the past few weeks, reports new sales set-up working out fine. Reports John Haddock and Bill Fitzgerald, AMI president and advertising and sales promotion chief, respectively, enthused over reception accorded their hi-fi equipment at the NAMM show in New York last week.

Paul Huebsch, J. H. Keeney & Company sales manager, took off  
(Continued on page 109)

## MUSIC OPERATOR FORUM

# Why Do 5 Out of 6 Firms Diversify?



(Editor's Note: This is the first in a series of Music Operator Forums covering diversification. This week's article concerns itself with methods of diversification and reasons why operators feel it's necessary.)

Five out of every six music operators are diversified operators. Why?

According to operators participating in this week's Music Operator Forum, there are three basic reasons for diversification by a juke box operator: Diversification increases per location income, reduces competition, and fulfills location demands.

As the accompanying chart shows, 83 per cent of all MOF operators handle some coin-operated equipment other than juke boxes. Types of equipment most often added to juke box routes include shuffle and pool games, and pinballs.

Other businesses, such as record stores, background music operations, and radio and television sales plus repair shops, also account for a healthy slice of the operator's extra time. These fields will be covered in a future Music Operator Forum.

Oddly enough, most operators diversify their operations, not because they want to, but because they feel they have to. A New York operator put it this way: "We would like to specialize in juke boxes only, but with competition getting heavier all the time, and location owners continually requesting other type of equipment, we have no choice but to add other lines. As long as conditions remain the same, we will continue to furnish our locations with full line service."

Another operator looked at diversification from a different angle, but wound up with the same answer: "Our income is governed by two conditions. The first, the number of locations we have. The second, the number of new locations we can get. Because new locations are scarce and competition for them is keen, an operator has a better chance to boost his revenue via his old locations than by seeking new ones. The only possible method of increasing collections in a given location is by adding more equipment. As long as a location warrants the investment, we'll supply it with everything from music to vending machines."

A third operator pointed out still another reason: "We have to service our music locations regularly whether we have additional types of equipment on location or not. So, why not divide service costs and overhead between two

or three types of equipment rather than lumping it altogether on music?"

Rising equipment and operating costs are considered the biggest factors behind the trend to diversification. Even music, tho called the backbone of the operating business by many operators, needs some help once in awhile, asserted MOF operators.

Nearly as many operators regarded competition as the biggest force behind diversification. Operators explained there is far less chance of a location owner changing operators when more than one piece of equipment is installed.

Operators also stated that most location owners preferred to have one operator handling all equipment rather than a different operator for each machine.

It was generally agreed that rural operators were in a better position to diversify their routes than city or metropolitan operators. Less traveling time is required when servicing a city route, compared with a country route, and therefore, the savings in service costs are not as great. Then, too, specialized vending operators are more apt to be headquartered in or near cities because they cater to large stores or factories where traffic is heavy.

### HOW THEY VOTED

- Do you operate any types of coin-operated equipment besides juke boxes?  
83% Yes  
17% No
  - If you do operate equipment in addition to juke boxes, what kind?  
100%  
78% Shuffle and/or pool games  
69% Pinballs  
57% Gun games  
36% Cigarette venders  
16% Other vending machines  
12% Kiddie rides  
5% Food venders
  - Rate in order of importance the factors you think most responsible for operators diversifying with equipment other than juke boxes.  
42.6% Increase net income  
31.2% Reduce other operator competition  
26.2% Location requests
- \* Answers to question No. 2 totaled 273 per cent because each operator was asked to list all types of equipment operated other than music machines.

### Music First, But . . .

RALPH LEITER, Sedalia, Mo.: "While music is still the backbone of the coin machine business, to be successful today an operator must add gun games, vending machines and any other kind of coin equipment a location desires."

O. RODGERS, Salinas, Calif.: "Games and vending machines are only a side line with us. We install them when a location owner requests them to protect our music locations."

BUDDY BLACK, Mexico, Mo.: "We concentrate on music, but feel that vending and amusement games help cover the slow months. Diversification also gives an operator the opportunity of establishing better contact with location owners."

G. M. SHRINER, Bedford, Pa.: "We feel there will be more diversification inasmuch as all coin-operated equipment can be serviced at the same time. However, we also feel that operators could do a better job of operating music machines."

### Town Size Important . . .

NORVAL LEVY, Philadelphia: "In concentrated areas, such as large cities, I believe specialization is predominant. When distances between stops increase, I think operators are more apt to diversify with such lines as pinballs, cigarettes and candy."

TONY TRUCANO, Deadwood, S. D.: "We believe that operators must turn to venders other than music to stay in business in our sparsely populated part of the State. The cost of operating music alone is too high. By diversifying an operation with other types of equipment, an operator is able to reduce service costs per location."

FRANK SURAL, Saginaw, Mich.: "We are operating more games because it gives us an opportunity to boost per-location income. It helps balance income over a long period of time too."

### Blanket Coverage . . .

DUANE KNUTSON, Fertile, Minn.: "You have to diversify your route and 'blanket' your locations with every type coin machine wanted. Vending machines require more time, but work in nicely with any coin machine route."

GEORGE R. RHODES, Uniontown, Pa.: "The music operator must, in order to protect his good spots, furnish his locations with all coin-operated equipment necessary to keep out competition. I have a working agreement with a local cigarette vendor, where I promote his machines and he in turn promotes mine. All other equipment I operate myself."

WILLIAM P. REPEN, Denver: "We plan to cover each of our locations with every coin machine they want."

CALVIN D. OTT, Eugene, Ore.: "Most location owners want one operator to handle all their coin equipment. Music operators cannot make it any more on music alone, they have to cover their locations with all kinds of equipment to hold up profits and cut service costs."

F. E. NOSBERG, Mankato, Minn.: "We believe that as operators get more equipment (juke boxes) and larger routes, the tendency is to diversify and cover the location's requirements in games too. If an operator does not diversify, he stands to lose a location to another operator who moves in the game equipment."

### Economic Factors . . .

H. PEARL, Trenton, N. J.: "The trend is to greater diversification. The high cost of operating requires more revenue from locations already covered. Personally, I don't like to overlap businesses, but I must look at it from an economic viewpoint—my likes and dislikes can't enter into it when it means losing locations to my competition or reduced revenue."

W. G. THOMAS, Indiana, Pa.: "I think operators will be adding more types of coin machines to their routes because of higher service and equipment costs. Music, altho good, needs something to offset slack periods."

A. K. MORSE, Medford, Ore.: "I believe that there will be more and more equipment used alongside juke boxes. With costs increasing, operators have to get more revenue."

JACK JEFFRIES, Osceola, Ia.: "I operate amusement games because they help boost my per-location revenue."

FRANK DECKER, Fond du Lac, Wis.: "I think the trend will be to greater diversification because of higher operating and equipment costs. Operators need more revenue than one piece of equipment can produce."

(Next Week: The Music Operator Forum Will Spotlight Future Diversification Plans.)

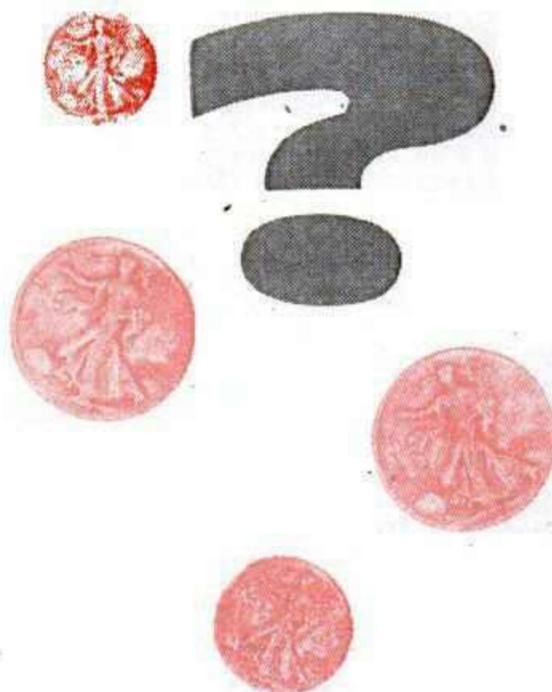
**HOW MANY HALF DOLLARS**  
**IN YOUR**  
**CASH BOXES**



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.

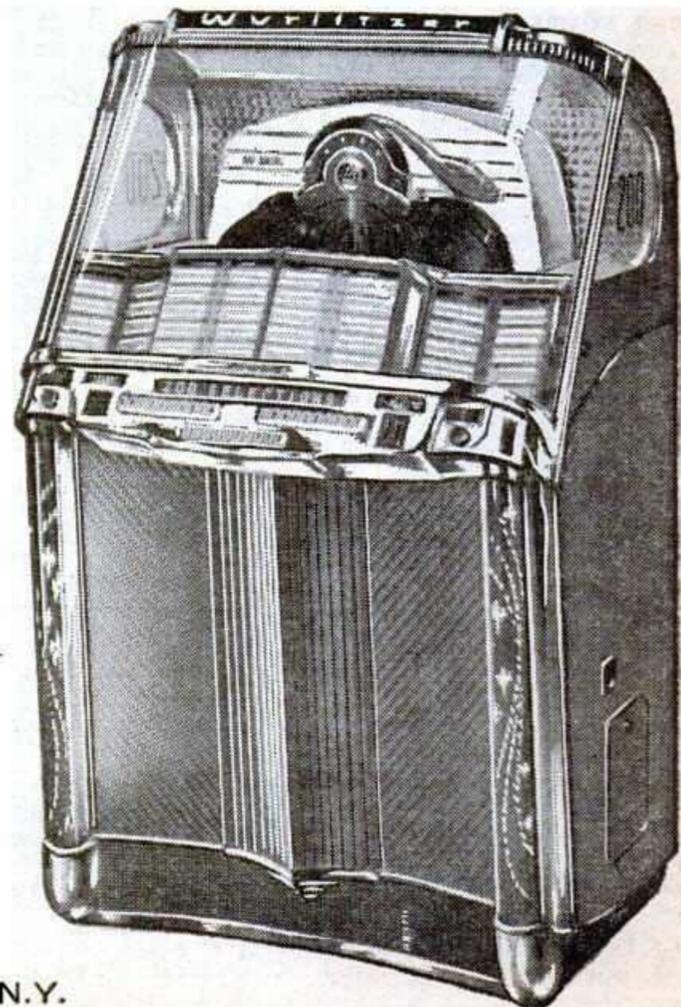


**HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT**

**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.

## U. S. Antitrust Investigation Called Off

CHICAGO—The federal grand jury investigation of alleged anti-trust activities in the juke box industry has been called off pending the outcome of the J. P. Seeburg Corporation case.

Seeburg and its distributors were charged with exclusivity practices in federal and civil indictments last March. The federal case is scheduled to come to trial September 24.

Earl A. Jinkinson, local antitrust chief and head of the investigation, said that information is still being gathered, but only information directly pertaining to the Seeburg case.

Jinkinson said that there have been no grand jury hearings since the indictment was returned.

## Miller on MOA Member Drive In Northwest

OAKLAND, Calif.—George A. Miller, president and general business manager of Music Operators of America, will continue his MOA membership barnstorming tour of State associations at least thru August.

In an announcement this week, he said that he was scheduled to attend meetings in five Western States during the next month. He will talk to operators in Portland August 7, be in Seattle two days later, and in Great Falls, Mont., on August 12. The two other meetings will be held in Boise, Idaho, and Salt Lake City, but the dates are still undecided.

Miller's main topic at the meetings will be MOA, its activities, goals and responsibilities. As always, he will also report to operators on the copyright situation. He just completed a similar drive thru California.

Miller also reported that he would represent MOA at Wurlitzer'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 juke box installations alleged to be in violation of the Hobbs Act (anti-racketeering) is still grinding along.

Assistant U. S. Attorney, John Quan, in charge of the investigation, said Thursday (26) that investigators were still probing for facts in six Northern Illinois counties—DuPage, Cook, McHenry, Lake, Boone and Winnebago.

There have been no grand jury hearings since the initial outburst 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 vacationing in Door County, Wisconsin. Wayne Bradfield, Rock-Ola's advertising chief; Ed Ristau, sales head; Les Rieck and Kurt Kluever all working like demons getting everything ready for the big distrib 200 showing.

Tom Herrick, Seeburg assistant sales manager, planned for meetings in New York. Among an unusual number of out-of-town distributors in town this week: Dave Bond, head of Trimount Coin Machine Company, Boston; Sam London, London Music Company, Milwaukee.

### Los Angeles

By SAM ABBOTT

VACATIONS THE MAIN CONVERSATION TOPIC. William R. Happel Jr., head of Badger Sales Company here, is back from a brief vacation spent at Topaz Lake in Western Nevada. . . . Ed Wilkes, manager of Paul A. Laymon, Inc., returned from two weeks in Canon City, Colo. While there, Wilkes and his family inspected the Frontier Town that a cousin installed. . . . Joe Arguelles, Joe's Vending Service, bulk vending operation in Bellflower, back from a long weekend at Desert Hot Springs. . . . Don Peters, serviceman at the Laymon Company, is enjoying a fishing trip into Canada. . . . Jerry Lowe, of Trico Music, back from his two weeks off. . . . Gabe Orland, of California Music, fishing in Mexico. While he is away, Sam Ricklin is doubling his efforts around the record one-stop and on the route.

T. H. Loo, El Centro operator, stopped in Los Angeles on his way to Northern California from the Imperial Valley. He will stop here on his return to his headquarter city. . . . Holly Stires, of Tucson, in the city buying for her route. . . . Lelia Smith was a recent buyer in town from Barstow, where she has a general route, including music. . . . Jack Leonard, of the Badger Sales premium department, is busy looking over catalogs and samples preparatory to ordering a supply of Christmas merchandise. . . . Vince Passaro, the new business representative of the Los Angeles Division, California Music Merchants' Association, made the rounds on Coin Row to meet jobbers and operators and also distribute the collection cards for the Cerebral Palsy fund, which is being well supported.

C. A. (Shorty) Culp, a co-partner in Sierra Distributors here and of the Culp Distributing Company in Oklahoma City, stopped over while en route with his family to Honolulu for a vacation. . . . Ward Bartholomew, who has been in another industry since leaving Minthorne Music about two years ago, joined Sierra Distributors as credit manager. . . . Ed Wisler, of Sierra Distributors, and Karel Johnson, Wurlitzer factory representative out of Dallas, called on operators in San Diego recently. 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 make their home in the future.

Leonard Hicks, Kansas City, has joined Sierra Distributors as parts manager, replacing Charles Dacy, who moved over to Minthorne Music. . . . Frank Davis is handling sales and advertising at Sierra Distributors. . . . Ben Korte, Glendale operator, took off for several weeks' rest in Wyoming. Korte underwent major surgery several months ago but is coming along fine. . . . Harry Wallen, of Wallen Music in San Diego, and wife are reported back from several days in Ensenado. . . . Roy Provencher, of Minthorne Music, is spending a week off the road and conferring with Hank Tronick, 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 AMI juke boxes, which was staged by Pete Geritz, Mountain Distributors. Paul Vidmar, Mountain's serviceman, handled the lectures and conducted the discussions. . . . Jim Hall, owner of Rocky Mountain Coin Machine Company, Pueblo, Colo., enthusiastic over the rich uranium finds which have been made in the Pueblo area during recent months.

Sam Salardino, Pueblo operator, reports that he has completed a "new" face for his New Music Company, with a paint job and office trimming involved. . . . Pete Torgerfen, White Star Novelty Company, Kremmling, Colo., was a winner in a Denver sporting goods store's fishing contest. Pete brought in an 11-pound German brown trout. . . . M. A. Bush operates the oldest cigarette vending machine in Colorado, behind the counter of his drive-in restaurant 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 WHISENHUNT

FLORIDA FAVORITE VACATION SPOT. Florida's the favorite vacation State this year among Memphis ops and their employees. Leon McLemore, Mississippi-Louisiana territory salesman for Music Sales Company, is there now for a two week rest. . . . John Marshall, service manager for Canale Amusement Company, and his wife just returned from a trip to Lakeland, Fla. . . . And Robert Cheatwood and his wife are in Daytona Beach, Fla., for some swimming and sunning. He's service manager of Canale National Tobacco Distributors.

Gunter Gabrielson and his family from Dallas, Tex., visited George Sammons, president of Sammons-Pennington Company, and his family in Memphis recently. Gabrielson is Southwest district manager for the Seeburg Corporation. Sammons' company is Seeburg distributor in the Mid-South territory. . . . John Brunner, partner in John-Frank Amusement Company, Marked Tree, Ark., is in a hospital in Memphis with a disc ailment.

H. L. Todd, manager of Commodities, Inc., coffee and hot chocolate, is diversifying to off-set summer slump collections. He's taking

on Heinz Company food vending and will place machines equipment in industrial locations. . . . In Memphis to buy records at Music Sales Company and shop for equipment at Williams Distributing Company were Bob Eblin, Paragould Music Company, Paragould, Ark.; Cotton Cole, Melody Music Company, Paragould, Ark., and Lavaughn Johnson, Johnson Amusement Company, Corinth, Miss.

Allen Dixon, general manager of S & M Sales Company, Rock-Ola phonograph distributors, and president of Memphis Music Association, called more than two dozen members of the music association to remind them of their monthly meeting (July 17). . . . Frank Smith, Dixon's partner and president of S & M, is an active candidate for the lower House of the State Legislature in the August 2 election. . . . John D. H. Meyer, owner of Meyer Sales Company, is busy these days keeping his route in top shape to help overcome summer slump collections. He's almost made up for summer loss by diversifying—vending summer products. . . . Ditto R. E. Swanson, owner of Chickasaw Canteen Company.

### Miami

By RAOUL SHAPIRO

TRUPPMAN BUYS MUSIC ROUTE. Ozzie Truppman, of Advance Music Company, has purchased the entire juke route from Southern Phonograph Company headed by George Carovasio. George will continue to operate his game route. . . . Morris Marder, of M&M Service, has purchased a half interest in Murray Gross' music route. 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 Zimand, of Acme Music Company, has just moved his office and shop to new and larger quarters. . . . Rex Holly, of Music Makers, Inc., is not one to let a vacation interfere with his helping his boss, Lucky Skolnick, cover the route. Rex was on the job bright and early, and after completing collections, went back to just resting.

Mel Schwarts, of Mellow Music Company, phoned partner Willie Levy from Las Vegas that he is having a wonderful time on his vacation, and is heading for Los Angeles. Willie says Mel should be back in a couple of weeks, and then he and his lovely wife, Pearl, will take a vacation to end all vacations.

Willie and Sydele Blatt, of 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 Las Vegas. Heading North on her vacation is Rhoda Layman, book-keeper at Bush Distributing Company. Rhoda will visit her folks for a week. . . . Enjoying a steak dinner the other evening at Leonard's La Pena Restaurant were Marvin and Cheri Leiber, of Pan American Distributing Company, and their adorable little daughter, Michelle.

### Little Rock

SELLS ROUTE. Joe Colten, owner of Lewisville Novelty Company at Lewisville, recently purchased a hardware store. He sold his music route to his brother. . . . Ernest Vathias, owner of Twin City Amusement Company at Texarkana, Ark., is expanding his phonograph and tobacco vending routes. He says he will use mostly Seeburgs on his music route.

Frank McKinney, formerly manager of Little Rock Amusement Company, is now a salesman for Jacksonville Electric Company, Jacksonville, Fla. He travels the Southeast territory. . . . Robert Kirspele, president of Kirspele-Hollenberg Music Company at Little Rock, is running a hot race for alderman in North Little Rock, besides his music route.

L. O. Wallick, owner of Wallick's Music Company, Monticello, Ark., is the only totally blind person in the Arkansas territory operating a music route. He also runs a music store in Monticello and one in Greenville, Miss. . . . Mr. and Mrs. A. G. Williams, Williams Music Company, Monticello, spending their spare time out on the river fishing. . . . Jack Ethridge, Jack's Amusement Company, Hampton, Ark., and Cleve Reed, Rison Ark., were in Memphis recently shopping for equipment and taking in the Cotton Carnival.

Gurt James, James Amusement Company, Thornton, Ark., recently suffered a back injury. . . . C. O. Temple, owner of Camden Novelty Company, Camden, Ark., caught some big-mouth bass at Lake Ouachita. . . . Tex Dickens, owner of Magnolia Music Company, Magnolia, has bought some oil leases and is now an oil prospector. . . . Lynn Farr, Central Music Company, Texarkana, Ark., has turned his music route over to Luther Davis and is busy with Farr Oaks Real Estate Development, building 100 new homes. . . . Mr. and Mrs. Orell Bledsoe, National Novelty Company, El Dorado, were in Memphis for the recent Cotton Carnival. Their son, Norman, played in one of the bands.

### Jackson, Miss.

MISSISSIPPI OP TO BEGIN 10¢ PLAY—Setting a trend in Central Mississippi, Bert Shive, owner of Yazoo Novelty Company, Yazoo City, Miss., says he plans to convert his music route to 10¢ play. . . . E. J. Tirey, owner of Tirey Music Company at Isola, Miss., visited his brother, John Tirey, recently at Columbus, Miss. . . . C. V. Collins, owner of Crystal Amusement Company, Grenada, Miss., was in Memphis buying records and supplies. He called on Sammons-Pennington Company, Seeburg Distributor.

M. H. Trusty, Water Valley, Miss., has sold his game and music route to Guy Taylor of Oxford, Miss. . . . Guy went into partnership with Ted Combs, also of Oxford, and formed the Taco Music Company. . . . D. Brasell, music operator at Water Valley, Miss., reports many fishermen thru his town lately. . . . Mahou Jones, Jones Music Company, Holly Springs, Miss., was in Memphis last week with young son, Mahou Jones Jr., another future music man.

Joe Lavene, owner of Lavene Amusement Company, Clarksdale, Miss., was in Biloxi, Miss., recently doing some deep sea fishing. . . . C. Spain, Tunica Music Company, Tunica, Miss., reports the cotton crop looks good and expects business to be good this fall in his territory. . . . John Diamond Jr., Clarksdale, Miss., is home from Georgia Tech for the summer and is helping on his father's juke box route.

Lee Trefl, Cleveland Amusement Company, Cleveland, Miss.,  
(Continued on page 118)

ROCK-OLA  
Hi-Fidelity Music  
Model 1454  
Designed for your  
pampered locations

## Calif. Assn. Invites 400 to Sept. Meet

**Group's Aim to Promote Better Industry Relations With Location Owners, Public**

LOS ANGELES — Approximately 400 vending machine operators in Arizona, Nevada and California have been invited to join the California Automatic Vendors' Association and attend its next open meeting here September 14, B. J. (Bob) Grenier, president, announced this week.

The association, incorporated as a non-profit organization in California, holds open sessions bi-monthly with the September meeting to be at the Ambassador Hotel here. The board of directors

meets on the second Friday evening of alternate months.

During the several months that the association has been functioning, 24 members have been signed in three categories. The memberships include six charter member-firms; nine associate operating companies, and five machine manufacturers and four product suppliers. The latter two in an honorary membership division. Member firms are independent general operators. The initiation fee is \$25 and dues \$20 per year.

### Association Officers

The officers of the group, in addition to Grenier, who heads De-Luxe Vending, are: T. R. Nicolay, Western Venders, Inc., San Bernardino, vice-president; Sylvan Howard, Sunset Vending, secretary, and M. S. Winter, Automatic Equipment Company, assistant secretary. The seven directors include the officers and J. B. Powell, Automatic Equipment; Herbert Rouso, Food-O-Matic Sales, and W. J. Tracy, of Tracy Automatic Sales.

Voting is limited to the six charter members. (Continued on page 113)

### 1960 VIEW

## See Foreign Vend Market At \$5 Billion

KANSAS CITY, Mo.—By 1960 the foreign automatic 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, upon his return recently from a seven-week tour of Europe and the Scandinavian countries.

"There are signs of expansion everywhere in Europe," Pierson reported, adding, "the new demand for vending machine services has been greatly influenced by the American GI, who popularized the use of vending equipment to a new degree."

Altho the concept of automatic vending machines originated in Europe, and equipment has been manufactured there for many years, the operators prefer the American-built machines. "There is evidence of European manufacturers imitating American products," he stated.

European vending machines have not changed in design in the last six years, he reported, but it is apparent Europeans will welcome the support of American industry to enable them to keep up with the growing demand for vending equipment.

"Europe is today where the United States was 10 years ago in the automatic vending machine industry," he said.

(Continued on page 113)

## Gruber Elected Lorillard Pres.

NEW YORK — Election of Lewis Gruber as president of P. Lorillard Company was announced Wednesday (25). Formerly vice-president and director of sales, Gruber succeeds William J. Halley, who resigned as president to become finance committee chairman. The changes are effective August 1.

Gruber, the first tobacco man to be named to the Hall of Fame in Distribution, joined the firm as a retail salesman in New York City in 1923. He served as divisional manager for the Manhattan area; headquarters director of merged Turkish cigarette and little cigar departments; assistant sale manager; sales manager and board member, and general sales manager.

## COFFEE BUYER HITS JACKPOT IN CHOCOLATE

HOUSTON — All the lady wanted was a cup of coffee. So she made her selection and deposited her money. Then things began to happen but fast.

Out came the cup tilted and then another, and another, and another. As fast as the cups filled she set them safely 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 alas, it wasn't coffee. It was chocolate.

## Oak Ships New Gum-Card Unit

CULVER CITY, Calif. — Oak Manufacturing Company is making quantity shipments of its Premiere machine which vends both penny ball gum and a souvenir trading card, Sam Weitzman, president, announced here this week.

The company recently doubled its factory capacity with the addition of new die-casting equipment. (Continued on page 113)

## Full-Line Move Ups Memphis Summer \$

MEMPHIS — Thru broadening their operation to handle a greater variety of products, vending machine operators in this area report they are keeping summer grosses ahead of previous years.

In past years, a survey disclosed, candy and coffee sale slumps caused drops ranging from 30 to 50 per cent. This summer, major operators polled expect collections to be up from 15 to 30 per cent as the result of diversifying their operation.

The general consensus: "An operator can no longer specialize in one or two items, he must handle a wide variety of products to survive."

Several years ago John D. H. Meyer, owner of Meyer Sales Company, operated mostly candy machines. His collections in summer would drop as much as 50 per cent, he said. Special summer candy failed to bolster sales.

### Expands Operation

After talking with several other operators and surveying the field, he added cold cup drink and cigarette machines to his route, plus devoting more candy machine columns to cookies, cracker sandwiches and peanuts.

Collections rose sharply, Meyer said, adding that other operators

reported the same results. "We've been expanding our operations ever since," he remarked.

By adding the additional and different types of venders, Meyer disclosed his overall collections are now off only 15 per cent.

Fastest moving food items, he said, are cracker sandwiches and peanuts. Cup drinks and flavored fruit drinks are by far the biggest summer sellers, he concluded.

### Pushes Beverages

R. E. Swanson, owner of Chickasaw Canteen Company, reports similar diversification and comparative figures. He, too, has diversified greatly in the past several years, and is pushing cold cup drinks and special summer food items to offset the summer candy and coffee slump.

Swanson also said he is planning to add milk machines as well as hot food venders to his operation. Industrial locations make up the (Continued on page 112)

## Cont'l Merger With National Wins Approval

BRAZIL, Ind.—Stockholders of Continental Car-Na-Var Corporation, 36-year-old manufacturer of industrial floor waxes and cleaners, approved the merger with National Vending Corporation Wednesday (25).

Harold Roth, president of National Vending Corporation, Westbury, L. I., N. Y., will head the new firm to be known as Continental Industrial, Inc. National operates more than 15,000 cigarette, music, candy and drink machines thru 14 regional subsidiaries. (The Billboard, July 14.)

Manufacturing plans call for the development of a full line of vending machines with the introduction of a self-brew coffee vender slated within the next few months.

The merged corporation anticipates sales of \$20,000,000 in 1956, and more than \$30,000,000 in 1957, the first full year of merged operations, Roth said.

## Curtiss Plugs Vender Sales In Ad Program

CHICAGO — The fact that its candy bars are available in vending machines is being given additional attention in its consumer advertising by the Curtiss Candy Company.

For the past several months the firm has included vending machine announcements in its commercials on the "True Detective Mystery" radio program presented weekly over the Mutual Network.

Frank R. Reiter, Curtiss advertising director, announced: "Whenever reference in our advertising copy is made to places selling our products, mention of vending machines will be included."

New plans, he added, call for inserting taglines in future magazine ads which mention outlets. Consideration also is being given to adapting the approach to Curtiss sponsored TV programs.

### PERSONALIZED SERVICE PLUS

## St. Louis Bulk Operator Builds 600-Unit Route in Single Year

ST. LOUIS — Ambition, frequent service plus personal contact explain how Jason Korwitz, a newcomer in the bulk nut vending field here, built up a route of 600 machines in a single year.

He specializes in one item only—cashews—because of his personal preference and that of the majority of his location owners, who are tavern keepers.

Immediate future plans of Kor-

witz Novelty Company calls for the placement of an additional 500 venders as rapidly as financial arrangement will permit, Korwitz, a former household accessories salesman who entered the bulk vending field in 1955, disclosed.

Because of his close relationship with location owners, Korwitz is frequently tipped off to new prospective outlets by them. Their recommendation of his service is

often all the selling required in securing new locations.

Korwitz became interested in the bulk vending business entirely by accident. He happened to note while selling household accessories that the number of bulk venders in St. Louis' taverns were diminishing rapidly.

### Offers Opportunity

At the time he felt there should be plenty of opportunity in bulk vending as the average St. Louis worker was and is enjoying record income.

Proceeding slowly, Korwitz made a careful check of the potential market by talking to prospective location owners thruout various districts of the city to secure a sample opinion before taking any definite step.

Korwitz found that most bar and cocktail lounge owners were convinced of the practicality of bulk vending machines along their bars, and actually preferred them (Continued on page 113)

## Dixie Bows Hot, Cold Cup Dispensing Unit

EASTON, Pa. — Dixie Cup Company has developed a new cup dispensing unit for hot and cold drink vending machines incorporating many new time-saving features, the company announced this week.

Arrangements for the manufacture and distribution of the unit by the Merkle Metal Products Corporation of Chicago have been completed, the company stated. Production is scheduled to begin about the middle of August.

To be known as the Dixie-Merkle cup dispensing unit, the dispenser, according to the company, encompasses a simplified, economical design, the entire mechanism operates on a single-drive motor. Because there are fewer switches and electrical parts, maintenance and service costs will be reduced, the company claimed.

An outstanding advantage of the new unit, it was pointed out, is the easy way it can be converted to handle any cup size. By repositioning the set of dispensing worm gears and changing the ring gear, the unit is ready to dispense cold drinks in 6, 7, 9 or 10-ounce sizes,

or hot drinks in 6 to 8-ounce sizes.

The dispenser comes in two sizes—five stack with a 600-cup capacity, or a 9-stack column with a capacity of 1,080 cups. The stack tubes are made of a white opaque Encolac, a new plastic process, and (Continued on page 112)

## Campbell Advises Ops On Heating Food Items

CAMDEN, N. J.—In a letter addressed to vending operators, Campbell Soup Company issued recommendations concerning the maximum length of time its canned food products should be held under constant heat.

Basing its recommendation on exhaustive technological tests, the company recommended that 72 hours is the limit that clam chowder, beef noodle, vegetable, chicken gumbo, vegetable beef, chicken noodle, chicken with rice and green pea soup and pork and beans

should be subjected to continuous heat.

For cream of chicken, tomato and cream of mushroom soups, a maximum period of 48 hours in uninterrupted heat was recommended.

In each instance the operators are advised to remove the product from the vender and cool it before replacing it in the machine.

The product, Campbell emphasized, should not be held under constant heat beyond the limits recommended.

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GUGGENHEIM'S  
GLO-LANTERN**

**Really glows  
in the dark**

Plastic .....11.50 per thousand  
Vacuum Plated .15.00 per thousand  
at your distributor or ...

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Legal Merchandise Vending Machines

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DuGreniers.....\$40.00  
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Every machine reconditioned, refi-  
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MACHINES at very low prices. Third  
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**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. Martocchio, president, announced this week.

The new addition will permit almost a 100 per cent increase in production plus providing much needed storage space, Martocchio stated. The firm just completed remodeling its plant.

**W. Va. Cigarette Tax  
Up 14% for Fiscal Yr.**

CHARLESTON, W. Va.—West Virginia's cigarette tax collection for the fiscal year ended June 30 totaled \$6,974,278, an increase of 14 per cent over the previous year, the State Department reported.

Herbert H. Nottingham, tax supervisor, also reported that soft drink tax collections increased 9.9 per cent over that of last year, rising from \$2,887,644 to \$3,174,843.

CHARLOTTE, N. C.—Secretary of State Thad Dure has issued a State charter to Automatic Food Vendors, Inc., of Charlotte. Authorized capital stock is \$100,000, with \$400 stock subscribed by Jereline Eiland, Prichard, Ala., and Durham Smith and Paul Erwin, 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. Total represents an increase of 8 per cent over 1954-'55 season.

**Glass Containers Up**

Factory shipments of machine-made glass containers in June totaled 12,235 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 1,138 thousand gross, while nonreturnable beverage containers accounted for 136 thousand gross. Increases over May shipments for both categories are 317 thousand gross and 21 thousand gross, respectively.

**Peanut Supply Heavy**

The supply of peanuts in off-farm positions on June 30 totaled 491 million pounds of equivalent farmers' stock (uncleaned, unshelled) peanuts, according to Agriculture Department. Total supply is more than double, 216 per cent, the supply of 228 million pounds held in similar positions a year ago. Peanuts reported used in making candy, salted nuts, peanut butter and miscellaneous products thru June 30 totaled 511 million pounds, compared with 479 million pounds used during the same period last year.

**Cigarettes, Cigars Up**

Cigarettes manufactured in May totaled 38,850,717,785, an increase of 2,796,048 over the same month in 1955, according to the Treasury Department. Cigarette consumption increased by more than 1,663 million in May of this year over May 1955. Manufacture of large cigars during May totaled 504,688,322, an increase of 13,193,162 over the amount manufactured in the same months last year. Small cigars manufactured totaled 5,932,-

800 in May, an increase of 1,010,470 over the May, 1955, figure.

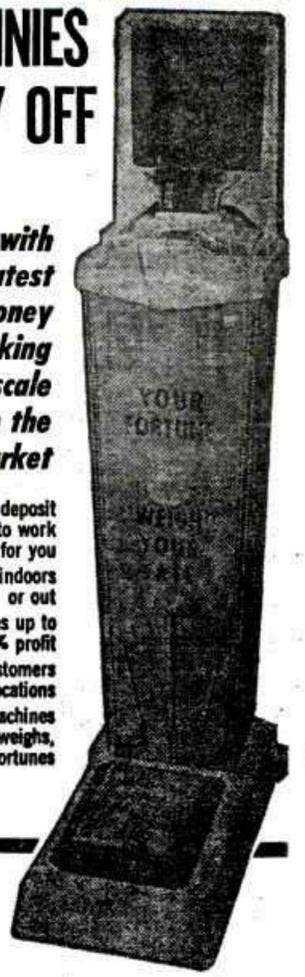
**Ice Cream Production**

Production of ice cream in May totaled 63 million gallons, according to Agriculture Department. This is an increase of 4 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—18 million gallons more than in the first five months of 1955.

**PENNIES  
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money  
making  
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on the  
market

\$20 deposit  
puts it to work  
for you  
Good indoors  
or out  
Produces up to  
200% profit  
Wins Customers  
for Locations  
Two machines  
in one—weighs,  
tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.  
Send more details  Send scale   
\$20 deposit enclosed   
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**OAK'S  
"PREMIERE"**  
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**5-STAR BABY GRAND  
PICTURE CARD VENDOR**  
Vends beautiful, interesting Cards simultaneously with Ball of Gum. Large capacity. 1,200 Cards, 1,200 Balls of Gum. Write for prices.  
Also write for our specials on  
Candies—Ball Gum—Nuts—Charms.  
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**CIGARETTE MACHINE CONVERSIONS**  
**IMMEDIATE DELIVERY**  
on 25c and 30c Coin Mechanism Conversions for  
**ROWE IMPERIALS, ROYALS, NATIONAL 930, 950**  
**PRESIDENTS, CRUSADERS NATIONAL 750, 9A**  
**UNEDA ALL MODELS**  
Also ● ROWE PRICE DIFFERENTIAL BARS  
Available: ● NEW CIGARETTE MAGAZINES (Containers)  
for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.  
TERMS ARRANGED—WRITE FOR INFORMATION.  
**CIGARETTE VENDORS**  
National Model 9A, 9 Cols., 370 Cap. ....\$125.00  
National Model 750, 7 Cols., 270 Cap. .... 110.00  
Lehigh PX, 10 Cols., 300 Cap. .... 125.00  
Lehigh PX, 8 Cols., 240 Cap. .... 115.00  
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢ King & Reg. .... 130.00  
National 950, 9 Cols., 370 Cap. .... 115.00  
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ ... 135.00  
National 930, 9 Cols., 270 Cap., 25¢ & 30¢, King or Reg. .... 110.00  
Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢ .. 135.00  
All Equipment Unconditionally Guaranteed  
**COMPLETELY RECONDITIONED AND REFINISHED**  
Trade Prices, 1/3 deposit, balance C.O.D.

**ROWE  
DIPLOMAT  
CIGARETTE  
VENDOR**  
8 Cols., 340 Cap.  
Vends at  
25¢ & 30¢.  
**ONLY \$137.50**

**Uneda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
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1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
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**Hurry! Hurry! Hurry!**  
**GET YOUR SHARE OF  
THE PROFITS**  
Put 1,000 or more  
**INDIAN SNAP ON BEADS**  
in your bulk vendors. They will  
empty very, very fast.  
**MAKE  
YOUR OWN  
CHARM  
BELTS AND  
BRACELETS**  
Victor's SNAP-ON BEADS are 5/16" dia. or 6mm. They are just the right size for bulk or capsule vending. Use these beads instead of plastic fill. Feature a few good charms with the beads and ball gum. You will be surprised how fast your machines will empty.  
Give your customers what they want, and they sure want our BEADS.  
Priced very low. Only \$1.35 per 1,000. Packed 10,000 to the carton with 10 display stickers. Minimum order 10,000. Send \$13.50, plus 60¢ for postage, or order them by the 100,000 and shipped by freight, F.O.B. Chicago.  
**Victor Vending Corp.**  
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**CHARMS—Miniature Cigarette Lighter—It Works!**  
Will vend with 210 ball gum. Ass't. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Plaid. Packed dozen to a box—ass't. designs. \$2.15 per doz.; \$24.00 per gross. Full cash plus postage with order.  
**EVCO MERCHANDISERS**  
397 Cortland Ave. San Francisco, Calif.  
Leon "Hi-Ho" Silver, Gen. Mgr.

**the new OAK'S "PREMIERE"**  
vends  
Ball Gum  
and Picture Card  
both for 1c  
Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.  
**oak**  
**oak's "GOLD MINE"**  
tab gum selector  
Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.  
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### VENDING MACHINE ROUTE FOR SALE

Fifty Barvend six-selection hot coffee, chocolate and soup machines; six ColeSpa drink machines and twenty-five Lehigh Have-a-Snack machines, all less than six months old. All on locations. Illness of partner necessitates sale. Good, steady income—priced right. Write

Automatic Restaurants of Ky., Inc.  
715 W. Main Street, Louisville, Ky.



### BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

*New!*

### Keeney's HOT SOUP VENDER

300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS

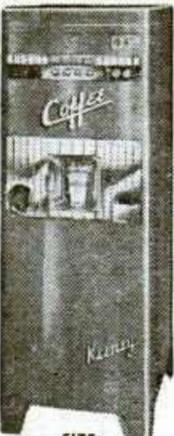
Red or Gold Hammerloid



SIZE: 19 1/4" W. x 15 1/2" D. x 52" H.

### Keeney's HOT COFFEE VENDER

### Keeney's SNACK VENDER



SIZE: 19 1/4" W. x 15 1/2" D. x 52" H.

Neutral Gold Color SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot or cold drink vender.

Write for FREE CIRCULARS TODAY!

J. H. Keeney & CO. INC.

2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

### Scully to Speak At A.M.S. Course

HAMILTON, N. Y. — Charles F. Scully, president of Williamson Candy Company, Chicago, will be a speaker at the American Management Association course to be held at Colgate University August 6-10.

The session will deal with management philosophy and will be attended by more than 1,500 business executives from the United States and Canada.

### SUMMER SPECIALS!

Silver King, 5c.....	\$ 8.50
Columbus, 5c.....	8.50
Asco Hot Nut, 5c.....	8.50
Acorn, 5c.....	10.00
N. W. 49, 1c.....	12.50
Master 1c & 5c Comb.....	8.50
N. W. Deluxe 1c & 5c Comb.....	9.95
Columbus, 1c.....	5.00
Jennings In-a-Bag Machine.....	4.50
N. W. 10 Col. Tab.....	19.50
Mills 6 Col. Tab.....	17.50
G. V. 4 Col. Tab.....	14.50
3 Col. Hot Nut 5c & 10c Comb.....	25.00

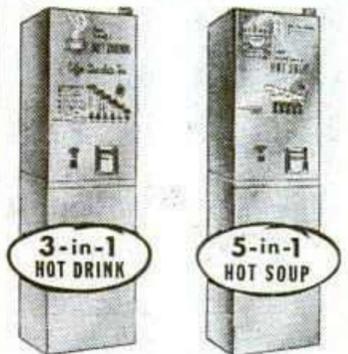
All machines completely checked and ready for location—Order with complete confidence.

1/2 Deposit, balance C.O.D.

### Rake Coin Machine Exchange

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### 2 for the MONEY!



No. 301 Choice of 3 popular drinks. Size: 6 1/2" x 9 1/2" x 19". Cap.: 225 drinks. Lilly TTL 6; 270 drinks Dixie #16.

No. 501 Choice of 5 fast-selling hot soups. Same size, same capacity as No. 301. Takes same cups.

These Superior "Twins" are lowest priced of all multiple-drink vendors! Your money buys 2 low-cost, high-profit machines. Double your sales at every location. Sanitary-bright, smartly designed, real money-makers! All dry ingredients, simple operation for fast, easy, trouble-free servicing.

Write for prices, all details, attractive fully illustrated folder!

SUPERIOR DISTRIBUTING CORP.  
4555 E. Warren Ave., Dept. CD-8  
Denver 22, Colo.

### Aspirin and Vitamin Vending Banned in Md. by Fed. Court

BALTIMORE — Federal District Judge Reuben Oppenheimer has ruled that it is illegal in Maryland to sell aspirin and vitamins thru vending machines.

In a decision handed down in a suit filed by National Enterprises against the State Board of Health, Judge Oppenheimer refused to extend a section of the Maryland law which allows "general merchants" to sell common household remedies to include sales by machines in all establishments.

The Board of Pharmacy in Richmond, Va., also prohibited the use of vending machines for the sale of aspirins and vitamins.

### Dariomatic Names 3 District Mgrs.

LOS ANGELES — Three district managers for Dariomatic, Inc., were appointed by Howard W. Lewis, president, this week to work with Charles M. Pine, general sales manager.

Two will work in the West and the third along the East Coast.

Representing the firm in New York, New Jersey, Pennsylvania and Connecticut will be Walter K. Rodman. He will headquarter in New Rochelle, N. Y., where he makes his home. Prior to joining Dariomatic, Rodman was sales manager for Chester Foods, Inc., handling both sales and distribution. His experience covers supervising sales, sales training, sales promotion and point-of-sale advertising.

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 Reno, Nev. Puckett is well known in dairy circles and was formerly with the di Cicco Bon-Bon Company, ice cream manufacturing company, as sales manager.

Don Matthiesen will handle sales in Los Angeles County and work out of the factory-office. He is experienced in insurance and stock matters and also was associated with Foley Manufacturing Company as well as the Plas-Tex Corporation, the latter firm making a line of plastic housewares.

### Dixie Cup Unit

Continued from page 110

are unbreakable, the company stated. Over-all height of both units is 26 inches. The five-stack dispenser has a 9 by 11-inch base. The other is 10 1/2 by 11 inches.

An unusual feature of the new device is its speed in dispensing cups, accomplished by a mechanism that pre-positions the cups. It has a new system of aligning the turret mechanism that makes it fool-proof against jamming or crushing cups, the company said. It is also theft-proof, as the cups are held securely in vending position and cannot be pulled out.

The new unit, according to the company, can be easily converted to a single stack, 100-cup base separator dispenser.

### Full-Line Move

Continued from page 110

major portion of Swanson's as well as Meyer's routes.

H. L. Todd, manager of Commodities, Inc., whose firm specializes in vending coffee and chocolate, announced he has started expanding his operation. His summer collections are down 30 per cent, he said.

Todd has added hot food vendors in his industrial locations, and plans to further broaden his operation by adding other products and machines to his route.

### Canada Dry Plans Vending Expansion

NEW YORK — The recent issue of \$12,000,000 of 20-year debentures by Canada Dry Ginger Ale, Inc., was to place the company in a position to expand its vending machine program and promote its line of soft drink flavors.

The announcement was made by R. W. Moore, president, who added that the company will also expand its production facilities.



### VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25

Each \$12.75 Each 100 or more 30 day money-back guarantee If not satisfied

1/2 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER As High As \$6.00 Per Machine On VICTOR TOPPERS Send Us Your List.

### VEEDCO SALES CO.

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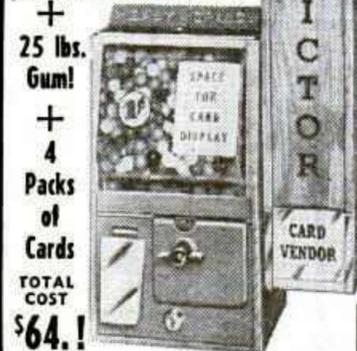
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NEW YORK—The Nestle Company, Inc., has moved its New York regional office to new and larger quarters at 201 East 44th Street.

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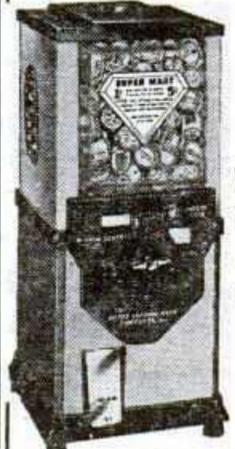
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## NEW PRODUCTS

Watson Weightlifter, a new elevating tail gate for 1/2, 3/4 and 1-ton trucks has a lifting capacity of 650 pounds. It is easily loaded from either side (as well as back) for parallel curb parking, according to the manufacturer. The gate is hand winched-operated, has complete automatic load brake in operation at all times so the load can be raised or lowered at will. The gate platform is 26 inches deep, plus a 5-inch beveled ramp; 48, 50 or 54 inches wide. Retail for \$250. The weight lifter is manufactured by the H. W. Watson Company, 1316 67th Street, Emeryville 8, Calif.

A new diaphragm type solenoid valve to meet the need for an "off the shelf" multi-purpose valve known as the K-181 is available in 3/8 and 1/2-inch ips. Hot water models are suited for various types of vending machines, according to the manufacturer, particularly for controlling water temperatures up to 200 degree F. Exceptional flexibility provides for positive operation in any position, including side and inverted mountings, the company stated. It is capable of handling large capacities with a minimum pressure drop, making it suitable for shutoff control of a large variety of liquids and gases over operating pressures up to 250 ips. The K-181 valves are normally closed, have forged brass bodies, packless construction, bubble-tight shutoff and two wire continuous duty solenoids. Valves are also available with optional waterproof coil, explosion-proof housing and manual opening device. No price was announced. The manufacturer is General Controls Company of Glendale, Calif.

A full line of long-life, standard-limit switches for vending machines has been introduced by Licon (R) Switch & Control Division of Il-

linois Tool Works, 2501 North Keeler Avenue, Chicago. The switches offer movement differentials less than .0005 of an inch for use in operations requiring extreme sensitivity, the company said, and "serpentine" snap action. The manufacturer states the serpentine switch mechanism largely eliminates the problem of switch fatigue and assures positive actuation of equipment. Since the switches have no pivot points, they have no dead center or flickering. The terminals of three Licon (R) switches are easily accessible and the mounting centers are the standard distance apart, 1 inch. The Licon (R) Type-10 series has a 15 amp rating; a 20 amp rating heavy duty type is also available.

### Gum-Card Unit

Continued from page 110

The expansion was necessary, Weitzman stated, to fill orders for the company's products which include the Acorn bulk unit, tab gum and capsule venders.

The Premiere has a capacity of 1,000 gum balls and 800 cards. The cards, 2 by 2 1/2 inches are pictures of ships, trains, baseball, football players and other sports in season. Each series contains 50 different pictures and there are 100 sets. The cards are being supplied exclusively to Oak by Topp's Chewing Gum, Inc., of Brooklyn. J. E. Shorin, Topp's president, and M. J. Abelson, Oak's East and Midwest general sales manager, recently visited the local plant to discuss the merchandising program.

The Premiere is 13 3/4 inches high, 13 1/2 inches wide, and 7 1/2 inches deep. It weighs 13 pounds. Price quoted is \$24.95, f.o.b., the local plant.

### Foreign Market

Continued from page 110

Germany is way out in front in the industry, he said. Denmark, he added, is an outstanding example of what automatic vending can do. Machines are seen in drugstores, delicatessens and in front of stores after closing hours.

Items offered include pastries, chocolate, fruits, electric light fuses and a complete line of other small household accessories. Cigar machines are popular because Danish women smoke them too, he concluded.

### California Meet

Continued from page 110

ter members at this time. They include the following firms: Automatic Equipment, DeLuxe Vending, Food-O-Matic Sales, Sunset Vending, Western Vending, and Tracy Automatic Sales.

The machine manufacturers and product suppliers holding memberships include Cole Products, Barvend, Inc.; National Vendors, Dariomatic, Apco, M&R Dietetic Laboratories, William J. Stange Company, Pepsi-Cola, and Barvend Foods.

The aims of the association, Grenier declared, are to promote good business relations between members and their customers, and advocate a code of ethics and good business practices between members, their customers and the public.

Under the bylaws qualifications for membership, applicants must be in good and approved financial standing and engaged in the automatic vending merchandising business. Prospective members are required to make application in writing and must be voted into the organization by the majority of the entire board of directors.

Duties of the members, as outlined in the bylaws, are to co-operate with other members in carrying out the purposes of the group; maintain sanitary standards in handling food stuffs and merchandise, and comply with the incorporation provisions, bylaws and ethics of good business practice and conduct.

The bylaws also provide for members to participate in the purchasing facilities of the association by depositing with the association funds equal to amount of purchase plus 1 per cent.

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Bubble Ball Gum, 140-170 & 27¢ lb.  
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Pistachio Nuts, Sheik	37
Cashew Whole	61
Cashew Butts	59
Peanuts, Jumbo	45
Spanish	32
Mixed Nuts	57
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	48
Leaflets (similar to M. & M.)	50 ct.
Assorted Fruit Charms, 100 ct.	42
Rain Blo Ball Gum, 60 ct.	28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Blo Ball Gum, 100 ct.	32
200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	45
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## St. Louis Bulk Op

Continued from page 110

to selling pre-packaged nuts over the counter.

Having discovered these facts for himself, Korwitz made his decision to enter the bulk vending field, and further to specialize in only one item—cashews.

In establishing his route, Korwitz chose the St. Louis amusement district. He displayed a sparkling machine full of cashews to location owners and installed it immediately upon acceptance.

At the same time he ascertained from each location how often he should service the vender, and made up a service work sheet in the presence of the owner.

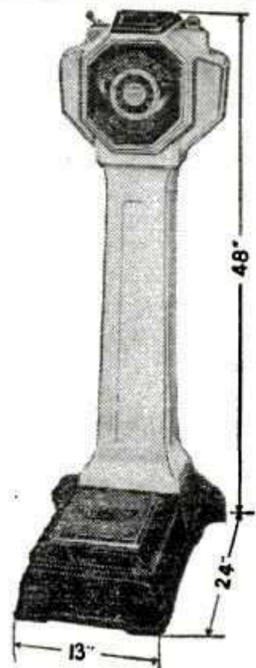
Thereafter, Korwitz revealed, he carried out the program until it could be definitely established how often the machine should be serviced.

In addition, he made it a habit to greet the location owner and employees with a cheery greeting each time he serviced the machine, offered a sample of tasty cashews, and learned some personal facts about each.

Thru learning personal likes of owners and employees—sport interest, hobbies, number of persons in the family—Korwitz put his operation on, as he classifies it, "a personal plane."

In many instances, he disclosed, location owners as well as employees, have friends or relatives in the tavern business and recommended his service to them. Frequently, he said, they set up appointments for him to discuss spotting bulk venders.

In addition to his servicing of machines, Korwitz calls on several prospective locations daily, he said.



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## Mfrs. Prep More Guns, Pins; But No Big Surprise in Sight

CHICAGO—A survey of local coin amusement game manufacturers last week showed that most of the firms are preparing new models for production this summer, but there was no indication that any brand new type of location game would appear before the fall season.

There is an apparent trend under way for manufacturers to diversify their game lines, and go into production of more than one or two types of games as has been the case in the past.

However, it appears the trade will have to wait until the fall season, at least, for a new game that might put the business back on solid ground once again.

There is always room for a surprise. Last August, for instance, the pool game came onto the scene, making an inauspicious start at first, but soon sending the market into an unprecedented boom.

### Dozen New Models

Production this summer at best, has been slow. Only a dozen new models have been introduced since June, and none of these, as yet, have set any kind of sales records.

The summer production list includes two pool models, one shuffle bowler, two five-ball pins, two in-line pins, one gun and three novelty-type games.

With the introduction of Genco Manufacturing & Sales Company's new rifle game, State Fair, there has been somewhat of a move back to the gun game as a summer location piece, but this market is far more limited than it was in 1954.

### BIG FAMILY

## August Marks Anniversary of Coin Pool Game

CHICAGO—The coin-operated pool game is one year old this month.

It was late last August that the coin pool table first drew attention on the amusement game market. At that time The Billboard reported: "What could become a new trend in the amusement game industry—a trend to coin-operated pool games—has begun to take shape."

"Two manufacturers, Exhibit Supply, Chicago, and Valley Manufacturing Company, Bay City, Mich., are already shipping coin-operated pool tables, with three other Chicago manufacturers reportedly readying similar type games for production." (The Billboard, August 27, 1955).

Within seven months of the introduction date, an estimated 100,000 coin pool games went out on location. More than 70 different versions of the coin pool game have appeared since this time. And the models have ranged from standard ball and cue games to complex electrical units with flashing lights and ball bumpers.

Currently, production of pool game models is limited, due to the tremendous number of such games manufactured over the past year—a record one-year production for the amusement game industry.

Still, there appears room for expansion in this field, with several firms still shipping steady orders.

when the rifle games first hit the market. Other new rifle units are expected to be introduced during the summer season.

Another favorite this summer appears to be the five-ball pin game, with many more of these units planned for summer production. The market remains fairly steady for such games.

### Pool Moves Slowly

There is no indication at present for a revival of the coin pool market, altho several firms are still engaged in pool game production. Expansion of this market apparently will wait till fall, or later. Principal reason is that most po-

tential pool game locations are filled. Sales continue, however, to certain areas, such as Detroit, where bumperless pool units have recently been approved for city operations, and New York State, which recently sanctioned operation of coin tables in tavern locations. (The Billboard, July 28).

Meanwhile, operators and distributors, as well as location owners thruout the country, await production of a new kind of coin game attraction for tavern locations. Several new types of amusement devices are under consideration, but nothing seems to have materialized as yet.

## German Coin Game, Juke Output Climbs

BONN, Germany — West Germany's coin machine production and sales showed continued increases in the first quarter of 1956.

Games and juke boxes produced the largest gains.

Coin game sales hit 10,975,000 marks (\$2,375,000), an increase of nearly 10 per cent. Of this total, amusement machines rang up sales of 8,100,000 marks (\$1,928,570), an eight per cent gain, and award-type machines jumped 15 per cent ahead.

Juke boxes led coin machine sales, totaling 14,160,000 marks (\$3,357,143)—up 12 per cent from the last quarter of 1955.

Vending machine sales amounted to 6,812,500 marks (\$1,622,023), up nine per cent from the 1955 final quarter.

### German Exports Up

Aside from the continued expansion of the West German domestic coin machine market, the principal development in the industry in the first quarter of this year was an upsurge in export sales and a cor-

responding decline in German coin machine imports.

Importation of juke boxes from the U. S. dropped to under 1,000,000 marks (\$238,095), off 16 per cent. German juke box exports climbed to 2,350,000 marks (\$559,523), a gain of 11 per cent.

German coin game imports sagged to 650,000 (\$154,761), for the quarter, while exports rose to 1,310,000 marks (\$311,904). This was a drop of 11 per cent in imports and a gain of five per cent in exports.

Vending machine imports virtually vanished, totaling 70,000 marks (\$16,666), a decline of five per cent. Exports increased to 400,000 marks (\$95,238), up four per cent.

## Air-Conditioning Answer To South's Game Drop?

MEMPHIS—Leading game operators and distributors here believe the summer game slump in the South is due primarily to the hot weather and the answer may be air-conditioning.

"Nine-tenths of the locations in the South are not air-conditioned," said Drew Canale, large operator here, and owner of Canale Amusement Company.

"Few people want to stand in a corner in an uncomfortably warm building and play an amusement game. If operators could sell location owners on the idea of getting a loan from their bank for air-conditioning, the added all-around business they would get would more than pay for the investment in a season or two."

George Sammons, president of

## Florida Ops Feel Drop-Off In Pool Play

MIAMI—A drop-off in summer game collections here has South Florida operators concerned about the future of the business. Almost every operator questioned expressed the opinion that if a good new game were bought out, interest would be revived.

One of the reasons for the cur-  
(Continued on page 119)

## GRIP TESTER HANDY PROP AT GOP MEET

CHICAGO — A convincing handshake is evidently still one of the requirements for advancement in politics. Bearing this out, Cook County Young Republicans recently "tested" their candidates for public office by introducing them to an Arcade grip machine.

Among those who had their handshakes "rated" at the annual picnic in the Chee-Chee-Pin-Quay forest preserve were Johann S. Ackerman, candidate for U. S. Congress from the 9th district, and Benjamin S. Adamowski, candidate for Cook County State's Attorney.

Young Republicans reported that the grip of both candidates "sent the needle flying to the markers" well qualifying them for the offices they seek. The machine was donated for the day by the Hollywood Arcade.

## Exhibit Readies New Gun Game

CHICAGO—A new coin-operated gun game is being readied for production by Exhibit Supply Company.

Details on the new model are not available, but the game is expected to be of the electric rifle variety, and have some new-type play features. Introduction date has not yet been set.

Exhibit has produced a large number of rifle games since first introducing its basic model, the Exhibit Shooting Gallery in April of 1954.

## PENNY MAGIC

### Lord's Prayer Arcade Piece Fools 'Em All

CHICAGO — The customer doesn't really get his money back from International Mutoscope's Lord's Prayer machine—but most players think that's what happens, according to Herb Tekip, Arcade manager at Riverview Amusement Park.

The new Arcade machine, now in production by the New York firm, gives the impression of printing the Lord's Prayer on a copper penny, which the player inserts, along with a dime to operate the machine.

The machine actually delivers a copper token with the prayer inscribed.

The machine is "quicker than the eye." It gives the impression of actually pressing the customer's penny, but as the penny visibly passes under the press, it disappears, and instead of a flattened penny, a bright new copper token is delivered.

Tekip reports the machine as one of the best grossers at his three Arcades this season. An average of 1,000 copper tokens per week are sold thru the Riverview machines.

The original Lord's Prayer ma-  
(Continued on page 115)

## Chi License Move Delayed; See Sept. Vote

CHICAGO—A vote by the City Council on the proposed new licensing system for coin machines here was delayed last week, as the Council recessed until September.

At this time, the city's licensing committee is expected to take the proposal under advisement, before presenting it for approval.

The proposed system, supported by the Chicago Independent Amusement Association, game operator group, would set license fees at \$12.50 for machines put on location after July 1. Presently the fee is set on an annual basis only, at \$25.

The new plan would also scrap the present license stickers which are required to be attached to each machine on location, in favor of an ID card bearing the serial number of the machine. In this way, if a machine is moved out of a location, the card would be replaced with another at a \$1 fee.

## Emco Ships New Economy Model Pool

CHICAGO — Chicago Emco Corporation last week shipped to distributors a new coin pool game model designed to list at \$140.

The new game, Emco Junior, has all the play features of the standard type bumper pool game, but has simplified ball mechanism eliminating the hinged top, and has a light-weight but sturdy cabinet.

Emco Junior measures 34 by 50 inches, 33 inches high. Weight is 110 pounds. Inside has been re-done to avoid servicing difficulties. Playfield has rubber cushions and plastic ball bumpers, and is marked for three or four-side play. Four cues and heavy-weight balls are standard equipment. Numbered balls are available for shipment with the game.

According to Carl Johnson, sales manager, the new model is "designed especially for low-cost operations."

Johnson also announced that the firm is developing a new octagonal-shaped coin pool playfield which is expected to be introduced within a few weeks.

## Denmark Ripe for U.S. Games—Eyes Imports

COPENHAGEN, Denmark — Altho Scandinavia has a large number of fine parks and an even larger number of large coin machine Arcades, few American manufacturers, distributors or amusement park operators have contacts here.

Denmark, in particular, also has an extremely large number of vending machines, practically all of which occupy store-front sidewalk locations for evening and weekend operations.

German coin game and ride manufacturers, on the contrary, do come here, and one result is that there are more German coin machines in Denmark than those of American origin. This does not indicate a lack of interest in American products on the part of the Danes. Despite the fact that for many years Arcade and park operators have found it very difficult to import any amusement devices from the U. S., the more impor-  
(Continued on page 115)

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**Electric Scoring**  
ALL GAMES IN ORIGINAL CARTONS CALL FOR PRICES!

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**COMETS**  
**\$125**  
Reconditioned and Guaranteed

# Denmark Ripe for U. S. Games

Continued from page 114

tant Danish coinmen subscribe to The Billboard and are well informed as to American coin machines.

The Stefansen Bros.' firm is one of the top-ranking amusement firms in Denmark, operating the Damhus Tivoli amusement park, having rides and concessions in Copenhagen's Summer Tivoli and Dyrehavsbakken, and making many of its rides. It also has interests in Sweden and Germany. It is largely a "family" firm, headed by Hugo and Oscar Stefansen, but Anton (Tony) Hansen, a member of the firm, supervises all of its coin games operations.

The Stefansens are definitely in the market for park and Arcade equipment, but find it difficult to do direct business with American firms because they have no dollar "credits." On the other hand they have one of their (own make) Miniature Railways operating in Hamburg, and a Loop-o-Plane playing "festivals" in Germany—which brings them German "credits" and the means to import German coin machines and rides.

Thus, at their Casino coin machine Arcade in the Dyrehavsbakken amusement park in Copenhagen, there are at least 32 German-made coin machines of the award type, as well as a number of German pin games, novelty and skill games. The only American machines are very dated.

In the Automat Hall in Damhus Tivoli are an Exhibit 500 Shooting Gallery and an Exhibit Buttons pin game. In a separate location is a Seeburg Shoot the Bear gun game.

There are two other large Arcades in Dyrehavsbakken, both of which do have a fairly large number of American machines, mostly target games. The Automater Hall, operated by Ellis Dahl, has at least 32 American-made machines, including three Shoot the Bears, and two Coon Hunts, Williams' Laxy Q, Times Square, Dealer, Army & Navy pin games; Genco's Super Basketball, Sky Gunner, Rifle Gallery, and Triple Action; United's Jungle Gun and Carnival Gun; and Chicago Coin's Pistol. There are also seven old counter-type Mutoscope Reel picture machines.

The Colosseum Arcade, operated by Orla Bang Bjelby, has a Coon Hunt, Super Basketball, Sky Gunner, Gun Patrol and an old Double Header pin game.

There is considerable co-operation among Danish showmen and Arcade operators, and it is quite certain that many of the machines listed above do not necessarily belong to the owner of the Arcade in which they are located. There are also some independent operators who place some of their machines on location in these Arcades. The system in Dyrehavsbakken seems to be to place each machine in the spot where it will get the best play.

An ironic angle to the international competition in the coin machine and ride fields over here is that while the German manufacturers are waging strenuous selling campaigns they are not always in a position to make deliveries.

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WRITE—WIRE—PHONE

**ROBERT LAWRENCE ELECTRONICS**  
620 OAK LANE AVENUE, NORTH MINNEAPOLIS, MINNESOTA  
Phone: HYland 9611

**BEST BUYS OF THE WEEK!**  
Completely Refinished Throughout!

UNITED DELUXE CLIPPER . . . . .	\$225	GENCO BIG TOP GUN . . . . .	\$315
BALLY BRIGHT SPOT . . . . .	75	GENCO SKY ROCKET . . . . .	300
BALLY BRIGHT LIGHTS . . . . .	75	MUTOS. SKY FIGHTER . . . . .	125
BALLY UNDERSEA RAIDER . . . . .	125	UN. DeL. CARNIVAL GUN . . . . .	200
GENCO RIFLE GALLERY . . . . .	175	EXHIBITED SPORTLAND GUN . . . . .	185
GENCO WILD WEST GUN . . . . .	315	SEEBURG COON HUNT GUN . . . . .	125

COMPLETELY NEW DOMES FOR "POP CORN SEZ" VENDORS  
Complete with Lock, \$32.50 EA. Lots of 5 or More, Ea. \$27.50

**ZODIAC VENDOR** The Year Round Money Maker! Complete With 1,200 FILMS. **\$395**

CHARLEY PIERI Get Our List, New-Used Games, All Types  
Lincoln 9-3996-7  
**Monarch Coin Machine, Inc.** 2257 N. Lincoln, Chicago 14, Ill.

**TOP BINGO BARGAINS**

YACHT CLUBS  
PALM BEACH  
CONEY ISLAND  
HAVANAS  
TROPICS  
**\$49.50**

BEACH CLUB  
HAWAII  
**\$59.50**

ALL USED GAMES SHOPPED—READY FOR LOCATION.  
DU GRENIER (7 Col.) Cigarette Machine, Model E7, all coin, 332 pack capacity, new (in original crates) . . . . . **\$99.50**

TERMS: 1/3 Deposit With Order. WRITE, WIRE OR CALL

**MAYFLOWER DISTRIBUTING CO.**  
2218 UNIVERSITY AVE., ST. PAUL 4, MINN. Midway 6-7901

## Penny Magic

Continued from page 114

chine was shown at the National Association of Amusement Parks, Pools and Beaches show at Chicago last December. It won an honorable mention for Mutoscope as "a meritorious exhibit."

At the time of its original showing, the machine actually did flatten out and inscribe the customer's penny, but this process proved impractical, and the firm revised the machine so that it now operates via the "mirage" process.

MEMPHIS—Commodities, Inc., has been appointed agent to distribute the H. J. Heinz Company line of foods and soups here. The firm, managed by H. L. Todd, operates coffee and hot chocolate vending machines.

**WANT TO BUY**

1400 Model Wurlitzers  
M-100-a Seeburgs  
CASH—HIGHEST PRICES

**FOR SALE**

2—Exhibit Sportland Guns . . . . . \$125.00  
50—3 W I Wallboxes . . . . . 49.50  
10—Seeburgs, Model C . . . . . 525.00

**TEXAS PHONOGRAPH CO.**  
509 S. Laredo St.  
San Antonio, Texas

**REMEMBER for EXPORT it's INTERNATIONAL SCOTT CROSSE**

It's smart to do business with **THE** firm that does the most for **YOU**

**INTERNATIONAL SCOTT CROSSE COMPANY**  
SCOTT CROSSE COMPANY  
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
Rittenhouse 6-7712  
Branch: 819 821 Lockawanna Ave., Scranton, Pa.

**WHILE THEY LAST!**

Used Jr. Size Pool Tables . . . . . \$ 75  
Used Sr. Size Pool Tables . . . . . 100

**CLOSING OUT—BELOW COST—  
BRAND NEW POOL TABLES**

**SOUTHERN AUTOMATIC  
MUSIC COMPANY, INC.**

ESTABLISHED 1923  
1855 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

**COIN MARKET PLACE** The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**CLASSIFIED ADVERTISING**

**NEW ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 20¢ a word—Minimum \$4.00.  
CASH WITH ORDER

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATES: \$1.00 a line—\$14.00 per inch.  
CASH WITH ORDER  
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
**THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22**

**Business Opportunities**

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$8 per gross only, plus postage, eod, New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. au25

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 198 Albion Ave., Paterson 2, N. J. ch-au11

NOTICE: I HAVE TAKEN OVER THE pie crimper business formerly operated by Chas. Mason of Cincinnati, Ohio & Tampa, Florida. Send orders to Mason Mason 406 S. Columbia, Union City, Ind. au4

**Parts, Supplies & Services**

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices, Veendo Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-au25

**Used Coin-Operated Equipment**

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. au25

**CIGARETTE—CANDY—COFFEE—CIGAROMAT**  
—FACTORY DISTRIBUTORS—  
U-Select-It, Candy & Coffee, Waffling Seales, Royal "17" and Mercury Cigarette Machines, Cigaromat, Cigar and Gum Vender. Write for full information, prices, terms.  
**TEXAS ASSOCIATED ENTERPRISES**  
P. O. BOX 1048 AMARILLO, TEXAS DR 3-8022

MILLS PANORAMS, TOP GRADE APPEARANCE and mechanically. Also few Arcade Machines. H. E. Loebbeck, 1438 N. Emporia, Wichita, Kan. au4

**SANITARY VENDING MACHINE HEADQUARTERS**  
"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23C's National sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.  
Authorized factory distributor of **ADVANCE VENDING MACHINES**  
**NATIONAL SANITARY SALES**  
Dept. B-8, 6640 N. Western Ave., Chicago 45

SHIPMAN STAMP MACHINES—TWO COLUMN, \$10 each; three column, \$29.50 each. Each guarantee, folders direct factory prices, U.S.P., Waterbury 2, Conn. au11

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum, all sizes, Je Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Paused Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

15 NORTHWESTERN DELUXE, \$9.75; 2 COLUMBUS TRIMORES, \$12; 15 MASTERS PENNY-NICKEL, \$9.75; 12 COLUMBUS PENNY, \$5.75. National, 4241 Sanson, Philadelphia, Pa.

**Wanted to Buy**

CIGARETTE, CANDY AND OTHER VENDING machines: give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

VENDING MACHINES WANTED—4 OR 5 Jacks, Northwestern 49's, Silver Kings, Acorns, Toppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-1/2

WANTED—1¢ TAB GUM VENDERS, ALSO 5¢ package gum venders with slug rejectors. Music Machine Co., Brunswick, Ga.

THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

### PINBALL GAMES

	High	Low	Mean Avg.
<b>BALLY</b>			
Atlantic City (5/52)	\$ 75.00	\$ 49.50	\$ 60.00
Beach Club (2/53)	100.00	50.00	65.00
Beauty (11/52)	80.00	50.00	70.00
Big Time (11/52)	325.00	225.00	265.00
Bright Lights (5/51)	95.00	65.00	95.00
Bright Spot (11/51)	95.00	50.00	65.00
Broadway (12/55)	475.00	375.00	425.00
Coney Island (9/25)	65.00	25.00	65.00
Dude Ranch (9/51)	110.00	50.00	85.00
Gayety (3/55)	175.00	95.00	135.00
Gaytime (6/55)	300.00	195.00	230.00
Hi-Fi (6/54)	125.00	64.50	95.00
Ice Frolics (1/54)	115.00	35.00	65.00
Miami Beach (9/55)	325.00	235.00	295.00
Palm Beach (7/52)	85.00	49.50	65.00
Palm Springs (11/52)	195.00	50.00	89.50
Surf Club (3/54)	150.00	65.00	95.00
Variety (9/54)	185.00	119.50	150.00
Yacht Club (6/53)	85.00	49.50	65.00
<b>EVANS</b>			
Saddle & Turf Club Model (10/53)	\$275.00	\$195.00	\$195.00
<b>GOTTLIEB</b>			
Dragonette (6/54)	\$140.00	\$139.00	\$140.00
Duette (4/55)	235.00	219.00	235.00
Gold Star (3/54)	150.00	145.00	150.00
Guys & Dolls (5/53)	110.00	65.00	75.00
Hawaiian Beauty (4/54)	160.00	135.00	149.50
Mystic Marvel (3/54)	175.00	125.00	144.00
Pin Wheel (11/53)	125.00	95.00	115.00
Poker Face (9/53)	125.00	85.00	95.00
Shindig (10/53)	115.00	95.00	95.00
Whirling Well (9/55)	225.00	195.00	210.00
<b>UNITED</b>			
Cabana (3/53)	\$ 95.00	\$ 35.00	\$ 50.00
Hawaii (6/54)	125.00	69.50	69.50
Leader (10/51)	95.00	50.00	50.00
Manhattan (4/55)	195.00	150.00	175.00
Nevada (8/54)	125.00	35.00	75.00
Pixie (9/55)	425.00	239.50	345.00
Rio (11/53)	100.00	69.50	100.00
Singapore (10/54)	135.00	65.00	75.00
Tahiti (8/53)	100.00	35.00	90.00
Triple Play (8/55)	295.00	200.00	235.00
Tropics (7/55)	75.00	60.00	69.50

### ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

ABT Challenger (5/46)	\$ 30.00	\$ 20.00	\$ 30.00
Basketball (G)	195.00	169.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	100.00	145.00
Big Inning (B) (47)	115.00	85.00	100.00
Carnival Deluxe (U)	275.00	200.00	225.00
Carnival Gun (U) (10/54)	245.00	225.00	225.00
Coon Hunt (S) (2/54)	175.00	125.00	150.00
Dale Gun (Ex)	89.50	50.00	65.00
Derby, 4 Player (CC) (3/52)	125.00	110.00	125.00
Drivemobile (M) (7/54)	165.00	150.00	125.00
Goalee (CC) (1/46)	95.00	65.00	95.00
Heavy Hitter (B)	49.50	35.00	49.00
Hockey (CC)	75.00	65.00	75.00
Jet Fighter (W) (10/54)	225.00	175.00	225.00
Midget Movies (CC)	135.00	125.00	135.00
Moon Rides (B) (5/54)	295.00	250.00	275.00
Pitch'm & Bat'm (S)	175.00	125.00	175.00
Polar Hunt (W)	345.00	225.00	345.00
Rifle Gallery (G) (6/54)	200.00	175.00	185.00
Shoot the Bear (S)	145.00	89.50	145.00
Shooting Gallery (Ex) (6/54)	175.00	125.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	195.00	195.00
Silver Bullets (Ex) (11/49)	125.00	69.50	125.00

### MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated July 28, 1956)

<b>ARCARE EQUIPMENT</b>		<b>SHUFFLE GAMES</b>	
1. SEEBURG—Coon Hunt		1. UNITED—Royal	
2. EXHIBIT—Sportland		2. KEENEY—Bikini	
3. SEEBURG—Shoot the Bear		2. UNITED—Capital	
3. EXHIBIT—Shooting Gallery		3. UNITED—Clipper	
4. EXHIBIT—Dale Gun		3. KEENEY—Pacemaker	
4. GENCO—Rifle Gallery			
<b>MUSIC MACHINES</b>		<b>VENDING MACHINES</b>	
1. AMI—Model D-80		1. National 950	
1. ROCK-OLA—1436		2. National 930	
1. WURLITZER—1250		3. PX (10 Col.)	
1. WURLITZER—1500		4. National M-9A	
		4. Northwestern 49, 1c	

### PINBALL MACHINES

(Manufacturers with ten or more games listed below)

<b>BALLY</b>		<b>UNITED</b>	
1. Miami Beach		1. Pixie	
2. Variety		2. Tahiti	
3. Gayety		3. Cabana	
<b>GOTTLIEB</b>		<b>WILLIAMS</b>	
1. Pixie		1. Disk Jockey	
1. Guys & Dolls		1. Times Square	
2. Duette		2. C. O. D.	
2. Mystic Marvel		2. Hayburner	
2. Poker Face			

### Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**Highs and Lows.** Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with mean average listings.

**Mean Average.** The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

**Most Active List.** The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

	High	Low	Mean Avg.
Six Shooter (Ex)	95.00	95.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	125.00
Sky Gunner (G) (9/53)	145.00	95.00	115.00
Sky Rocket (G) (5/55)	345.00	300.00	345.00
Sportland (Ex) (11/51)	195.00	175.00	185.00
Telequiz (T) (1/49)	99.50	85.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
Undersea Raider (2/46)	125.00	125.00	125.00
Wild West (G) (2/55)	335.00	300.00	315.00
Zingo (U) (1/51)	65.00	65.00	65.00

### MUSIC MACHINES

<b>AMI</b>			
Model D-80 (51) 40 sel., 78 RPM	\$299.50	\$175.00	\$225.00

	High	Low	Mean Avg.
<b>ROCK-OLA</b>			
1436 A-(53) 120 sel., 45 RPM	\$275.00	\$145.00	\$225.00
<b>SEEBURG</b>			
M-100-C (53) 100 sel., 45 RPM	\$595.00	\$485.00	\$545.00
<b>WURLITZER</b>			
1250 (50) 48 sel., 78 RPM	\$175.00	\$129.50	\$169.00
1500 (53) 104 sel., 45-78 RPM Mix	275.00	200.00	250.00

### SHUFFLE GAMES

Advance Bowler (CC) (5/53)	\$135.00	\$ 95.00	\$100.00
Arrow (CC)	315.00	285.00	315.00
Bikini (K) (6/54)	150.00	150.00	150.00
Bonus Bowler (K) (3/54)	125.00	75.00	75.00
Bonus Score Bowler (CC) (4/55)	345.00	125.00	295.00
Capitol (U) (6/55)	295.00	240.00	275.00
Cascade (U) (2/53)	75.00	50.00	60.00
Chief (U) (11/53)	145.00	95.00	110.00
Classic (U) (6/53)	85.00	75.00	85.00
Clipper (U) (5/55)	285.00	215.00	275.00
Clover Shuffle (U) (1/53)	75.00	65.00	65.00
Comet Targette (U) (11/54)	175.00	175.00	175.00
Criss-Cross (CC) (11/53)	125.00	110.00	125.00
Criss-Cross Targette Regular (CC) (1/55)	150.00	125.00	150.00
Double Score (CC) (3/53)	75.00	50.00	75.00
Feature (CC) (7/54)	185.00	125.00	150.00
Fireball (CC) (11/54)	245.00	195.00	225.00
Flash (CC) (9/54)	195.00	145.00	195.00
Gold Medal (B) (3/55)	300.00	300.00	300.00
Imperial (U) (9/53)	175.00	75.00	175.00
Jet Bowler (B) (8/54)	200.00	175.00	195.00
King (CC)	120.00	95.00	120.00
Leader Shuffle Alley (U) (11/53)	175.00	100.00	125.00
League (K) (8/50)	145.00	120.00	120.00
Magic (B) (12/54)	275.00	225.00	275.00
Mars Deluxe (U)	225.00	215.00	215.00
Olympic (U) (8/54)	75.00	50.00	75.00
Pacemaker (K) (9/53)	95.00	50.00	50.00
Rainbow Shuffle Alley (U) (8/54)	175.00	99.50	100.00
Royal (U) (8/54)	95.00	85.00	95.00
Shuffle Alley 10 Player (K)	60.00	55.00	55.00
Speedy (U) (8/54)	175.00	165.00	175.00
Super Frame (CC) (5/54)	165.00	100.00	125.00
Targette (U)	175.00	150.00	165.00
Team Bowler (U) (1/54)	169.00	120.00	155.00
Triple Strike Bowler (CC)	275.00	225.00	275.00

### VENDING MACHINES

Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 8.50
Columbus 1c Bulk	8.50	5.00	6.50
Keeney Electric (9 Col.)	135.00	125.00	135.00
National M-9A (9 Col.)	135.00	125.00	125.00
National 930	110.00	85.00	95.00
National 950	115.00	90.00	110.00
Northwestern 49, 1c	12.50	12.00	12.00
Northwestern Deluxe 1c & 5c	12.00	9.95	12.00
PX (8 Col.)	115.00	100.00	115.00
PX (10 Col.)	125.00	115.00	125.00
Rowe Crusader (8 Col.)	135.00	95.00	135.00

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- August 1—Springfield Music Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- August 1—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- August 2—Summit County Music Operators' Association, monthly meeting, Akron, O.
- August 2—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
- August 8—Retail Amusement Association of Canton, O., monthly meeting, offices of the Elum Music Company, Massillon, O.
- August 9—Massachusetts Music Operators' Association, monthly meeting, Baconsfield Hotel, Brookline.

- August 10—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- August 13—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- August 15—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
- August 16—Eastern Ohio Phonograph Operators' Association, Youngstown, O.
- August 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Lawler, Mitchell.
- August 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- August 21—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.
- August 27—Central States Music Operators' Association, monthly meeting, 805 Main Street, Peoria.
- September 14—California Automatic Vendors' Association, bi-monthly meeting, Ambassador Hotel, Los Angeles.
- September 20—Record Music Service Association, annual golf outing, Southmoor Country Club, Chicago.
- September 22-23—The Music Guild of Nebraska, quarterly meeting, Omaha.

## Genco Lists Rifle at \$595

CHICAGO — Genco Manufacturing & Sales Company's new State Fair Rifle is correctly listed at \$595. Genco inadvertently listed the price at \$495 in a report to The Billboard, issue of July 28. Main new feature of the gun game is an entirely new target idea—rolling balls that are shot off of a track. Other targets include a large comical figure which waves its arms, tips its hat and falls backward when hit; two light-up candle targets that "go out" when hit, and two rows of stationary targets representing owls and goats.

### ATLAS... BETTER MUSIC for Your Money!

A.M.I. MODEL A . . . . .	\$ 95
A.M.I. MODEL C . . . . .	150
A.M.I. MODEL E-120 . . . . .	465
WURLITZER 1250 . . . . .	175
WURLITZER 1500 . . . . .	275
WURLITZER 1500-A . . . . .	325
ROCK-OLA FIREBALL (120) . . . . .	275

RECONDITIONED — REFINISHED LIKE NEW!  
 Terms: 1/3 Dep., Bal. C.O.D.



**ATLAS MUSIC COMPANY**

A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL. U. S. A. ARmitage 6-5005

### Ops Bandwagon

Continued from page 106

time must do all he can to keep those he has completely satisfied. A third is that since music machines constitute the backbone of the operator's business he should specialize in music, both juke boxes, and if possible, background music, but that even then he must stand ready to supply his locations with any other type of equipment they want.

Leroy J. Lambert, of Lambert Music Company, Stockton, Calif., typifying the first point of view, declared: "The trend among music operators will be to more diversification of coin-operated equipment because of the need for increasing gross takes. Besides, it is easier to place different equipment in locations that you are already doing business with than it is to show a large increase in the number of phonograph locations."

A Meridian, Miss., music operator, J. C. Moore, who also operates a business outside of operating, explained that he has always operated equipment besides juke boxes because it helps to increase takes and balance out operating costs, which, because of higher equipment costs and record costs, run higher than for games.

G. M. Shriner, of Highway Novelty Corporation, Bedford, Pa., explained that diversification will continue 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.

The idea that competition is forcing increased diversification is voiced bluntly by George R. Rhodes, Uniontown, Pa.: "The music operator must, in order to protect his good locations, furnish his locations with all coin-operated equipment necessary to keep out cut-throat competition."

An Ohio operator expressed the opinion that because the two sources which supply expansion for music-existing locations that do not have music and new locations—are becoming scarcer, operators must diversify with other equipment for additional income.

Even operators who want to specialize in music don't feel that they can afford to because, being an operator, they must answer the needs of their locations. A New York State operator pointed out that locations in his area wanted one operator for all equipment.

Leading the list of equipment which operators are diversifying with are shuffle bowlers and pool games. They're followed by pinball games, with gun games running a close third. Cigarette machines and other vending machines such as candy, gum and nut machines are also operated increasingly by music operators.

(Editor's Note: For a detailed examination of the trend to diversification by music operators, see the Music Operator Forum series in the music machines department beginning in this issue.)

### BINGO SPECIALS!

#### CLEAN GAMES READY FOR LOCATION

Variety . . . . .	\$135	Beach Club . . . . .	\$55
Gaiety . . . . .	115	Dude Ranch . . . . .	55
Ice Frolics . . . . .	95	Palm Beach . . . . .	50
Hi-Fi . . . . .	90	Yacht Club . . . . .	45
Surf Club . . . . .	70	New Bally Pin Pool, Long . . . . .	Write
Bally Beauty . . . . .	60	New Keeney Flicker Pool . . . . .	Write
New Pool Sticks . . . . .	\$1.50 each		

Immediate delivery  
 1/3 DEPOSIT  
**FRANK MILLS, Mgr., Dept. R-6**

### SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

### LOWEST PRICES IN THE INDUSTRY!

3/4" REPLACEMENT

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R . . . . .	695	
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Classic . . . . . 85.00	Brite Spot . . . . . 45.00	C.C. Pistol . . . . . 50.00
DeLuxe . . . . . 50.00	Big Time . . . . . 350.00	C.C. Hockey . . . . . 75.00
Derby Roll . . . . . 175.00	Broadway . . . . . 425.00	Champion Hockey . 125.00
Imperial . . . . . 75.00	Cabana . . . . . 45.00	Dale Gun . . . . . 50.00
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League Bowler . . . . 120.00	Gay Time . . . . . 225.00	Ex. Sportland . . . 175.00
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10th Frame . . . . . 60.00	Nite Club . . . . . 475.00	Muto, Card Vend. . 50.00
6 Pl. Original . . . . . 50.00	Palm Springs . . . . . 65.00	Muto, Photomat . . 350.00
Bally Victory . . . . . 150.00	Palm Beach . . . . . 65.00	Muto, Drive Yourself . 525.00
Bally Rocket . . . . . 175.00	Spot Lite . . . . . 45.00	Muto, Lord's Prayer . . . . . 395.00
C.C. 10th Fr. Dbl. . . . .	Stars . . . . . 45.00	Panorams . . . . . 325.00
Score . . . . . 80.00	Singapore . . . . . 75.00	Pitch'm & Bat'm . . 175.00
C.C. Fireball . . . . . 225.00	Starlet . . . . . 295.00	Steam Shovel . . . 325.00
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Genco Shuffle Pool . . . 85.00	Tropicana . . . . . 65.00	Shoe Brush Up . . . 95.00
Got. Bowlette . . . . . 25.00	Yacht Club . . . . . 50.00	Shoe Shine Machine 150.00
	Variety . . . . . 125.00	Side Walk Engineer 175.00
	Pixie . . . . . 345.00	Twin Hockey, new Write Un, Super Slugger, new . . . . . Write
<b>CIGARETTE MACHINES</b>		Vibrators, F.S. . . 150.00
LEHIGH 12-COL. NEW All-Coin Combina-tions . . . . . \$235.00 (mechanical)	<b>Genco UPRITES</b>	Zodiac, new . . . . 395.00
Mercury, 9 col. . . . \$165.00	35 Jumping Jacks, 400 & Gold Nuggets . . \$45.00 ea. Silver Chests 55.00 ea.	Zingo . . . . . 45.00
National 930, used . . 95.00		Chester Pollard Football . . . . . 75.00
National 950 . . . . . 110.00	<b>MILLS COFFEE VENDORS</b>	Ex. Love Meter . . . 25.00
PX 10 Col . . . . . 115.00	12 excellent shape, 600-cup capacity \$350.00 ea.	Keeney Air Raider . 125.00
Electro 2 Col. . . . . 95.00		Keeney Submarine . 125.00
Keeney 7 Col. Elec. . 135.00	<b>Close Out—POOL TABLES—All New</b>	Liberator . . . . . 75.00
Electro 10 Col. . . . 165.00	Pool . . . . . \$150.00	Rapid Fire . . . . . 110.00
All used equipment shipped and refinished with 25¢ and king size.	Un. Roto Pool. 150.00	Roovers Name Plate . . . . . 125.00
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<b>WILLIAMS</b> Surf Rider Crane	<b>CHICAGO COIN</b> Twin Hockey Steam Shovel
<b>MUTOSCOPE</b> Lord's Prayer	<b>BERT LANE</b> Goldie Horse Fire Engine
<b>CIGARETTE MACHINES</b> Lehigh MC-12-M & E Eastern Electric 12 Col. DuGranier K-12-K-14	<b>KEENEY</b> Coffee Vendor Snack Vendor Soup Vendor Comb. Coffee & Chocolate

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Gottlieb Scoreboard Gottlieb Derby Day Genco Hi-Fly Baseball	Williams Piccadilly Williams Deluxe 4 Bagger Bert Lane Dead Zero
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LARGE STOCK OF USED PIN BALLS,  
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ALL MAKES—ALL MODELS  
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New Cue Sticks and Balls

LIKE NEW—Only \$89.50

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GAMES' BIG HORN  
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### UNITED BINGO SPECIALS!

STARLET .....\$295  
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NEVADA ..... 75

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Phone: Everglade 4-2300

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

## COINMEN YOU KNOW

Continued from page 109

whose hobby is operating a ham radio, says he talks to people all over the world. . . . Johnny Allegranza, owner of Shaw Amusement Company, is in Veterans' Hospital at Jackson, and his brother, Alex, is taking care of his route. . . . Lois Dyess, former owner of Dyess Music Company, Greenville, Miss., recently sold out to H. C. Smith. . . . Paul Maucel, owner of Paul's Novelty Company, Greenville, is leaving with the Navy Reserve for two weeks of active duty in Cuba. John Nathan and Robert Fava will be in charge of the 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, says his game business is off a great deal this summer. . . . Pete Manos, owner of PM Music Company, Greenville, has moved his office. . . . Buddy Tolliver, Hollandale, Miss., operator, reports his location 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 Redd 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 Redd staff, back after a fine rest in Mississippi. Hank Petit, Wurlitzer field engineer, and Paul Calamari, Bally representative, paying a visit at Redd's.

Irwin Margold, of Trimount Automatic Sales Corporation, glad of the new air-conditioning equipment after returning from a rest on Cape Cod. . . . Salesman Dan Brown off to Maine for a two-week vacation. Joe Leonard, Art Massaera and Bob Rome going great guns in the new line of sound equipment installation. Salesman Dave Risken and Russ Eckels, of the background music department, both finding Falmouth 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. . . . Coinmen were shocked at the deaths of two of their numbers last week. Peter Covarno, of Norwich, Conn., was killed in an automobile accident. Chris Magenta, of Willimatic and Thompsonville, died while attending the Narragansett race meet.

Ed Ravreby, of Associated Amusements, happy over the reception of the new in-line pool game, Monaco. Ed is just back from a successful tour of the Connecticut territory, will spend some time at his place in Hyannis. The Ravreby's and Dick Mandell and wife will head for Chicago for the unveiling of the Rock-Ola 200 August 9. . . . Associated's service manager, Don Morrill, off on his vacation as sales chief Al Levine got in from his holiday in Vermont.

Jerry Flatto, of Boston Record Distributors, really working these days with his assistants on vacations. Jack Sager is in Duxbury, Jerry Cronin in National Guard Camp on Cape Cod and pert Barbara McKinnon 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 routemen for P. & P. Distributing Company, and this is his second child. Bob Puccio and Joe Pelligrino, partners in the P. & P. firm, drove to Chicago for a day of equipment shopping. Tom Puccio left for several weeks' vacationing in the East.

Vacation time has hit cash receipts, according to George Schroeder. Music has taken a sharp drop, he adds, with pool tables also going for a downward ride. Schroeder's routeman, Danny Karolczak, 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 Fischer has been filling in for O'Brien, making his local stops for him during his absence.

### Detroit

By HAL REVES

**SMALL BACK IN TOWN.** Roy Small, conciliator for the United Music Operators of Michigan (UMO), has returned from his Florida vacation. Office secretary Fay Grossman says things have been jumping, with (Continued on page 121)

**3000 GAMES & MUSIC IN STOCK!**

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- ★ NOVELTIES
- ★ SHUFFLE ALLEYS
- ★ SEEBURG & WURLITZERS

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**POOL TABLES \$90 and up**

**SPECIAL DELUXE CUE STICKS, \$1.85**

**POOL GAME SUPPLIES**

Chalk, Cr. . . . .	\$ 3.50
10-Minute Cement, Tube . . . . .	.20
Cue Clamps, Ea. . . . .	.25
Plastic Cups, red or white, Ea. . . . .	.50
Coin Chutes, Ea. . . . .	10.80
Playfield Cloth . . . . .	9.50
Set of 10 2 1/2" Pool Balls . . . . .	12.00
Set of 8 Pucks . . . . .	12.00
Shuffle Game Wax . . . . .	3.50

**EXTRA SPECIAL Keeney Sportsman Gun \$175.00**

**BINGOS**

Night Club . . . . .	Write
Broadway . . . . .	\$445.00
Beach Beauty . . . . .	395.00
Miami Beach . . . . .	295.00
Big Time . . . . .	250.00
Gay Time . . . . .	240.00
Variety . . . . .	125.00
Pixies . . . . .	295.00

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Variety . . . . . 135.00	Wishing Well . . . 195.00	Ice Frolics . . . . 90.00
Cay Time . . . . . 225.00	Williams Super . . . . .	Saddle & Turf . . 180.00
Surf Club . . . . . 85.00	Pennant . . . . . 135.00	Slugging Champ. . 185.00
Manhattan . . . . 175.00	Miami Beach . . . . 235.00	Sweet Add-a-Line 175.00
Hawaiian Beauty. 115.00	Gayety . . . . . 135.00	C. Coin Home Run 120.00

One-third deposit required. Write, wire or phone

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REGULAR AND KING SIZE

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**POOL SUPPLIES**

- Cue Sticks ..... \$ 1.50
  - Chalk, Gross ..... 3.50
  - Plastic Cups, red, white, yellow ..... .50
  - Plastic Bumpers, red or white ..... .50
  - Pool Balls, set of 10, 2 1/4" ..... 10.00
  - Overhead Lights w/brikt. .... 10.00
  - Anti-Warp Adjusters, set of two ..... 8.95
  - Billiard Rail Brush, doz. .... 4.00
  - Cue Repair Kit ..... 4.95
- Write for complete list of parts.

**Pool Game Playfields**

Novoply—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each...\$35.00  
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Joe Ash says...

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"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

**Kruzick to Show Coin Golf Game To Chi Industry**

FORT WORTH — Matt Kruzick, Fort Worth electrician-inventor, was scheduled to arrive in Chicago Tuesday (31) 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 game 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 consecutive times, the ball returns to the player 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 collections, summer or not.

Secondly, entertainment habits have changed, with many people seeking recreation on the beaches and waterways. Too, many potential game players leave this area to go on their vacations, but this has been partially offset by the influx of vacationers from other climes.

**Some Do Well**

The most operators are currently having troubles, several of the larger game operators in this area report business as good, and in one case, even better than at any time during the year. Lucky Skolnick, of Music Makers, Inc.; Morris Marder, of M & H Service, and Ozzie Truppman, of Advance Music Company, all report business has held steady.

Harry Steinberg, of Neil Shuffleboard Company, reports business has increased in the past month. He credits higher collections 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 possible.

All of these operators keep switching games around in order to stimulate interest, and purchase new games for their better stops. This permits them to move older equipment down the line.

**EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT**

**BINGOS**

- Broadway ..... \$415.00
- Miami Beach ..... 250.00
- Gaytime ..... 210.00
- Variety ..... 125.00
- Hi Fi ..... 95.00
- Surf Club ..... 95.00
- Palm Springs ..... 65.00
- Yacht Club ..... 40.00
- Dude Ranch ..... 75.00
- Beach Club ..... 65.00
- Beauty ..... 65.00
- Atlantic City ..... 50.00
- Palm Beach ..... 45.00
- Spot Lite ..... 50.00
- Bright Spot ..... 50.00
- Stardust ..... 375.00
- Starlet ..... 325.00
- Pixie ..... 295.00
- Triple Play ..... 200.00
- Manhattan ..... 145.00
- Hawaii ..... 69.50

**BOWLERS**

- CC Score a Line ..... \$375.00
- CC Bonus Score ..... 275.00
- CC Triple Strike ..... 225.00
- CC Fireball ..... 195.00
- CC Flash ..... 145.00
- CC Feature Frame ..... 125.00
- CC Super Frame ..... 100.00
- CC Criss Cross Bowler ..... 110.00
- CC Advance ..... 95.00
- CC King Bowler ..... 95.00
- CC Criss Cross Target ..... 150.00
- Un. Capitol ..... 240.00
- Un. Clipper ..... 215.00
- Un. Lightning ..... 185.00
- Un. League ..... 100.00
- Un. Leader ..... 100.00
- Un. Chief ..... 95.00
- Un. Royal ..... 85.00
- Un. Olympic ..... 65.00
- Un. Cascade ..... 50.00

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• **GOTTLIEB AND WILLIAMS PIN GAMES**

• **GENCO, UNITED, WILLIAMS GUNS**

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**JAX PHONOGRAPH CO.**  
1432 Main St., Jacksonville, Fla.

**Air-Conditioning Answer**

Continued from page 114

ciation loss are big drawbacks. License tax on a pinball, for example, is \$56.25, compared to \$41.25 on

a juke box and \$15.25 on cigarette vending machines.

Recent legislative curtailments also cut down play. The Memphis City Council passed an ordinance making it unlawful for anyone under 18 to play coin games, and unlawful for anyone under 21 to play them where beer is sold. Another blow to local trade was the banning last year of coin pool games on the theory that they are billiard tables and could not be used in locations where beer is sold.

Allen Y. Keller, owner of Allen Y. Keller Company, game and music operator, said if the pool games weren't banned they would have picked up the game business tremendously in Memphis when it was most needed.

**Pins, Bowlers Steady**

The multi-player pinballs and shuffle bowlers are doing fairly well at present, says Parker Henderson, general manager of Southern Amusement Company. Another good one, all agree, is the novelty baseball game.

Sammons says that the shuffle bowler is on a comeback here. Canale says the comeback now is "mild" but may pick up. He expects the biggest pick-up to come with the cooler fall weather.

Most distributors say they get big help during the summer with their export business. Henderson exports games to Europe, for example, where they bring a good price. Sammons recently sold a shipment to Mexico.

Most operators find some diversification helps in summer. All try to keep rotation of machines going more so in summer. As Canale says, it is done year-round, but especially so in summer, because a "new look" always ups collections.

Canale reports his game collections off 25 per cent every summer since 1949. Keller says his are off 15 to 20 per cent this year and were off about 10 to 15 per cent in previous years.

Besides air-conditioning, Canale suggests that operators would fare better if they didn't "ride a game to death" at one location, but instead, rotate often and keep the games looking clean.

**FOLK TALENT AND TUNES**

Continued from page 80

stein, WHLP, Centerville, Tenn.; Dickie Schock, WFOB, Fostoria, O.; Barry Kaye, WJAS, Pittsburgh, and Cy West, WAVL, Apollo, Pa.

Verne Lotz writes from Minneapolis: "I'm now with KEVE, the Twin Cities' and Minnesota's only all-country & western station. Texas Bill Strength (Capitol) and Johnny T. Talley, newly signed with Mercury, are spinning 'em here also, as is Vern Weegman, formerly of KNUJ, New Ulm, Minn. I had been with KOTA radio and TV, Rapid City, S. D., as a country music man for over six years. Also handled 'Grand Ole Opry' and other country promotions in that area."

Wild Bill Price, XERB, San Diego, Calif., has added a new  
*(Continued on page 121)*

**ARCADES—OPERATORS**

- LORD'S PRAYER, new, it's a winner ..... \$395.00
- Rock 'n' Roll, new, small in size—large in income ..... 145.00
- Muto. Drive-Yourself, new, with auto-test conversion ..... 850.00
- Muto. Drivemobile ..... 150.00
- Hockey—2 Player ..... 85.00
- Roovers Name Plate ..... 150.00
- Skill Jump, with metal clown base ..... 49.50
- Rocket ..... 295.00
- X-07 Rocket ..... 450.00
- Genco Quarterback, new and like new ..... Write for Special Price
- Genco Champion Baseball ..... 350.00
- Williams World Series ..... 95.00
- Panorama, Giant Screen, new ..... Write Midget Movies, new and like new ..... Write for Special Price
- Keeney Air Raider ..... 125.00
- Keeney Submarine ..... 95.00
- Bally Rapid Fire ..... 125.00
- Liberator or Periscope ..... 75.00
- Williams Jet Fighter, new ..... 275.00
- Williams Jet Fighter ..... 175.00
- Muto. Atomic Bomber ..... 95.00

**Games Rebuilt the Munves Way**

- Look and Work Like New Sidewalk Engineer, floor sample, with new tractor ..... \$195.00
- Sidewalk Engineer, new ..... Write
- Scientific 3-in-Line ..... Write
- Scientific Pokerinos ..... \$125.00
- Pokerinos & 3-in-Line Rubber Balls and Contacts
- Grandmother Mystic Swam, floor samples ..... 595.00

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BALLY BOOSTER POOL.....	WRITE	M100-R SEEBURG .....	\$795.00
EXHIBIT SPANISH POOL.....	WRITE	1800 WURLITZER PHONO....	675.00
GENCO RIFLE GALLERY.....	\$145.00	1500 WURLITZER PHONO....	200.00
EX. RIFLE GALLERY.....	125.00		

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M100-C .....	\$545.00	1800 .....	\$650.00
M100-B .....	425.00	1500 .....	199.50
M100-A .....	225.00	1250 .....	129.50
3W1 Wallbox, Painted ...	59.50		
		ROCK-OLA	
		1436 .....	\$149.50
		1428 .....	59.50
AMI			
E-120 .....	\$425.00		
D-80 .....	299.00		

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Price \$11.95

- ★ Free long plastic refill tube available with each penny dispenser.
- ★ All die-cast parts in mechanism.
- ★ Chrome-plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
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# FOLK TALENT AND TUNES

Continued from page 120

feature, "Album Time," to his daily "Ranch Round-Up" show which is heard from 9 a.m. to 2 p.m. New seg, which Price airs every Friday from 1:35-2 p.m., features the latest country & western album releases. . . . Ernie Courtney infos that Uncle Ned and he have left CKCY, Sault Ste. Marie, Ont., to join Station CKTB, St. Catharines, Ont., where they hold forth with a daily morning show from 5:45-8:45. Courtney also does an afternoon stint on Saturdays, 3-5, called "Discapades," which he says covers just about everything. The jockeys pass on word that they are in need of platters from the indies.

arrival here with the Armed Forces Radio and TV Service. We now have 'Cowboy Round-Up' going Monday thru Friday; 'Hillbilly Hit Parade' each Saturday afternoon; then we return at 10 o'clock Saturday night with the 'Hillbilly Jamboree.' Have a new release coming out soon, 'I'm Checkin' Out' b.w. 'Just Passin' By,' both my own tunes, published by Country of Chicago."

Chuck Neer, WIAM, Williamston, N. C., has just kicked off a new 25-minute show, "The Chuck Wagon." . . . Morey DeVolt, owner and head wrangler at KLAQ, Denver's only c.&w. station, has played host to numerous country and western artist recently. He sends out an invite to country artists passing thru, adding that

Lucky Hill letters from Tripoli, Libya: "Here in Tripoli (Wheelus Air Force Base) country music continues to grow. Our c.&w. programming has doubled since my

KLAK will be happy to build an impromptu show around the performers.

Earl McRae currently holds down the daily 5-7 a.m. spot over WHIE, Griffin, Ga., with his "Sun Rise Jamboree." Fellow c.&w. twirler, Bob Gilreath, helms the "Bar-None Ranch" each afternoon from 1:30-4 over the same station. . . . Texas Tiny, heard over XERB, Long Beach, Calif., and KABC, Los Angeles, has been appointed a.&r. man by Clock Publishing Company, Santa Monica, Calif., for its new c.&w. division of its High Time Records subsidiary.

Jack Lloyd, KNIM, Maryville, Mo., recently kicked off a new three-hour morning show. New seg, aired daily, goes from 6-9 a.m. Ray Black, also of KNIM, recently got his new daily 6-7:30 p.m. show under way. . . . Shorty Mason, WICK, Scranton, Pa., was a recent guest on "Jamboree Command Performance" over WWVA, Wheeling, W. Va. In a turnabout, Mason played host to "Jamboree" artists Wilma Lee, Stoney Cooper and Rusty and Doug when they appeared in the Scranton-Carbondale, Pa., area.

Bill Mack, KWFT, Wichita Falls, Tex., infos: "I have just celebrated my fifth year as c.&w. deejay on KWFT radio. My new Starday recording, 'The Cat Just Got in Town'

(Continued on page 123)

Exclusive Distributor For

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ROCK-OLA

SHUFFLE ALLEYS	PINBALLS
Bally Gold Medal ..... \$300.00	Beach Beauty ..... \$475.00
Bally Jet Bowler ..... 175.00	Beach Club ..... 65.00
Bally Magic Bowler ..... 275.00	Variety ..... 175.00
Keeney Pacemaker ..... 50.00	Tropics ..... 45.00
Keeney Bonus ..... 75.00	Atlantic City ..... 45.00
Keeney Bikini ..... 150.00	Bally Night Club ..... Write
Bikini ..... 125.00	Bally Broadway ..... 425.00
Bonus Bowler ..... 95.00	Miami Beach ..... 245.00
Century ..... 125.00	Gaytime ..... 205.00
Gold Metal ..... 300.00	Dude Ranch ..... 45.00
Imperial ..... 175.00	Gayety ..... 125.00
Magic ..... 275.00	Yacht Club ..... 50.00
Pacemaker ..... 50.00	Tahiti ..... 45.00
Rainbow Shuffle Alley ..... 100.00	Nite Club ..... 525.00
	Beauty ..... 50.00
	Big Time ..... 275.00
	Duetta ..... 225.00
	Gold Star ..... 150.00
	Frolic ..... 45.00
	Cabana ..... 45.00
	Surf Club ..... 65.00

**MUSIC**

Rock-Ola 1448 Hi-Fi, 120 Select. . . . Write  
 Rock-Ola 1446 Hi-Fi, 120 Select. . . . \$645.00  
 Rock-Ola 1438 Comet, 120 Select. 475.00

**WALL BOXES**

Seeburg 3W1 Hammerloid ..... \$ 49.50  
 Seeburg 3W1 Chrome ..... 65.00

**ARCADE**

Bally Bull's-Eye Kiddy Gun ..... Write  
 Bally Hot Rod ..... Write



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 Indianapolis, Indiana  
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GIVE TO DAMON RUNYON CANCER FUND

# COINMEN YOU KNOW

Continued from page 118

plans for youth shows and a wide range of legal activity in Michigan suburbs.

Dan Evans has resigned from the Miller-Newmark organization. Morrie Tophan, manager of the Detroit branch, having 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. . . . Maurice Feldman, Central Coin Machine Exchange, enthusiastic over continued shuffleboard popularity in the Detroit area.

Christ Gimias has registered title to the G. I. Music Company in the northeastern suburb of Roseville. Reports from Willow Run Airport are that the famed games installation there is being replaced by newly constructed offices. . . . Al R. Young is operating the new Arcade installation at Edgewater Amusement Park. . . . The Belle Isle Amusement Center at the Belle Isle Bridge, heir to the now historic old River-view Park, has added George P. Rambaum as a partner, along with James DeMonaco, who has operated it for the past 10 years. Rambaum was formerly general manager for the Henry C. Lemke operation.

# WANTED FOR EXPORT

SEEBURG M-100A	M-100C	WURLITZER 1250	1400
M-100B	M-100W	1450	1500A
M-100BL		1550A	1600
HM-100A (Hideaway)		1650	1700
HM-100B (Hideaway)	AMI	F-120	G-120
HM-100C (Hideaway)		E- 80	E-120
ROCK-OLA 1438	1448		

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# SUMMER SPOT SPECIALS

with DAVIS 6-Point GUARANTEE

## PHONOGRAPHS RECONDITIONED and REFINISHED

SEEBURG 148 ML.....\$ 99	WURLITZER 1100 .....\$ 99
ROCK-OLA 1428 ..... 99	AMI A ..... 99
1432 ..... 169	B ..... 139
1434 ..... 229	C ..... 139
1436 ..... 259	D-40 ..... 199

## SPEAKER AND WALLBOX SPECIALS

WURLITZER Speakers 4000.....\$9.95	Wurlitzer 219 Stepper.....\$9.95
4006..... 9.95	
4009..... 9.95	

## WALLBOXES

SEEBURG 5c 20 selection, 3 wire or wireless.....\$ 4.95
SEEBURG 5c, 10c, 25c 20 selection, 3 wire or wireless..... 12.95
SEEBURG 3W1, Hammerloid..... 54.00
SEEBURG 3W1, Chrome..... 64.00
WURLITZER 2140, 5c, 24 selections..... 4.95
WURLITZER 3020, 3 wire, 24 selections..... 9.95
WURLITZER 4820, 3 wire, 48 selection..... 15.95
WURLITZER 4851, 48 selection..... 22.95
WURLITZER 5204, 104 selections..... 29.00
WURLITZER 5205 3 wire, 104 selections..... 55.00



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THANKS FOR THE TIP ON VALLEY'S POOL GAMES!

I WOULDN'T FOOL YOU ABOUT THE FINE VALLEY QUALITY and DEPENDABLE EARNING POWER!

YOU, OUT THERE! "ASK THE MAN WHO OPERATES THEM"—THEN CONTACT YOUR DISTRIBUTOR OR WRITE DIRECT!

JUMBO RACK POOL BUMPER POOL

Regular and King Size—Conventional and Slate Tops.

**PRO POOL**  
 King Size—Jumbo Earnings!

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# 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 \$7,583,241 to \$7,076,894.

R. C. Roling, 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 \$576,000.

Net earnings during the quarter were \$88,170 or 11 cents per share of common stock, as compared with net earnings of \$107,225 or 13 cents per share of common stock a year ago.

Roling said all divisions of the company operated at a profit during the quarter.

LOS ANGELES—Milton Isaacson and Herbert Hyman announced they are partners in the Automatic Food Sales Company here, operating cigarette, candy, bulk, tab and nickel gum machines.

## UNITED

- POOL ALLEY** A Great Combination of Bowling and Pool.
- STAR SLUGGER** Baseball at Its Best.
- SELECT PLAY** Shuffle Alley.
- MONACO** Bingo Five Ball.

## GENCO

- STATE FAIR** A Great Gun—Reasonably Priced.
- HI-FLY BASEBALL** A Real Dime Catcher.

## WILLIAMS

- SURF RIDER** Four Players for Terrific Profits.
- DE LUXE 4 BAGGER** Successor to King of Swat.
- CRANE** Arcade Piece of the Year.

## PRICED WAY BELOW COST!

- United Hit Pool
- Genco Baseball Pool
- Williams Star Pool
- Wms. Klik Billiards
- Chicoin Clover Pool
- Keeney Flicker Pool
- Bally Booster Pool
- Exhibit Spanish Pool
- Exhibit Skill Score
- Valley Pro Pool

JUST A FEW OF EACH LEFT...EVERYONE A REAL BARGAIN!

A Complete Stock of Used Pool Games of Every Make

TAKE YOUR CHOICE..... \$79.50

## CASH WAITING FOR....

- Gottlieb Five Balls
- Late Phonographs
- Arcade Equipment

SLATE POOL TOPS .....\$89.50 ea.

### PORTABLE COIN COUNTERS

KLOPP Model D-2—Extremely Light  
STANDARD-RAPID—Made in Germany  
Try either one on a 30-day money-back guarantee

### Klopp Coin Changers

3 Models. Dispenses 3 nickels for quarter. Dispenses 2 dimes and 1 nickel for quarter.

1/2 Deposit, Balance Sight Draft or C.O.D.

# Empire

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## GOTTLIEB'S CLASSY BOWLER

- All New One Piece Steel Score Card Plate and Ball Shooter Gauge
- Extra Heavy-Duty Steel Legs
- Chrome Plated Flipper Button Cabinet Guards
- Plated Cigarette Holders

**Location Test Reports Unanimous:**

- Hitting Four Consecutive Strikes Lights Hole for Special
- Hitting Additional Strikes Without Getting a Spare Increases Value of Special
- Spares Add Up for Special Score
- 3 Targets and 4 Rollovers Score Strikes
- 2 Targets, 2 Rollovers and 2 Holes Score Spares
- 4 "On-Off" Pop Bumpers
- 2 Alternating-Light Cyclonic Kickers
- High Score to 6 Million 900 Thousand

Subject to AMUSEMENT TAX Only!

**AVAILABLE AT YOUR DISTRIBUTOR NOW!**

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**Amusement Pinballs**  
*as American as Baseball and Hot Dogs!*

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FOR SALE**

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**Phil Gould**  
283 Market St. Newark 8, N. J.  
Market 2-4275

**FOLK TALENT AND TUNES**

Continued from page 121

b/w 'Sweet Dreams, Baby,' was released July 1. Will be

happy to send copies to all deejays who are not on Star-day's mailing list. . . Jack Cardwell, who does a daily four-and-a-half-hour seg over WAIP, Prichard, Ala., recently launched a new tele show over WALA-TV, Mobile, Ala. Show, which is beamed each Tuesday evening from 8-8:30, features, besides Cardwell (Decca), Curtis Gordon (Mercury), Luke McDaniel (Melody), Jackie Hill (King), Bob Gallion (M-G-M) and Fannie Bell.

Paul Simpkins, 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 Simpkins were house guests of deejay-recording artist T. Tommy Cutrer. Recent guests on Simpkins' "Prairie Round-Up" included Charlie Lamb; Dub Albritton, a.&r. head of ABC Paramount Records, and the new ABC recording artist, Ronnie Self.

(Continued on page 125)

**BEST IN THE MIDDLE WEST**

**IMMEDIATE DELIVERY**

<b>GENCO</b> State Fair	<b>CHICAGO COIN</b> Steam Shovel—Twin Hockey	<b>EXHIBIT</b> State Pool
<b>PINS</b>	<b>BOWLERS</b>	
Gladiator ..... \$300.00	Chi Coin Bonus Score ..... \$275.00	
Harbor Lights ..... 235.00	Thunderbolt ..... 275.00	
Duetta ..... 225.00	Triple Strike ..... 250.00	
Hawaiian Beauty ..... 125.00	Hollywood ..... 275.00	
Gold Star ..... 125.00	Cross Cross ..... 100.00	
Dragonette ..... 125.00	Advance ..... 95.00	
Queen of Hearts ..... 75.00	Super Frame ..... 95.00	
Poker Face ..... 75.00	Feature ..... 125.00	
Shindig ..... 75.00	United Capitol ..... 235.00	
Marble Queen ..... 75.00	Clipper ..... 225.00	
Crossroads ..... 50.00	Mars ..... 195.00	
Sweet Add A Line ..... 175.00	Shuffle Targette ..... 175.00	
Wishing Well ..... 95.00	Bally Jet ..... 175.00	
	Champion ..... 175.00	
<b>GUNS</b>	<b>CLOSE OUT</b>	
Bally Bull's-Eye ..... \$295.00	New Pool Tables ..... \$150.00	
Genco Rifle Gallery ..... 175.00		
Exhibit Sportland ..... 175.00		
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**UNIVERSITY Coin Machine Exchange**  
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**BALLS**

**2 1/8" SIZE—FOR ALL POOL TABLE GAMES**

New Rotation Pool Balls, numbered one to ten. Per Set.....	\$18.50
Phenolic Resin Rotation Balls, numbered one to five, red, and one to five, white. Per set.....	18.00
5-Ounce Phenolic Resin Balls, ten to set, red and white. Per set.....	16.00
4-Ounce Phenolic Resin Balls, ten to set, red and white. Per set.....	11.00
2 1/4" Size Cue Balls, Each.....	2.00
Red Plastic Shake Bottles, Each.....	\$1.00
48" Cue Sticks, Each.....	1.49
Tally Balls, Nos. 1-10, red or black, or 1-5 red & 1-5 black. Set.....	\$.65
Triangle Rack for 10 2 1/4" Balls, Each.....	1.25

**FREE** Instructions on how to play Bumper Rotation Pool, Regular Rotation Pool, Kelly Pool, etc. Send for FREE copies today.

**PUT NEW LIFE INTO YOUR POOL GAMES**

Order Now—Prompt Shipment and Satisfaction Guaranteed. Write for Complete Price List on All Pool Game Parts and Supplies.

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- Only 18"x18" Space
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**AMAZING!**

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**THE MOST COMPETITIVE NOVELTY GAME OF ALL TIME!**

Williams  
NEW 5-BALL

**Surf Rider**

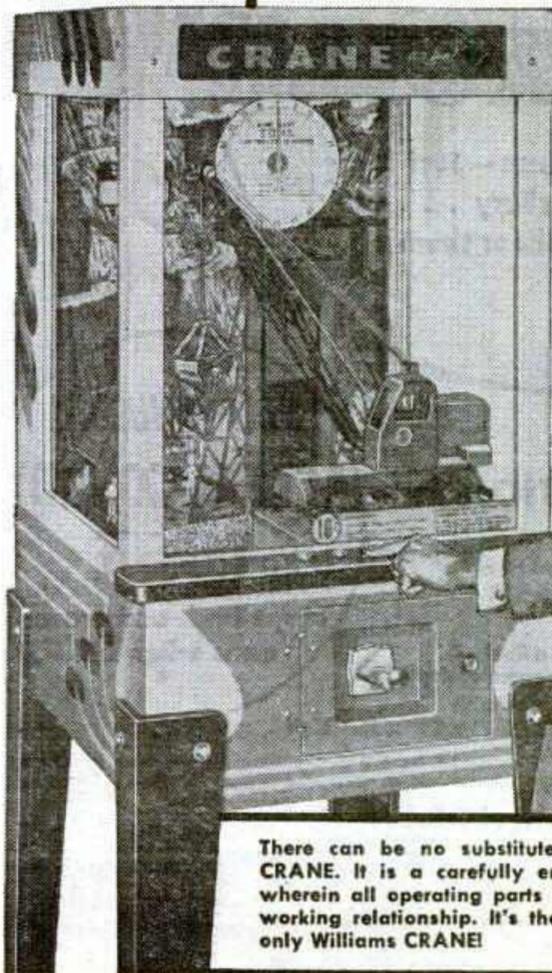


**4-PLAYER HAS TOP PROFIT FEATURES:  
NEW SKILL SHOT • BONUS SCORING**

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*Draw Free-Spending Crowds*  
in Food Stores—chains—supermarkets  
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**Williams CRANE**



**HOW IT OPERATES:**  
Insert a dime. Instantly the player assumes complete mastery of Crane. He pushes 4 Buttons to:  
(1) Drop bucket, (2) Load and Hoist, (3) Swing Bucket over Hopper, (4) Lift and Empty Bucket into Hopper, (5) Swing it back to load and unload bucket as often as possible racing the clock to score top tonnage on the dial within the allotted time.

There can be no substitute for Williams CRANE. It is a carefully engineered unit wherein all operating parts are in perfect-working relationship. It's the best. Accept only Williams CRANE!

*act today!*

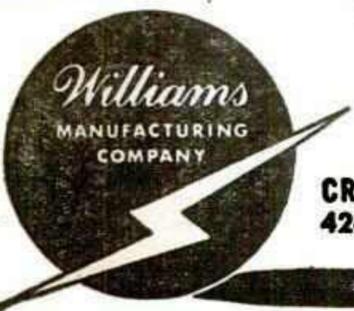
**OPERATE Williams DELUXE 4-BAGGER REPLAY or NOVELTY for BIG MONEY!**

• FLIPPERS

10¢ PER PLAY or 3 FOR A QUARTER

Order NOW... SEE YOUR Williams DISTRIBUTOR!

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.



## 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.

At a meeting of the organization committee July 18, further efforts were co-ordinated to increase membership to 100.

All members of the Music Guild of New Jersey, juke box association, will be asked to join. At present 18 of the members are included on the Amusement Association's roster.

## Ol' Swimming Hole New Tonic

Continued from page 108

just help out during normally slow periods.

### Pools Get Nod

Probably the most popular new type of location is the swimming pool. Operators thruout the country are finding them the answer to their summer problem. One operator 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.

A recent survey by The Billboard in Miami, Fla., pointed out how a number of operators were installing phonographs alongside swimming pools to help ease the summer slow down.

### Summer Helper

The Foster Music Company in Pine Bluff, Ark., recently reported that it hoped to offset a normal summer slow down in juke box play by installing machines at swimming pools and in other outdoor recreational spots.

Operator Joe Filitti, head of Blackstone Music in Chicago, also reports success with an experimental swimming pool juke box. 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. Don Calkins, head of Automatic Music and Record Shop, Knox, Ind., 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 old equipment, which we take out again after the season is over. It takes a little extra work to set up phonographs which are used only for about four months and then returned to the shop, but we think it pays."

### Better Than Normal

Automatic Music and Record Shop reported their summer collections were better than the rest of the year because of the extra locations.

Glenn Wolcott, operator in La-Crescenta, Calif., checked over his books recently and found his summer collections running nearly 5 per cent ahead of last year. Wolcott has placed music in miniature golf courses to bring this increase about. He will put the machines in skating rinks at the end of summer.

Maurice Pirlot, of Escanaba, Mich., went after the summer season by installing phonographs in golf clubs, at golf ranges and in yacht clubs.

### Favorable Commissions

But no new summer 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 location owner about commissions.

Frank Colbs, 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 investment, all the good summer locations in world are not worth-while."

Colbs goes after seasonal summer spots too. He operates music and amusement games in shore resorts and in locations on the main roads to the seashore.

Because some of the locations are new, operators are unable to tell whether they warrant installations or not. Rental arrangements have come in handy.

### Rentals Help

Most of the machines going into hotel rumpus rooms 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 danger to the swimmers. A simple outdoor speaker or two can usually cover the entire area, he said.

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**YOU'LL LOVE  
GENCO'S Sensational  
STATE  
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MOVING TARGET  
RIFLE GALLERY**

Featuring an  
**ENTIRELY NEW IDEA**  
Never before seen  
on a Rifle Game

**FREE-ROLLING BALLS**

Roll down 2 Lanes—Just Like  
a Real Rifle Gallery . . . the  
player tries to shoot them off.

**PLUS  
ALL THESE  
GENCO ATTRACTIONS:**

- Flip Over Targets
- 2 LIGHTED CANDLES snuff out when hit!
- Adjustable Replay—Optional Match
- Easy Back-Door Servicing
- Playfield Designed to Look Like a Real Rifle Gallery (with an unusual degree of depth)
- Beautiful, Bright "EVER LAST" Cork Finish
- Compact, Modern Cabinet—only 50" x 29" x 70" high

**NEW-UNUSUAL  
ACTION-COMEDY  
TARGET**  
snaps back and waves  
arms when hit!

**SEE YOUR DISTRIBUTOR TODAY!**

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue  
Chicago 14, Illinois

# FOLK TALENT AND TUNES

Continued from page 123

LeRoy Morris, 357-pound country and western spinner, recently joined the deejay staff at WFFA, Pensacola, Fla., where he spins four hours each afternoon. . . Bobby Ritter, 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 4,996 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 Tubbs, 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. . . Gurney Thomas, who airs the wax over WAYS, Charlotte, N. C., recently returned from a four-month tour with Al (Fuzzy) St. John.

## SHUFFLE GAMES

<b>FIRST-Conditioned CHICAGO COIN</b>	
BOWLING TEAM	\$315
BONUS SCORE	295
TRIPLE STRIKE	275
*PLAYTIME	225
*FLASH	195
FEATURE	175
*STARLIGHT	165
SUPER FRAME	155
CRISS CROSS TRCT	125
ADVANCE	135
*KING	120
*GOLD CUP	115
TRIPLE SCORE	85
CROWN	85
DOUBLE	75
*NAME	65
<b>UNITED</b>	
*DeL VENUS	250
*DeL. MARS	215
*TARGETTE	165
TEAM	115
ROYAL	85
*CLOVER	70
*STAR 10TH FRAME	60
<b>KEENEY</b>	
*DIAMOND	\$175
BIKINI	150
*BONUS	125
PACEMAKER	95
*DOMINO	75
CARNIVAL	65
10 PLAYER	55
6 PLAYER	45
<b>BALLY</b>	
MAGIC	\$250
*Indicates Match Play	

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## POOL GAMES

**WORLD'S BIGGEST SELECTION!**

## NEW GAMES

### EXHIBIT

SLATE POOL  
SPANISH POOL  
SUPER STAR

### CHICAGO COIN

CHAMPION POOL  
CLOVER POOL  
ROTATION POOL

And Many Others!

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## NEW AND TERRIFIC!

Chicago Coin's STEAM SHOVEL | Chicago Coin's TWIN HOCKEY

## BINGO 5 BALLS

### FIRST-Conditioned

<b>BALLY</b>	
BROADWAY	\$415
BEACH BEAUTY	360
MIAMI BEACH	295
GAYTIME	235
GAYETY	125
BIG TIME	265
VARIETY	155
SURF CLUB	110
PALM SPRINGS	90
DUDE RANCH	90
BEAUTY	80
<b>FROLICS</b>	
PALM BEACH	75
YACHT CLUB	75
ATLANTIC CITY	75
SPOTLIGHT	65
CONY ISLAND	65
<b>UNITED</b>	
PIXIE	\$345
STARLET	335
TAHITI	90
TROPICS	75



## ARCADE

### FIRST-Conditioned

Bally MOONRIDE	\$250
Genco BASKETBALL	195
SEWALK ENGINE'R	185
Mut. DRIVEMOBILE	165
C.C. BASKET CHAMP	145
Mut. SUPER BOMBER	145
Cap. MIDGET MOVIES	135
Bally BIG INNING	115
Chi. Coin GOALIE	95
TELEQUIZ (w/Film)	95
Even* TEN STRIKE	85
BATTING PRACTICE	75
Amite BOOMERANG	45
ZINGO	45

## TARGET GUNS

Un. DL. CARNIVAL	\$225
Gen. RIFLE GALLERY	185
Seeb. SHOOT BEAR	145
Mut. SKY FIGHTER	135
UNDERSEA RAIDER	125
SKY GUNNER	115
Exh. SIX SHOOTER	95
C.C. PISTOL PETE	75
Ex. SHOOT THE BULL	70
Ex. DALE GUN	65

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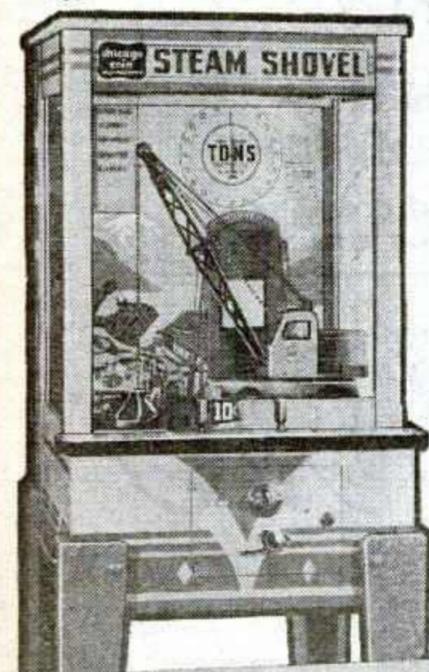


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- 1 or 2 can play!



REGULAR OR MATCH MODELS WITH FREE PLAY!



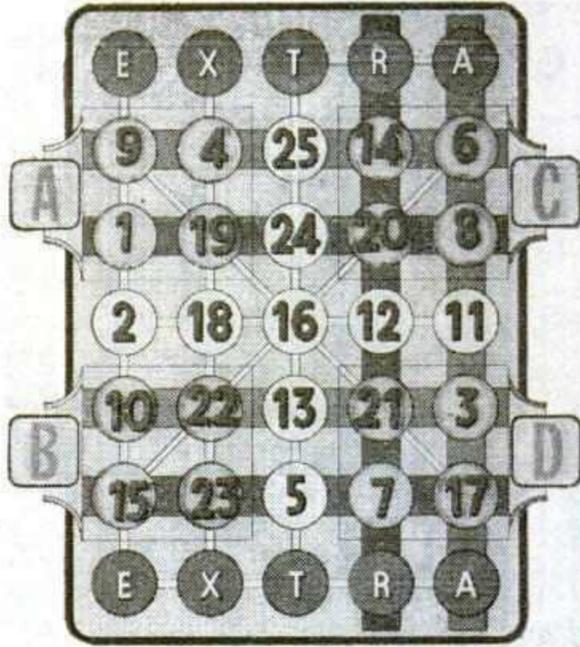
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- In Free Play or Regular Models!
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- Two lever controls for simple operation!
- Special rating panel ranks player at the end either as Beginner — Advance — Qualified — Expert!

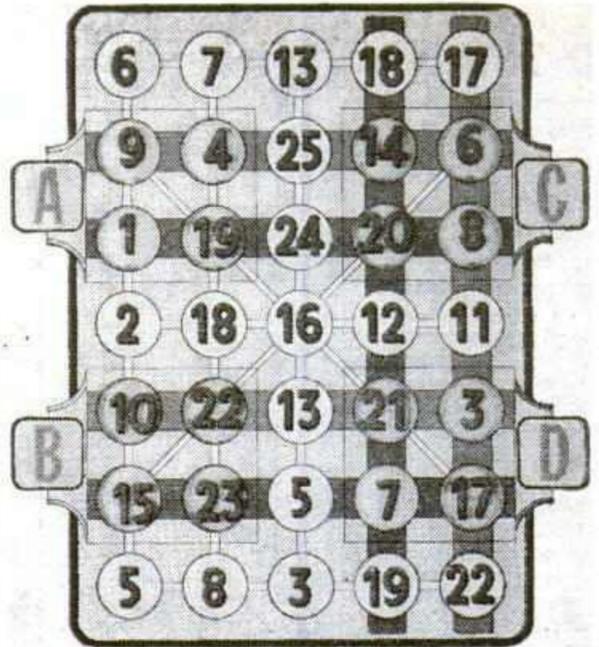
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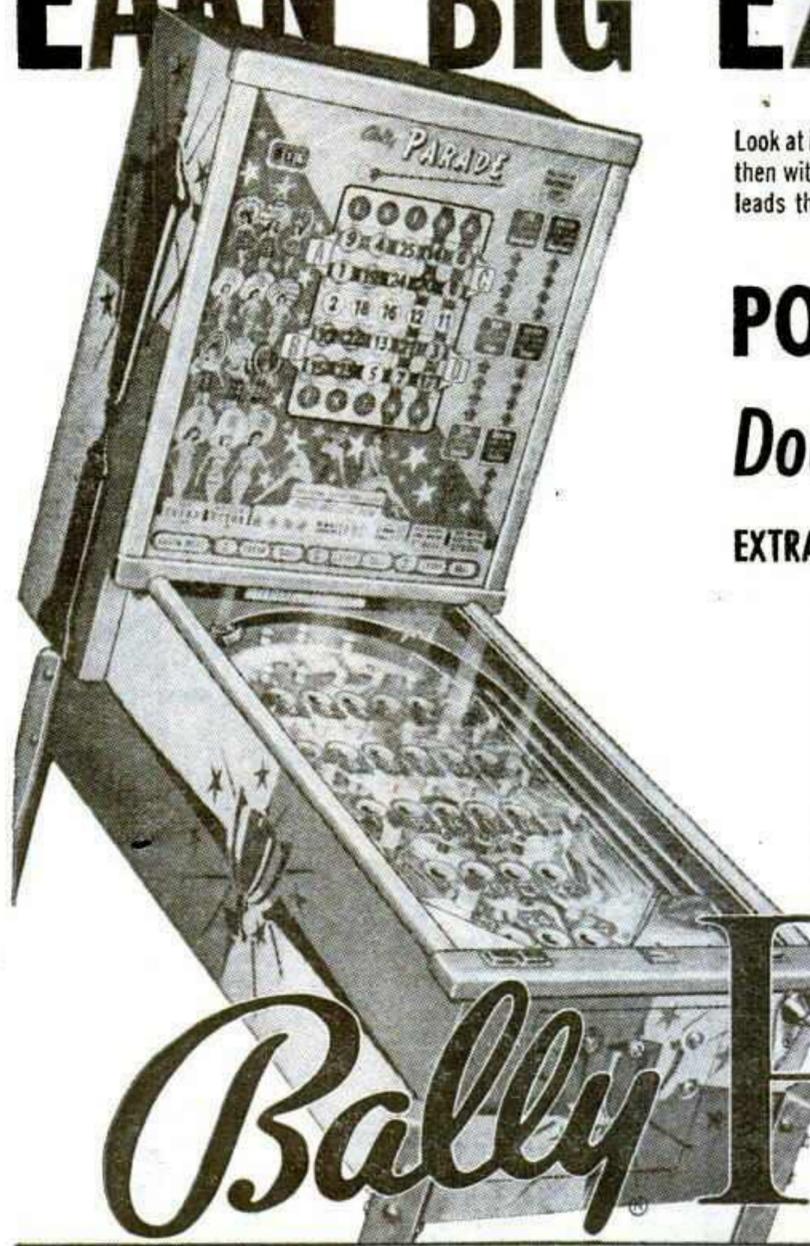
EXTRA LINES CLOSED



EXTRA LINES OPEN

# Extra Lines

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Look at illustrations above, showing PARADE card... first with Extra Lines tantalizingly closed... then with Extra Lines open for exciting score-boosting action... and you see why Bally PARADE leads the profit parade, topping BROADWAY and NIGHT-CLUB in sustained earning power.

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ONE OR TWO BALL PLAY

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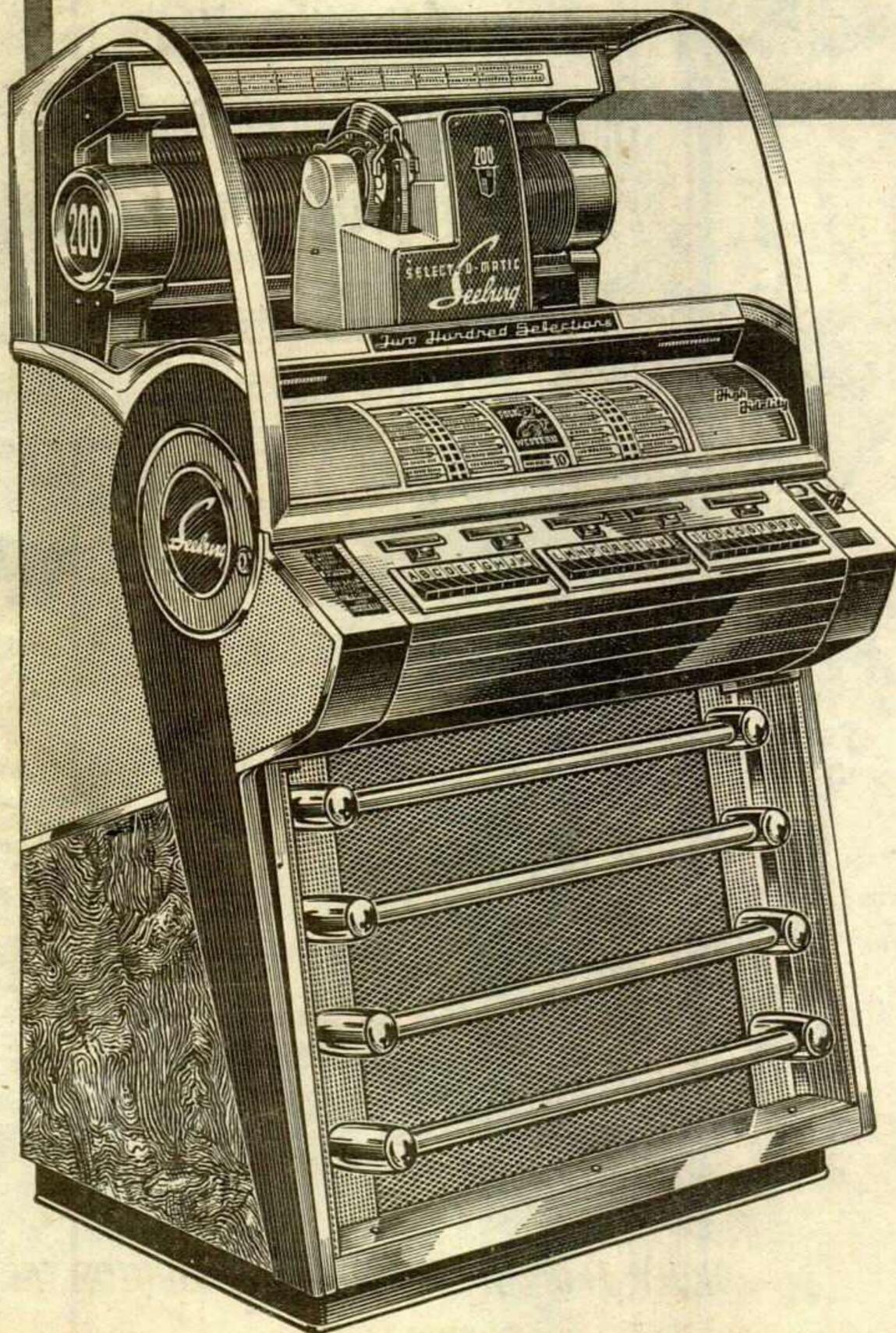
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